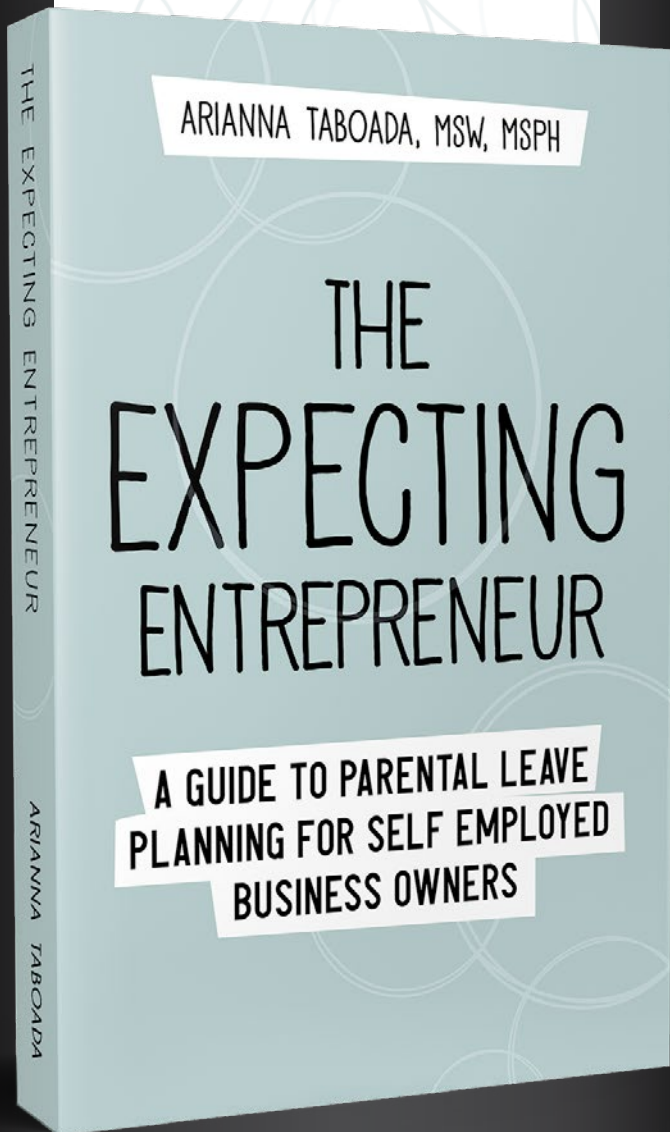


MEDIA KIT



"Running a business with a baby has some inevitable challenges, but you can plan for a smoother transition with *The Expecting Entrepreneur*. Arianna has done the hard work for you, simplifying and systematizing exactly what you need to consider to 'babyproof' your business and thrive postpartum."

—Lily Nichols, RDN, CDE, Best-selling author of *Real Food for Pregnancy*

TITLE

THE EXPECTING ENTREPRENEUR

AUTHOR

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TOPICS COVERED INCLUDE



PREGNANCY



WOMEN IN
BUSINESS



PARENTHOOD



WORK-LIFE
BALANCE

EARLY REVIEWS

"The next economy requires new models—models that account for the modern realities of working parents and innovation that supports the realities of healthy families. In *The Expecting Entrepreneur*, Arianna Taboada gives readers the definitive playbook for creating that new model for themselves, as well as the much-needed tools to go beyond survival and get on with the business of thriving."

—**Nathalie Molina Niño**, Managing director of Known Holdings and author of *Leapfrog: The New Revolution for Women Entrepreneurs*

"*The Expecting Entrepreneur* is a go-to guide for any business owner looking for concrete tools and planning support in navigating the adjustments to work and life necessitated by childbirth. The book is straightforward, with insights that will provide value well beyond the months surrounding childbirth—building business systems, support networks, financial planning, and planning for the unknowns. It's thoughtful, inclusive, and practical."

