

Empowered Motherhood LLC / Baby On Board

Media Kit

Baby on Board

BECOMING A MOTHER
WITHOUT LOSING YOURSELF—
A Guide for Moms-to-Be

Joelle Jay and Amy Kovarick



Welcome to the media kit for Amy Kovarick & Joelle Jay and their book, **Baby on Board! How To Become A Mother Without Losing Yourself: A Guide For Moms-to-Be**



Amy Kovarick (left) and Joelle Jay (right) are the experts on helping women become mothers without losing themselves. As life coaches, speakers and authors they are sought after for their practical yet inspiring advice, insight and tools. Amy and Joelle are known for their ability to connect with and engage their audience in any medium.

Empowered Motherhood LLC provides a variety of online tools, books, seminars and private coaching services for moms-to-be and mothers around the world. Don't miss Amy's new Internet radio show, The Empowered Mother airing live Thursdays from 11am-12pm pst on healthylife.net.
<http://www.empoweredmotherhood.com>

Media professionals who would like to receive a copy of the book, schedule an interview with the authors, request a book excerpt or column/tip reprint, please contact:

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LONG BIO

About the Authors

Amy Kovarick and Joelle Jay founded Empowered Motherhood LLC in 2003 on the belief that women deserve as much attention as their babies. As new mothers, they lamented the lack of attention generally paid to a woman's individual needs during pregnancy and the first years of motherhood. In response they created Empowered Motherhood to provide a range of information, products and services both online and in person to women across the country.

Amy Kovarick

Amy Kovarick is co-founder of Empowered Motherhood LLC, author of *Baby on Board: Becoming a Mother Without Losing Yourself* and host of the Internet radio show, *The Empowered Mother*. She holds the Professional Certified Coach credential from the International Coach Federation as well as a Master's degree in Counseling Psychology. Amy also has over eighteen years of experience building and running start-up companies. She has held executive management positions from company founder to general manager to vice president in both high tech and retail companies across the U.S. and Canada. Her original background in computer science is layered with intensive work and training in communications, facilitation, strategic planning, management and leadership techniques. Amy has mentored hundreds of individuals and teams in North America and is now sharing her expertise as an author. She lives in Santa Barbara, California with her husband Mike, her son Matthew and her three step-daughters Layla, Lucy and Meli.

Joelle Jay

As a co-founder of Empowered Motherhood LLC and owner of the successful leadership development practice Pillar Consulting, Dr. Joelle Jay coaches women and leaders to achieve balance and excellence in their personal and professional lives. She holds a Ph.D. from the University of Washington and is a Professional Certified Coach with the International Coach Federation. Joelle is an accomplished speaker and author who has published over fifty articles and two books, and made public appearances at a wide variety of venues nationwide, including conferences, workshops, seminars, retreats, and university courses. Joelle lives in Reno, Nevada, with her husband, Tim, and sons Jackson and Morgan Adam.

Interview Questions

1. *Baby on Board* is for moms-to-be. It seems like there are a lot of resources already, why do women need more help when they are expecting?
2. Why do you think so many women are “losing themselves” as new mothers? What are the dangers?
3. You say that most moms-to-be are not asking themselves the right questions - what are the right questions?
4. What are the most common mistakes women make when preparing for motherhood?
5. There is a lot of attention given to the mommy wars – stay-at-home versus working mothers. Which side do you fall on?
6. *Baby on Board* advocates mothers to focus on themselves – isn't that selfish?
7. What are the most compelling stories about the women you work with and their transition into motherhood?
8. *Baby on Board* has 10 steps for becoming a mother without losing yourself, how do you sum them up?
9. Amy, I understand you are a mother of a young son and have three stepdaughters as well. Do you practice what you preach?
10. Is there any message you would like to give to all the moms-to-be and mothers out there?

Segment Ideas

How to Be a Selfish Mother

Becoming a mother without losing yourself.

