

Media Kit 2012



www.ourmilkmoney.com
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Welcome to OurMilkMoney.com!

In the summer of 2007, I was a new mom, with a 9 to 6 corporate job, a 3 hour daily commute and a large daycare bill each month. I had been searching for a way to become a stay-at-home mommy without losing my portion of the household income, which was necessary for the survival of my family. In an unexplained turn of events, my position was eliminated and I found myself right where I wanted to be: At home with my little boy. Fortunately, I was able to survive for several months on a bit of severance and unemployment benefits. A year later, there was no question that my presence at home was the reason that my son was flourishing, and we were all much happier as a family unit. I informed my husband that I would not be returning to the corporate world. I didn't care about the financial sacrifices we needed to make, I was staying right where I was. Little did I know that I was about to embark on the journey of a lifetime. This was the beginning of the most glorious undertaking I had ever known. As grateful as I was to have had the opportunity to experience life as a stay-at-home parent, I was also struggling and desperate to find a source of income that would insure our stability

Curious as to how others were being affected by the current situation, I decided to do a bit of research. How many new parents were in the same exact position as I, searching for an answer, with the hope of a better life for their families? Was there a need for what I wanted to put into motion? It began with a simple email to friends and family, asking if they would pass my message on to those who might be interested in helping me explore these visions.

The response was astounding! Hundreds of letters from self-employed parents came flooding in from across the country, informing me of their personal struggles, asking how to get involved, where to sign up, and what could be done to ensure the success of my idea. I was overwhelmed not only with the enormity of the responses, but the blatant urgency that came with each inquiry. Families everywhere needed to believe in this prototype because of how it gave them a new perspective of hope.

Less than 3 years ago, and with the involvement of many other incredible parents across the nation, OurMilkMoney.com was born. Together we have created a national search directory of exclusively family-owned businesses in more than 100 cities across the U.S. and Canada. I am extremely proud of the community that is already in place, the members that are making purchases from each other and supporting the mini-economy that has blossomed as a result of these hard-working parents.

I am beyond enthusiastic about pushing our little organization that could to the next level in 2011. It's time that others became aware of our mission.

Please join me in this revolution and help me to tell the whole world about these dynamic and determined parents who have come together to provide a better life for their children!

*"Thank you for supporting self-employed moms and dads.
Together we are changing the world!"*



Kindest Regards,

Ally

Ally Loprete, Founder & CEO
of **OurMilkMoney.com**

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Our Story



The OurMilkMoney.com search directory began with an idea by a stay-at-home mom who reached out to find others in a similar situation. Parents everywhere began to join forces.

As not to deprive our children of our daily presence, together we searched for a solution that would allow us to work from home. Fortunately, living in the superior age of technology has created more and more opportunity for this ambition. Thanks to the internet, we are able to create opportunities for ourselves as parents and as entrepreneurs.

OurMilkMoney.com grew with it's first goal: To help parents see that they DO have a choice and that they are not alone in wanting more for their children. OurMilkMoney.com became a tool to help parents find financial opportunities.

The second goal of OurMilkMoney.com: To educate the average consumer on the value of purchasing from a self-employed parent, as well as to provide the consumer with an effortless way of accessing the businesses just as efficiently as conducting any online search.

The third and final goal in reaching our destination: To empower one another, set a good example by purchasing each other's products and services, and pass our funds back and forth in our own mini-economy. By making that commitment to one another, we knew that there would be others who would see the benefit of joining in our community.

There is much power in numbers, and we know we will accomplish our dreams by uniting together.

By committing to each other our businesses will thrive and so will our children!

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Our Mission

OurMilkMoney.com is a national search directory that lists ONLY self-employed parents. We are also a community resource dedicated to helping parents who want to stay at home find financial opportunities and support.

Our institutional ethos is built around a common goal to provide for our children. In this society, the average family is faced with a challenge to provide for their families with no less than two incomes, and are sacrificing their commitment to raising their own children. As a result, many parents are forced to give the people they work for more of a commitment than they are able to give their children.

We envision a situation in which we are able to reinvent ourselves as parents and entrepreneurs, and where we are able to adequately embrace our family values and support one another by working towards a lasting solution.

Our rationale is based on a concept that brings the community of self-employed parents together: by purchasing only each other's products and services and by promoting our unity as an organization.

