



Mommy Retailing: A Mom's Guide to Starting A Boutique

by **Lakesha Cole**



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When military life gives you lemons (or orders), make lemonade (or build a brand).

Written by Lakesha Cole, mom, Marine spouse and shop owner of She Swank Too, this beginner's guide brings Lakesha's earnest approach and genuine love for boutique retail and her unwavering grit and determination to build a brand and business despite the frequent moves and career pitfalls associated with the military lifestyle.

Being a mom is a full-time job, and starting a business is no easy task. Lakesha is here to teach you how she did both, between drop-off and pick-up, as a mom of three, while moving back and forth across the country and overseas.

If you've ever considered opening a boutique but don't know where to start, "Mommy Retailing: A Mom's Guide to Starting A Boutique" is perfect for you. This book is packed with practical solutions on balancing work time and mom time and actionable tips about all the aspects of starting your own retail store. Details business planning and day-to-day operations on running a boutique, how to fund your business, where and how to source merchandise, branding, and marketing, how to pick a location, planning a grand opening and how to use your business to give back and create goodwill in the community.

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