Women deserve as much attention as their babies. Yet, today's powerhouse women often put themselves last out of a desire to be good mothers. Amy Kovarick and Joelle Jay lead the charge in helping women remember that taking care of themselves has *everything* to do with being a good mother. They discuss:

- The dangers of mother martyrdom
- The value of bringing everything you are to your baby
- How to rate your selfish quotient
- Knowing when to put your baby first

I Had No Idea It Would Be So Hard!

How high achievers are floored by motherhood and what to do about it.

The shift from mover and shaker to new mommy is often a daunting transition. Reactions include panic, shock, anxiety, resentment and loneliness. Reports tell us that half of all mothers with children under 5 years experience intense emotional distress. Amy Kovarick and Joelle Jay are experts in empowering mothers to move beyond the statistics and into solutions. They share:

- Why motherhood can hit so hard
- Stories from the front lines of new motherhood
- Top 10 tips for preventing stress and overwhelm
- Creative solutions from real mothers

Questions Your OB Will Never Ask You

Remembering that the mother matters.

No one usually asks a mom-to-be what *she* really needs to bring her best to motherhood. Amy Kovarick and Joelle Jay help women across the country successfully transition into motherhood. They discuss how to get moms-to-be using both their heart and their head:

- Who do you want to *be* as a mother?
- What are you most scared of?
- What would make that first year ideal?
- What do you need to let go of before the baby arrives?
- What do you most want to share with your baby?

Mistakes in Preparing For Motherhood

What moms-to-be should really be doing.

The number one mistake that moms-to-be make is spending all their time preparing for the birth, how to take care of their body or taking care of the baby. Before the baby arrives, women have already forgotten about themselves. Amy Kovarick and Joelle Jay are experts in empowering mothers. They share a variety of tips for moms-to-be including:

- DON'T spend all your prep time on labor & delivery
- DO focus on what *you* want after the baby comes home
- DON'T underestimate how incredibly hard the first months will be
- DO put a support network in place immediately
- DON'T take on someone else's beliefs about motherhood
- DO choose beliefs that will bring out your best

Stop Whining – Make Your Own Rules As A Mother

Moving beyond the problems and into the solution.

The media is full of scary stories of new motherhood – stories of women desperately trying to juggle their lives, abandoning hard-won careers *or* missing out on their babies' lives. Amy Kovarick and Joelle Jay are leaders in rewriting the stories of motherhood for today's generation. They discuss a few of their top tips for making motherhood work:

- Having it all doesn't mean doing it all
- Decide what is non-negotiable and stop negotiating with yourself and others
- Let go of half the stuff you are trying to do
- Don't waste time with limiting beliefs
- Always ask *how* you can get what you need, not why you won't

Giving Birth to Life As A Mother

Taking time to consciously plan for motherhood.

A woman is creating two lives when she is pregnant, her baby's and her own new life as a mother. Amy Kovarick and Joelle Jay help women think beyond the baby shower and the birthing room to design their new lives. They discuss:

- Making your own rules for being a mother
- Knowing what you value, believe and intend to be
- Creating a 'life registry'
- Figuring out what you need to let go of
- Taking action before the baby arrives

Top Ten Tips for Becoming a Mother Without Losing Yourself

Over time we have tried to capture the heart of our process in a series of easy to remember tips for busy mothers. These tips are useful while you are expecting and even more so after your baby arrives.

1. Let go of half the stuff you are trying to do.
2. Don't waste time with limiting beliefs
3. Always ask *how* you can get what you need, not why you can't.
4. If you want something to happen, schedule it.
5. Remember that taking care of yourself has EVERYTHING to do with being a good other.
6. Stop to self-reflect ... often.
7. Decide what is non-negotiable in your life and stop negotiating with yourself and others.
8. Act! Take one step towards what you want *today*.
9. Live your values.
10. Make your own rules.

1. Let go of half the stuff you are trying to do.

If you want to be a mother without losing yourself, you need to let go of a huge chunk of what you are trying to do. It's vital that you have the energy, space, and time to BE there in your life. You will not stay true to who you really are if you spend all your time working through a list of tasks a mile long.