—**Katie Bethell**, Founder, Paid Leave for the United States (PL+US)

"Arianna brings together key data, stories, and heartfelt guidance on parental leave in this timely resource for business owners. Her deep knowledge is evident in each chapter, and she elevates the reality that entrepreneurs and parents are differentially impacted by the United States' lack of social protections and systematic marginalization. This book makes the clear case why we all—business owners, thought leaders, advocates—must step up and rally behind the policies, programs, and supports that can help make parental leave **possible for all.**"

—**Christine Michel Carter**, Best-selling author of *Mom AF* and global advocate for working moms

ABOUT THE BOOK

TITLE: *The Expecting Entrepreneur: A Guide to Parental Leave Planning for Self Employed Business Owners*

ISBN 10: 978-0-578-93344-3

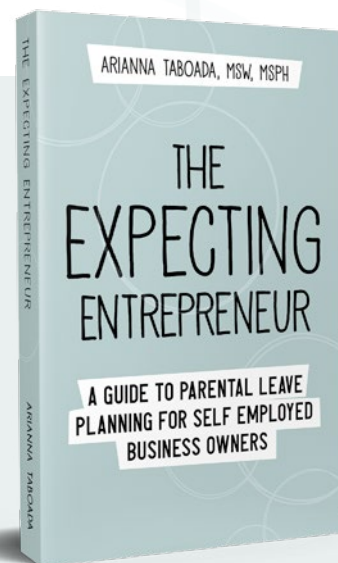
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PAGES: 113

PUBLICATION DATE: October 21, 2021



Your life is baby-ready—but did you babyproof your business?

When you're the boss, planning for much-needed parental leave, making money, and the survival of your business can feel overwhelming. You deserve to recover from childbirth and transition into this new chapter without the stress of work.

How do you design a parental leave that works for you, your family, and your business—without sacrificing entrepreneurship success?

In *The Expecting Entrepreneur*, parental leave consultant Arianna Taboada provides a step-by-step blueprint for expecting business owners to plan parental leave while ensuring that their small business runs smoothly and successfully in their absence. Full of easy-to-implement strategies and diverse case studies of women entrepreneurs during pregnancy and motherhood, this is your guide to confidently prioritizing your health and your baby with a leave that fits your business model.

You'll discover:

- ◆ A foundation of five principles for planning your ideal leave.
- ◆ Scientific evidence on the importance of parental leave for you, your baby, and your business.
- ◆ How to update operations and client communications to keep day-to-day tasks moving forward.
- ◆ Financial options to fund your time off when paid family leave isn't possible.
- ◆ Strategies to ease the transition of returning to your business postpartum.

In the absence of a company policy, you have the power to design your parental leave, your way! Get *The Expecting Entrepreneur* to prepare yourself and your business for your promotion to parenthood.

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ABOUT THE AUTHOR

"Arianna is prescient and stepping out at the right time with *The Expecting Entrepreneur*. Just like her, this guide is generous, thoughtful, science-meets-art, and will help you build the self-awareness you need as you move through the momentous shifts into parenthood. This book will give back and lift you up!"

—Rebecca Egbert, *Entrepreneur*, former midwife, and perinatal health tech pioneer

Arianna Taboada, MSW, MSPH, is the founder of The Expecting Entrepreneur™, a consulting firm that helps entrepreneurs design parental leave plans that meet their business model and personal needs. Her highly personalized services for entrepreneurs incorporate both her expertise as a maternal health professional and her own experience as a business owner and mother. Prior to her consulting practice, Arianna worked on maternal health issues for over a decade as a health educator, a social work trainee, a reproductive health researcher, and a yoga therapist.



Arianna speaks and writes about parental leave and respectful maternity care as an issue of social justice, human rights, and economic equity. Her work has been published in peer-reviewed journals such as the *International Journal of Health Equity*, *Advances in Social Work*, and *Ethnicity & Health*. She is a coauthor of *Degrees of Difference: Reflections of Women of Color on Graduate School*, published by The University of Illinois Press in 2020.

Arianna completed two traineeships with the Maternal and Child Health Bureau of the US federal government's Health Services and Resources Administration—one at the UCLA Center for Healthier Children, Families, and Communities and another at the University of North Carolina at Chapel Hill, where she earned her Master of Social Work and a Master of Science in Maternal and Child Health. She is also an in-house senior researcher at Hopelab, a social innovation lab focused on developing health and emotional well-being interventions for adolescents and young adults, including those who are pregnant or parenting.

Arianna is bilingual, binational, and bicultural, and has spent much of her life working across the US and Mexico. She currently lives, works, and plays with her family in Berkeley, CA.

Learn more at www.theexpectingentrepreneur.com.

