



MOMPREENEURS



Scan to review worksheet

Expemo code:
1EKP-51L8-366



1

Warm up

In pairs, discuss the following questions.

1. Do you think you would like to own your own business? Why/Why not?
2. Why are some new parents hesitant to rejoin the workforce?
3. Do you think it is hard for people to look after children and have a job at the same time?
4. What are the pros and cons of working from home? Would you like to do it?





2

Focus on vocabulary: idioms

Part A: Match the following idioms to the definitions.

- | | |
|--|---|
| 1. light of my life | a. someone who does something because a rule says they must do it |
| 2. make ends meet | b. <u>save money for a future date when you might need it</u> |
| 3. put some money away for a rainy day | c. <u>believe in your instincts</u> |
| 4. box ticker | d. earn enough money so as not to get into debt |
| 5. trust your gut | e. <u>the person that somebody loves more than any other person</u> |

Part B: Have a quick chat with your partner to help you remember the words for longer.

1. Which person would you describe as the **light of your life**?
2. Why is it so difficult to **make ends meet** these days?
3. Are you **putting some money away for a rainy day**?
4. Do you think you are a **box ticker** or are you more of a free spirit?
5. When you have to make a difficult decision do you like to do a lot of research or do you just **trust your gut**?



**3****Listening for gist**

Listen to the podcast about the lessons that the mompreneur has learned and then with your partner try to write them down below.

1. lesson one: _____
2. lesson two: _____
3. lesson three: _____

4**Listening for details**

Listen one more time and try to answer the following questions.

1. What does the speaker need to provide for her daughter?
2. What did the speaker like to have when she worked full-time?
3. Who is it important to get input from?
4. How much money does the speaker mention in relation to defining success?

5**Talking point**

Read through the questions and then talk about them with your partner

1. Which of the lessons do you think is the most important for a mompreneur?
2. Do you use any of these lessons in your own life? Which ones?
3. Do you agree that people should define their own success?





6

Focus on vocabulary

Match the following vocabulary from the article to the definitions.

Group 1:

- | | |
|----------------|--|
| 1. dough (n) | a. informal/slang term for the money |
| 2. swell (v) | b. informal/slang term for food |
| 3. dual (adj.) | c. strong desire to do and achieve something |
| 4. drive (n) | d. increase or become bigger |
| 5. grub (n) | e. having two parts or two different aspects |

Group 2:

- | | |
|------------------------------------|---|
| 1. <u>p</u> ertinent (adj.) | a. structure or layout of a particular system |
| 2. entrep <u>re</u> neurial (adj.) | b. having a high personal value |
| 3. <u>f</u> ramework (v) | c. connected to making money usually by oneself, risks are often attached |
| 4. <u>ch</u> erished (adj.) | d. appropriate for a particular situation |
| 5. <u>c</u> raving (v) | e. having a very strong desire for something |

7

Reading: skimming for general understanding

You are going to skim the article about mompreneurs. First, read the following headings and match them to the correct paragraphs in the article on page five. Two are not needed.

- Three is the magic number
- The kids are rich
- Money on the web
- Mom's home cooking
- Mom teaches dad
- Home is where the cash is
- Two roles
- Education and imagination



Self-made Mothers

The dramatic rise of the mompreneur

1. _____

The Internet has proved to be a money-maker for millions, and it is the pull of self-made cash that has made it so attractive for the moms of the world. Many mothers who have chosen to stay at home are now making a lot of dough and the number of them is continuing to expand at a significant rate. Clever usage of social media platforms like Facebook and Instagram for marketing and networking has helped to swell this growth both in profit and number. So, who are these Super Moms and what kind of success have they achieved, read on to find out.

2. _____

So, what is a mompreneur? A mompreneur is simply defined as a woman who is a homemaker but also works from home primarily as the owner of their own business. It is a dual role that is incredibly hard to pull off but for those with talent and drive, the rewards are there to be had.

3. _____

In 2022, Jennifer Mansour won the title of Momtrepreneur of the Year for her work as the principal founder of the kid's food company, Little Melly. Mansour's journey began when she felt that she couldn't find meals that were nutritious enough for her daughter Melanie. She started making her own grub for Melanie and this ambition grew in size and led to support from organizations like the Swedish Institute and the European Bank for Reconstruction and Development to help her business grow into something quite special.

4. _____

Tara Osbourne always believed that creativity was pertinent in helping her son to grow to his full potential and it was something that she integrated

into his life from a very early age. This skill with utilizing creativity caught the attention of the teachers at her son's school and led to Osbourne founding UKreateArt. Her company specializes in integrating art into established school subjects, especially at the primary level. She feels that subjects such as math, languages and social studies can all benefit from an injection of creativity which will help to enhance the motivation of the children and therefore produce improved results.

5. _____

As the mother of three boys, Andrea Barber perhaps has it harder than most, especially on the parenting side, but this hasn't stopped her from building up her own highly successful vending machine company from scratch. Barber wanted to establish a solid financial foundation for her children, and she felt that she had the perfect type of entrepreneurial personality to build this framework. She started by doing research, attending business conferences, and making important contacts so over time her company began to grow. Andrea's children have and continue to act as the backbone for her success, so much so that she even named the firm after them, "My Three Sons Vending."

6. _____

The choice of returning to work or staying home with the kids is a common dilemma for the majority of mothers and the search for a cherished middle ground is something that many are craving. Starting a business is never going to be a walk in the park but the goal of being the boss at work and at home is a worthwhile dream.

Sources: Public Source, The Week, Ukreateart



8

Reading comprehension

Read the following statements and decide if they are True (T), False (F) or Not Given (NG).

1. The number of mompreneurs is starting to fall. _____
2. Most mompreneurs have started their own companies. _____
3. The majority of mompreneurs are in their thirties. _____
4. Jennifer Mansour found it hard to find healthy food for her child. _____
5. Tara Osbourne started using creativity when her child finished primary school. _____
6. Osbourne's company combines art with core school subjects. _____
7. Andrea Barber had tried to start many different businesses. _____
8. Barber did three things to help her company get bigger. _____

9

Vocabulary for conversation: natural language

Part A: Look at the expressions from the article with your partner and using the context, try to guess the meaning of each one.

- "...building up her own highly successful vending machine company from scratch."
- "Andrea's children have and continue to act as the backbone for her success..."

Part B: To help you remember the language, have a chat with your partner, and use the phrases to talk about your life.

1. Is there any food that you can cook from scratch? Do you think meals that are made from scratch taste better?
2. What acts as the backbone of a highly successful company?

10

Talking point

In pairs, discuss the following questions.

1. What was the most interesting part of the article for you? Did anything surprise you?
2. Do you think it is hard for mompreneurs to divide their time appropriately?
3. Do you think that the majority of children are aware of how hard their parents must work to earn a living?



11 Additional activity/homework

Read the following essay proposal.

You are going to write an essay about the role of the mompreneur

You should include the following:

- The pros and cons of being a mompreneur
- The differences between a mother returning to work or working from home

You should:

- Write at least 250 words
- Check your spelling, grammar and punctuation

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