We wish to see a vibrant change in the choices we make as consumers, to appreciate the *VALUE* of what we purchase, and to support the parents who have chosen to be entrepreneurs as a means of providing for their families.

The moment a child is born, the mother is also born. She never existed before. The woman existed, but the mother, never. A mother is something absolutely new."

~Rajneesh

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Frequently Asked Questions

What is OurMilkMoney.com?

OurMilkMoney.com site is a national online search directory of self-employed parents. We are also a community resource dedicated to helping parents who want to stay at home find financial opportunities and support. Our aim is to give parents a choice and to educate consumers on the value of buying from a self-employed parent

I really like your mission. What can I do to get involved?

In addition to being listed on our directory, the biggest contribution you can make is getting the word out. The success of OurMilkMoney.com is contingent upon having a diversified selection of goods and services available to the average consumer, as well as knowing how to find us. In a nutshell, the more businesses we have listed, the more consumers will benefit from using our site to do their online searches. We are doing our part to expose our mission and broadcast our service directory to the public, but nothing is as strong as word-of-mouth. Once listed, please tell your friends and family where they can find you, and encourage them to do their online shopping with OurMilkMoney.com.

Is there a fee?

No. When we first began we charged an annual membership fee of \$25. However, over time we began to feel that this was working against our vision. Currently we are seeking alternative ways to fund the site and keep the mission alive. If you would like to donate to our cause, \$25 is the suggested donation. All listings are now also searchable at both the local and national level.

Are you able to represent parents who don't have a website, or even a company name?

Absolutely. Although the concept of OurMilkMoney.com was originally created to accommodate the self-employed parent operating at the local level with less income and therefore less advertising budget, we certainly don't want to exclude anyone with a business on a broader scale. As long as you meet the qualifications of being a self-employed parent, you are eligible to list your business or service in our online directory.

What is the difference between a major market and a submarket?

A major market covers a large metropolitan area. A submarket is the smaller areas that make up that area. Because each area of the country is divided differently, this was the best way for us to create a system that would benefit all of our members, depending on the service or products that are being listed.

I live in a smaller town or city that is outside of what most people would consider a "major market" -- so how can OurMilkMoney.com work for me?

It doesn't matter if you're in a major city or a smaller city or a town. We've built this system to work for EVERYONE.

It became clear to us after receiving so many applications from all corners of the United States (and even some other parts of the world!) that we needed a system that would not exclude anyone from this structure no matter the location.

To accommodate everyone, we have listed the majority of large markets in the U.S. If we find that we need to add new markets based on inquiries, we will do so. We will also approve "sub-markets" associated with these Major Markets through the application process. Therefore, we rely on our current members, as well as prospective members to help us saturate these locations through word of mouth. It is in everyone's best interest to help build each local area. We advertise to all areas of the country to allow more opportunities for more self-employed parents to find us, but it's our members that are making a difference in their communities.

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Frequently Asked Questions (cont)

Do I have to have to be a parent to list my business?

Yes. The purpose of our site is to help businesses run by families with children. There are many other online sites that will help you with your business endeavors, but this one caters only to families, and family owned businesses. To ensure this, we have a thorough application process and a basic agreement for all members to sign electronically.

How is the site funded?

It was important to us that we encompass certain aspects in our site that provide an overall sense of trust and support. We originally charged an annual membership fee but decided it was working against our true integrity and desire to support parents. We have discussed obtaining financing through advertising dollars from larger companies -- but that still seems contradictory to our mission. Clearly, the companies that can afford those kinds of ads don't need our help to advertise their products or services. The self-employed parents, with low advertising budgets do, which is the function of the Our Milk Money search engine. Because our site needs basic funds in order to simply stay operational, we are accepting donations from anyone who wishes to contribute. We are in the process of researching private funding and grants as well as affiliate programming and partnerships. Because we are successful in attracting a good amount of traffic by consumers, potential members see the value in joining our community, and we believe our site will find the funds it needs to survive.

As a member of OurMilkMoney.com, what can I do to help the site remain successful?

First, let other stay-at-home parents know what we are doing. Because each membership fee is so low-cost, we depend on the volume of our memberships to help us maintain a good working directory, as well as for site maintenance and in promoting the directory to the public.

