

Launch of Blog Featuring Musings from an Entrepreneurial Mom Offers Compassion and Sane Solutions

Date: 04-24-2006 09:06 AM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [Cherry Communications](#)

Agency: **Cherry Communications**

Albany, New York. (April 20, 2006)— A new weblog launched this week to help women struggling with the dual identities of mother and business professional to realize that they are not in this fight alone. Mommy, Inc. (www.mommy-inc.com), contains a variety of features from rants, solutions, helpful articles, and business tactics from Public Relations Professional Shannon Cherry, APR, MA.

Cherry, owner of Be Heard Solutions (www.beheardsolutions.com) a public relations 'e-firm', is the mother of three-month old twin girls. She uses the Internet to work with clients locally and across the world and her company helps small business owners and independent professionals to get more customers by launching successful marketing communications programs that grow their businesses.

"Being a mother and an entrepreneur is tough, but totally worthwhile," says Cherry, "And that's why I decided to start this blog: to share my experiences, thoughts and interesting details I find with others who may be interested in this type of journey."

It is impossible to assume that one can perfectly merge the roles of being a mother and an entrepreneur, but Cherry believes that by documenting every step of the way, she is joining the circle of working mothers teaching and learning from each other. Women can read about her mistakes and try to avoid them, or learn of her success and try to take that same path.

The personalized advice on the blog will reflect Cherry's personal philosophies concerning childcare, business tactics, and the role of women in the business-arena. This diverse blog includes easy accessibility to previous posts in which you can sort by headlines in addition to having an archive for all blog postings.

Cherry says her blog will provide an excellent opportunity for working mothers to not only take away from what she has to say, but also for them to provide inspiration and tips in return as well.

Based in the Capital Region of NY, Be Heard Solutions is a strategic communications firm that works with businesses and nonprofits all over the country to develop results-oriented marketing and public relations programs. For more information, contact Shannon Cherry at 518-248-6592 or email: Shannon@BeHeardSolutions.com.

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[You can find this press release here](#)