Quick Fix: Make a list of everything that's on your plate right now and cross off half of it, just to see what it feels like. Think of it as an experiment. Take the perspective that you are letting go of some of your tasks "for now." Live with and use the short list for one week. At the end of the week, notice how you feel, what was different in the past week, and if you really need to add back the tasks you cut.

2. Don't waste time with limiting beliefs.

Limiting beliefs are a waste of time. The nature of new motherhood - lack of sleep, lots to do and learn, and the shocking realization of the power and responsibility you have - can leave you feeling vulnerable. It becomes easy for doubt and negativity to resurface. It's up to you to be vigilant and protect your new life and its possibilities, choosing again and again what you want to believe. For example, the first time something doesn't go the way you hoped with your baby and you notice yourself thinking, "I'm not a very good mother" - toss that encroaching limiting belief out the window! Quickly say out loud, "I'm a great mother." What you think is what begins to create your reality.

Just remember, don't waste your precious time with limiting beliefs - yours or anyone else's.

Quick Fix: When you are feeling like those limiting beliefs are crowding in around you, stop. Take a piece of paper and write down the limiting belief or negative thought that is bringing you down. Cross it out and write down the opposite belief or thought. Put the piece of paper in your pocket and refer to as necessary!

3. Always ask *how* you can get what you need, not *why* you can't.

As a new mother you are going to need a lot of things from a never ending stream of baby gear to baby sitters to pats on the back. You can spend your time thinking about why you can't get what you need - "It's too much to ask," "They are too busy," "I should be able to do this by myself." Or you can spend your time strategizing on *how* you can get what you need. Put your energy into the solution and learn to ask for what you need.

Quick Fix: Get into the habit of asking how you can get what you need. Instead of complaining, wishing, or hinting around for something, simply ask out loud, "How can I get _____?" Whether you are asking yourself or someone else, say it just like that. We guarantee you will move towards a solution.

4. If you want something to happen, schedule it.

Life can move pretty quickly when you are a mom. It's easy to think about the things you want to do but never actually get around to doing them, especially those close-to-the-heart things like sitting down and adding to your baby's scrapbook, having a date night with your partner, or getting the massage you promised yourself. Don't let your good intentions go to waste. If you want something to happen, schedule it!

Quick Fix: Make scheduling a habit. Pick a recurring period of time – monthly works well for most new mothers – to stop and schedule those things that will make your life fulfilling. Put a big reminder on your calendar or ask someone to remind you to actually *do* the scheduling!

5. Remember that taking care of yourself has EVERYTHING to do with being a good mother.

As a new mother, don't fall into the trap of thinking that it is okay if you come last. It isn't. You need to be available for your baby and your family; you need to be energized and whole; you need to feel fulfilled and complete so that you can *give* to the people you love.

Quick Fix: What is your "oxygen mask?" What are the things that keep you "breathing" so that you can take care of the ones you love? Narrow it down to the absolute essentials, then share them with your loved ones. Use the rest of the tips – asking how you can get what you need, scheduling what's important to you – to be sure that you have everything to take care of yourself so that you can take care of everyone else.

6. Stop to self-reflect ... often.

Time and the ability to self-reflect is a must-have as a new mother. It's the often overlooked key to keeping your head straight. The busy pace and ever changing nature of new motherhood is best managed by frequent adjustment, proactive thinking, creative solutions, and a calm and clear mind. All of that comes from quiet self-reflection.

Quick Fix: If you find that your good intentions to self-reflect never seem to actually happen, try writing down three questions on a piece of paper to help get things started. Make copies of the questions and use them as worksheets – just scribble the date on top and any thoughts generated by the questions. Use as frequently as needed!

What's working well?

What would make things easier?

What's most important for the next day/week?

7. Decide what is non-negotiable in your life and stop negotiating with yourself and others.

Sometimes you have to be firm as a mother. Now's the time to start practicing – on yourself! You deserve and require certain things for your life that are absolutely necessary – you needn't second-guess yourself nor let others question it. Only you can decide what are the must-haves and then make no apologies or excuses about making it your priority.