SAMPLE TOPICS

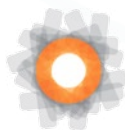
Talk to Arianna Taboada about designing your parental leave, preparing your business for time off, and balancing entrepreneurship and parenthood.

- **Promotion to Parenthood: Why Parental Leave Benefits You, Your Baby, and Your Small Business**
- **5 Guiding Principles for Planning Leave**
- **Babyproof Your Business: Strategies to Update Business Operations and Communications in Preparation for Your Parental Leave**
- **No Paid Family Leave as a Small Business Owner? Financial Options to Fund Your Time Off Postpartum**
- **The Postpartum Ecomap: How to Plan Your Support System for a Healthier, Happier Transition into Parenthood**
- **Back to Work: Tips to Navigate a Clear, Stable Return to Your Business After Baby**

AUTHOR HAS BEEN FEATURED IN ...

HUFFPOST

Ethnicity & Health



International Journal for Equity in Health

Advances in Social Work
Indiana University School of Social Work

Maternal Health
Task Force



STARTUP PARENT

Forbes

PsychCentral

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BOOK EXCERPT

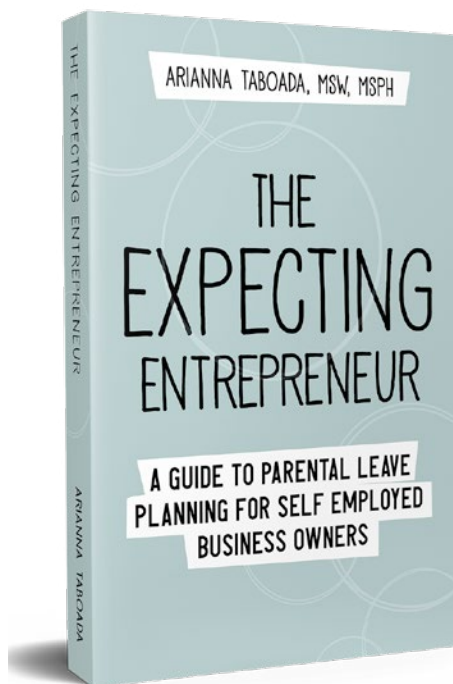
Chapter 1

Why a Book Like This Exists

As I began talking with folks about writing this book, I was inevitably asked about what inspired me to write it. The answer is simple: Expecting entrepreneurs. You. Me. Us. Our experiences and our stories are what inspired me.

Take Melinda. Her online marketing business is just over a year old, and right now, she's everything from CEO to content creator to bookkeeper. Melinda's business's survival depends on her being able to work, which makes the upcoming birth of her second child feel risky. She wants to be able to take some time off to recover from the birth and bond with her baby but can count the scarce number of unpaid days she is planning for before she has to be back at work—just like 86% of the working parents in the United States who do not have access to any kind of paid family leave.

In a small town in Rhode Island, Kara runs a rapidly expanding, successful e-commerce consulting firm. She optimistically sees preparing for parental leave as an opportunity to train her team of three to run the ship without her. But before she can take time off, she'll need to create the systems, processes, and documentation needed to keep things running smoothly without her. It feels like a huge, overwhelming undertaking. Kara doesn't know how she's going to get it done and keep her perinatal anxiety under control—like the one in five birthing people who experience mood and anxiety disorders during pregnancy or postpartum, which inevitably impact their transition back to work.



And Lyla? She's been running a profitable brick-and-mortar wellness business for nearly a decade. She wants to take at least six months off when her little one arrives, but since she's the primary breadwinner, she knows that would leave a huge gap in her family's income. Stuck between the desire to invest in her own well-being so she can return to work strong and healthy and the financial needs of her family, Lyla has to figure out how to avoid being financially penalized for becoming a mother. Like the other full-time working mothers who earn anywhere from 54 to 71 cents to the dollar earned by a white man, Lyla is affected by a pay gap influenced by structural sexism, racism, and motherhood status. Persisting throughout their lifetimes, this pay gap affects the resources women can invest back into their businesses, their retirements, and their families.

Situations like those of Melinda, Kara, and Lyla are far from uncommon. When it comes to parental leave, self-employed business owners are a vulnerable, marginalized population—and the negative effects on their health and finances aren't just individual and immediate. They're far reaching and long lasting. They affect the world in a whole range of ways we're just now beginning to understand.