Second, spread the word to ALL of your contacts, whether they are parents or not. Let them know that you are listed on OurMilkMoney.com along with many other fantastic products and services across the country and in their city. Encourage everyone to use our search to find what they need

Finally, and most importantly, use OurMilkMoney.com to search for your own products and services, and make a conscious effort to make all of your purchases from a self-employed parent. We can start by setting a good example. If we commit to making a change, and are successful in that change, others will soon follow.

The basic principle is simple...

By purchasing goods and services you would normally buy, and choosing to purchase them from a parent who is running his or her own business, you are helping a mother or father raise their children! It's a simple action that you can feel good about.

We want to encourage consumers to make a conscious choice on what products they buy and the economy they'll be supporting when they make their purchases -- whether they may be every day needs, recurring, or for a special occasion.

This is what OurMilkMoney.com is all about.

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How OurMilkMoney.com works for parents

1. Join

Sign up as an individual, partnership or family-run business so that OurMilkMoney.com members can find you in the directory.



2. Create Profile

Each member has ability to create and maintain an in-depth profile. Add logos, post profile pictures, give a detailed business description, and personalize.

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How OurMilkMoney.com works for parents (cont)

3. Get Connected

As a member, you are given a wide variety of resources to connect with other members of the OurMilkMoney.com community.



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How OurMilkMoney.com works for parents (cont)

4. Get Promoted

Let us help to give you the exposure that you and your small business deserve. Members are able to contribute guest blogs, articles, spotlight interviews, and so much more!



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How OurMilkMoney.com works for consumers

1. Find a Product or Service

Begin your search by selecting from more than 80 major metropolitan cities nationwide and Canada.



2. Choose Categories

Use our refined search results to find local businesses that match your criteria.



3. Start Shopping!

Connect with parents in your community. View their profile and business information, visit their websites, or send them a direct message. Support a family and feel good about every purchase you make!



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What people are saying

**“Our Milk Money
isn't just a
phenomenal
investment, it's a
gift.”**

**Shannon Penrod,
Owner of Star Service
DVD Solutions**

We love personal touch... your website is awesome. I highly recommend any woman (or man) in business to contact you and advertise with OurMilkMoney.com. It is inexpensive and terrific!! Thanks for reminding us that supporting one another's small businesses' is the way to go. We need to care, share and dare to be better every day. Thanks for being a part of our great community.

Dawn Billings, CEO & Founder of The Heart Link Network

Being a member of Our Milk Money is a must have for the self-employed parent. Not only are you instantly connected to a consumer market, but you are also connected to a support system that goes above and beyond the usual network group. You also have the support of affordable marketing and advertising resources and a management team that is dedicated to your success. In addition, as a shopper and business owner

when you purchase goods or services from a member, you know your purchase goes directly to support a family.

Maureen Daniels, Owner of Online Shopping Boutique

Why choose Our Milk Money? At OMM the owners are invested in what they are doing and they WANT the advertisers to succeed. They want to help promote me and see my business grow. Their hearts are invested for the sake of the parents advertising with them - in my opinion that is the underlying difference between a mediocre company and a great one.

Shara Lawrence-Weiss, Owner of PersonalChildStories.com and MommyPerks.com

OurMilkMoney.com is a groundbreaking arena for any business seeking to create awareness while providing a forum for parents who share a common goal...family first. As a consumer, I look forward to supporting other parents by using products and services listed on ourmilkmoney.com, and as a business owner I am proud to be a part of something I know will benefit the most wonderful aspect of everyone's lives...family.

Natasha Duswalt, Owner of Peak Models and Talent

Our Milk Money is a godsend to my family. I'm a busy business owner trying to help my four year old son recover from autism. I don't have time or money to waste. Our Milk Money has successfully gotten me in front of an audience of hundreds of thousands of prospective clients for literally pennies. Our Milk Money isn't just a phenomenal investment, it's a gift.

Shannon Penrod, Owner of Star Service DVD Solutions

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What people are saying (cont)

Not only is the site user friendly, but the concept scratches my itch to give business to Mom & Pop rather than the large, emotionless corporations that try to run this free enterprise system in our great country.

Martin Freund, Owner of MARTICA Pharmaceuticals

As a parent, and small business owner, it can be tough to find the time to market my products to the general public. When I was introduced to Our Milk Money, I jumped at the chance to be a part of it because of the dedication of its creators and its potential to effortlessly expand my marketing base. Because of the importance of supporting parent-owned businesses, Our Milk Money is an absolute must as it is a premiere reference for the public looking for these types of businesses.

