

Book Synopsis on
“Mojo Mom”
‘Nurturing Your Self While Raising a Family’

by Amy Tiemann

(Synopsis by Gary Tomlinson)
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I first met Amy Tiemann, the author of *Mojo Mom*, in March of 2007 at the Duke/UNC Women in Business Conference. It was lunchtime and we were sitting across the table from one another. After introductions were made, Amy asked why I was attending the conference. I replied I was with *Women’s Edge* Magazine, that we were about to launch our premiere issue and we’d be attending a lot of events like this one. During our conversation I learned that Amy was an author and her latest book, *Mojo Mom* had just been published. What an interesting title. I had to ask, what’s a “mojo” mom? Amy responded, “ ‘Mojo’ is that feeling moms get when they’re at the top of their game, juggling kids, life and their own needs, even if it’s only for one glorious afternoon.” I was intrigued. As our lunch ended, I asked Amy to send me a copy of her book.

Now, nine months later. I finally picked up *Mojo Mom* and gave it a read. Her book is both fascinating and enlightening. It should be a primary resource for every new mother, particularly women leaving or taking time off from the workplace to be at home with their baby.

I was curious to learn more about *Mojo Mom* and what led Amy to write the book. I reconnected with her and here are the highlights of our conversation:

W.E.: *Amy, what prompted you to write this book?*

Amy: As an educated professional woman, I felt prepared for anything in life. But that preparation had not prepared me for the challenges of motherhood. The things I learned that helped me be professional in business didn’t necessarily transform into knowing how to be a mother. The gap between what was expected and what was reality was a big challenge. I didn’t have a good expectation of what would happen and I found it frustrating to juggle a career, family and motherhood. When my daughter started preschool, I set out to write the book that I wished I had to guide me through the transforming experience of motherhood.

W.E.: *Tell me about some of those experiences and the transformations you went through?*

Amy: I have to admit that I didn’t expect the changes in my own life and identity to be so huge. One of the first things you learn as a mother is that you have to throw your plans out the window. I was faced with redefining my sense of self and creating the next era in my life. I was used to measuring my success by the career-ladder model. But you can’t

measure motherhood that way. That model works well in measuring career success but doesn't work well in measuring the success of motherhood.

W.E.: *What advice would you share with new mothers?*

Amy: You need to be willing to reinvent yourself. Becoming a mom is a huge identity shift for most women, especially those who have left behind a career and a paycheck. Whether you've been a mom for three months or thirteen years, the challenge is to find ways to lovingly nurture yourself as well as you nurture the rest of your family. You need to make yourself a priority. Learn to ask for what you want. If you don't, no one is going to give it to you. If you're stuck in a rut and feel your "mojo" is depleted, go out and do something creative. I found that a mother's life is a lot more like an artist's life than a corporate career one. When I measured my accomplishments as a mother using the same yardstick I used at work, I felt like a failure. However, when I thought of myself as an artist then everything in life became good material for the future.

Mojo Mom is designed to help each women explore the essential question "Who am I, now that I am a mom?" *Mojo Mom* does more than just identify the challenges of motherhood. It gives you the tools for nurturing every part of the *Mojo Mom* life. You'll learn practical ways to survive and thrive during the intense early years as well as how to tend to your ideas and dreams – even if you can't act on them right away. *Mojo Mom* traces a path that starts with self-care and culminates in women's leadership.

To obtain a copy of Amy's book or to learn more about Mojo Mom, visit www.mojomom.com.