Quick Fix: Pick one non-negotiable this week. It might be something basic (food, water, sleep), or it might be something that goes more to the heart of who you are.

Communicate it. Talk to your partner or whoever else is involved, and let them know how important it is to you. Ask for their support in making it happen.

8. Act! Take one step towards what you want today.

New motherhood can be overwhelming – in the first few weeks, just taking a bath and remembering to brush your teeth can feel like a monumental achievement. Somehow in the whirl of new motherhood, a woman can forget that she is powerful, that she can make anything happen by taking one step at a time. All goals are easier when you break them down – usually you just need to figure out what the next step is.

Quick Fix: Identify what it is that's overwhelming you. You do not need to know how to fix it; you do not need to know all the steps. Just choose one thing that you can do to take action on it. Later, take another step and another. Allow yourself to *not know* everything but to take action nonetheless.

9. Live your values.

Your values are an essential part of who you are and how you experience motherhood. You need to remind yourself what your values are so that you can bring them into your life as a new mother. This is your opportunity to create a life around what truly fulfills you. Living your values is all about being conscious and letting what really matters drive your life.

Quick Fix: Do a sanity check on how you are living your values. Make a quick list of your values and rate well you are living each value on a scale of one to ten. Circle the value with the lowest score and make that the "value of the day." Look for ways to honor that value in every aspect of your life just for the day!

10. Make your own rules.

It's your life! Make your own rules. Be a new mom on *your* terms. You have something unique to offer the sisterhood of motherhood. Bring your creativity, special gifts, and perspective on the world. Whatever you do, don't settle. Don't compromise. Make motherhood work for you.

Quick Fix: Be attuned to the things that aren't working for you, and ask yourself, "If I had it my way, how would it be?" Then make up your own rules and see if it can be that way, after all.

Endorsements

"*Baby on Board* gives a personalized plan for attending to the inner resources of heart, head, and belief systems for expectant mothers. Every Ob/Gyn should use this book as the companion to office visits. If so their practices would be filled with more confident and calm mothers-to-be!

Dr. Ricki Pollycove, MD, MHS, Ob/Gyn, mother, national women's health expert and co-author of *Mother Nurture*, Fellow of the American College of Obstetrics and Gynecology

"Amy and Joelle offer the perfect preparation for motherhood."

Dr. Michele Borba, mother of three, international speaker and parenting expert, author of *12 Simple Secrets Real Moms Know*

"Finally a book that brings to light all the challenges of the modern mom with practical and inspirational advice for dealing with the changes of becoming a mother. *Baby on Board* will be on our best picks list for 2007!"

Shannon DiPadova, mother of two, founder & president DueMaternity.com

"After 30 years of nurturing new mothers, we know the demands of new parenthood are unexpectedly overwhelming and we welcome this resource to help moms-to-be plan for their transition to motherhood. *Baby on Board* goes right to the heart of the matter and helps a woman trust her instincts."

Corky Harvey RN, MS, CLC & Wendy Haldeman RN, MN, CLC, mothers, lactation consultants and owners of The Pump Station, Santa Monica/Hollywood

"I certainly struggled, and I think so many mothers do, with becoming a mother and staying in contact with my creative, 'adult' self. It is so very important to give mothers the tools and permission you are given with this inspiring, practical book. Thank you!"

Jennifer Loudon, mother of one, author of *The Life Organizer* and *The Pregnant Woman's Comfort Book*

“Hooray for *Baby on Board!* Joelle and Amy understand that taking care of yourself is the first step in being a good mother.”

Stacy Denney, mother of two, owner of Barefoot & Pregnant, author of *Spa Mama* and *Fit Mama*.

“*Baby on Board* addresses the missing piece for so many women in preparing for the births of their babies – looking carefully and consciously at what they truly need and want to be extraordinary mothers.”

Karni Seymour-Brown, mother of two, midwife and owner, Sunrise Birthing Center

Photos



Amy with her son Matthew



Amy Kovarick



Joelle Jay



Joelle with her sons, Jackson and Morgan Adam