Lisa Smith, Owner of Regionz Kidz

"I believe that Our Milk Money is the support that all parent-owned businesses have longed for... Every child deserves the chance to have us there. Together we are going to change the world."

Lisa Lange, Owner of
ReadingAboutMe.com

This site is providing a great service for anyone who supports putting family first. It looks great and is easy to navigate. I LOVE the dad's forum! Chris is hilarious!

Lacie Burk, consumer

I believe that Our Milk Money is the support that all parent-owned businesses have longed for. Our Milk Money puts parents first. Its mission is incredible - bring back the day when a parent could be there for every moment a child needs him/her. The support is remarkable and every parent involved knows that nobody is alone. Together we are building a family - a family who values each other's worth, both strengths and weaknesses, and stands together to accomplish what we believe in. Every child deserves the chance to have us there. Together we are going to change the world.

Lisa Lange, Owner of ReadingAboutMe.com

I am proud to be associated with OurMilkMoney.com, which enables me to balance my time between being a business person without sacrificing my time with my children.

Monika Cheang, Owner of GiftReaction.com

Our Milk Money is vital to the Work at Home Parenting Network. New and Innovative - this site brings to the public an awareness of service along with an outstanding resource for connection, growth and products.

Sandra Beck, Owner of Motherhood Incorporated USA

What a refreshing new way for my stay at home family business to market itself exclusively and professionally! I have friends from every demographic who are using OMM to do their shopping because they know they are supporting people like me.

Liz Saller, owner MYORGREENICS

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OurMilkMoney.com in the News



"OMM offers numerous benefits to not only other work-at-home parents, but also to the everyday consumer."
 Tammy Marashlian,
 The Signal Staff Writer



"The credit for this directory belongs to founder, Ally Loprete. Although it is not very old, she has been able to create something extremely successful and already a great resource for anyone looking to purchase from a parent-owned business."
 Angela Shupe, Business Opportunities Weblog

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OurMilkMoney.com's Live Radio Program

Each Live Weekly Broadcast Brings You the Guidance You Have Been Looking For.

Moms and Dads looking to bring one parent home to stay with their children in an age when 2 incomes are vital for a family's survival are finding their inspiration through activist and motivator, Ally Loprete, your radio host of *This Little Parent Stayed Home*.

Laugh along with *This Little Parent...* each week, as you go through this "no-brainer" tutorial that will show you how to give up your corporate salary, and get started supplementing your family revenue offering the skills you've always had. This Little Parent... covers important issues such as:

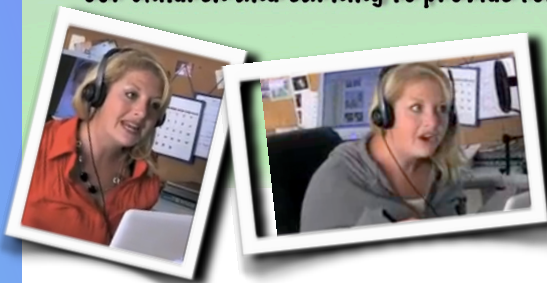
- * **How to work as a family unit to make your dreams become a reality**
- * **How to survive on a fixed budget**
- * **How to discover untapped resources in your very own community**
- * **How to start a business for under \$200**
- * **How to manage your time between building your business and providing for your family**

and much, much more!

On a mission to help 1 million parents find their way back home



Never again will we have to choose between raising our children and earning to provide for them.



"I LOVE this radio show! Ally Loprete has normalized the pieces of ourselves that make us so human...and imperfect and I think that is just PERFECT in and of itself!"

Wendy Young,
Kidlutions.com

Ally is making a huge difference in our lives. Keep it going big and bold!
-Staci at November Sunflower

Thanks for being such an enjoyable and exciting host. I love your show, Ally!
- Josephine Geraci, gLovies

you can't help but feel inspired by this show. It just makes you smile, feel positive and more importantly, gives you hope.
-Company Boy

ALLY YOU GET US!!! I LOOK FORWARD EVERY WEEK TO YOUR SAGE ADVICE AND INSPIRING STORIES.
-Hillary B

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