Self-employed birthing people, in particular, experience what the field of maternity care research calls the "too little, too late" phenomenon. Without policies and mechanisms to protect them during the critical reproductive period, expecting entrepreneurs have limited resources at their disposal. What help they do get often arrives too late—even in high-income, industrialized countries. This results in huge disparities in maternal health outcomes. As a result of navigating pregnancy and parental leave without any social protections, expecting business owners are empirically more likely to become ill or disabled and are at a higher risk for maternal mortality.

Women-led entrepreneurship is not a niche trend—40% of businesses in the United States are owned or headed by women. Businesses owned by women of color grew exponentially. Women-owned businesses employed 9.2 million individuals in 2018 alone and generated \$1.8 trillion in revenue. Despite those facts, a lack of federal or state maternity leave policies means that pregnancy places self-employed individuals on the margins of social safety nets.

This lack of social infrastructure is exacerbated by the reality that there are no company policies or structures to follow when you are a solopreneur, no best practices specifically designed for expecting entrepreneurs to implement, and no roadmap for designing a leave that ensures the parent, the baby, and the business all survive and thrive. And as researchers have demonstrated over and over again, this reality leads to dismal outcomes.

And so, business owners like Melinda, Kara, and Lyla find themselves in challenging positions—and their stories are representative of the arduous experiences of many expecting entrepreneurs. Businesses need to be able to persist and thrive while their owners step back. Individuals need to be able to prioritize their health and well-being so they can return to their businesses firing on all cylinders. Their families need to be able to depend on their contributions, both as parents and as breadwinners. But the cumulative impact of expecting entrepreneurs' experiences means that these individual stories are also irrefutably about the bigger picture.

Economic injustice is inevitable when hundreds of thousands of birthing people running businesses and households live on the edge of financial uncertainty. Health outcomes are not about individual choices but reflect the value our society places on birthing people and their contributions and the investment (or lack thereof) made as a result of that value. Gender equity can only be achieved by acknowledging and actively

addressing the wealth gap that women and femmes face, with close attention to how it is exacerbated by the variables of motherhood, race, ethnicity, and legal status. Our collective society benefits from birthing people being supported to contribute to both their families and the broader economy, but without the proper infrastructure, we all lose out.

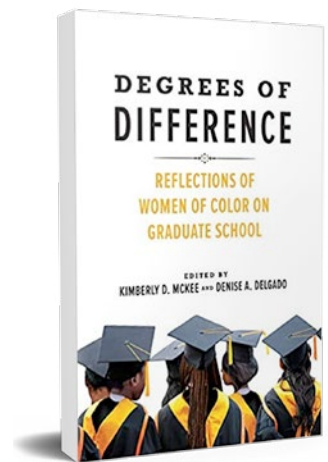
Having the conditions and resources to be physically, mentally, and financially healthy is a fundamental human right—and one that expecting entrepreneurs deserve as much as anyone else. We matter. Our businesses matter. Our contributions matter. But right now, our best-case scenario is too little, too late, if at all. Financially, there are few, if any, resources available to help pregnant business owners plan for and fund parental leave. While financial safety nets like paid leave are rare even among traditionally employed people in the United States, taking leave as a small-business owner requires taking additional measures to protect against financial and physical vulnerability.

No federal policies protect small-business owners' well-being during or after their pregnancies. State-specific policies and private short-term disability policies are two options available and have their own challenges. Eligibility for state-level paid leave policies vary wildly, typically require having paid into the system, and are often difficult to navigate. Similarly, purchasing short-term disability policies for the business is an option that many business owners don't realize they

have until they need it. I've also seen business owners attempt to purchase their own private disability insurance—but if they are already pregnant, be unable to reap the benefits of such a policy. I think we can all agree that this patchwork of partial and difficult-to-navigate solutions is a less-than-ideal situation.

Parental leave isn't simply a nice-to-have, or an act of benevolence or charity toward birthing people, or a strategy to be used in the recruitment and retention of women by tech companies. It's a social justice issue and an economic equity imperative—and right now, we're failing badly.

ALSO FROM THE AUTHOR



DEGREES OF DIFFERENCE: REFLECTIONS OF WOMEN OF COLOR ON GRADUATE SCHOOL