

business ideas for stay at home moms

Introduction:

Are you a stay-at-home mom looking for ways to generate income while balancing family life? Finding the perfect business venture that fits your schedule and skills can feel overwhelming, but it's entirely achievable. This comprehensive guide explores lucrative business ideas for stay-at-home moms, offering options that cater to various interests, skill sets, and time commitments. We'll delve into practical advice, tips for success, and resources to help you launch and grow your own thriving home-based business. Let's find the perfect entrepreneurial path for you!

Article Outline:

I. Online Business Ideas:

- A. Blogging and Content Creation
- B. Social Media Management
- C. Virtual Assistant Services
- D. Online Courses and Coaching
- E. E-commerce (Etsy, Shopify, etc.)

II. Offline Business Ideas:

- A. Handmade Crafts and Goods
- B. Direct Sales (e.g., Avon, Mary Kay)
- C. Childcare Services
- D. Cleaning Services
- E. Baking and Catering

III. Tips for Success:

- A. Time Management Strategies
- B. Marketing and Promotion
- C. Legal and Financial Considerations
- D. Balancing Work and Family

IV. Finding Your Niche:

- A. Identifying Your Skills and Passions
- B. Market Research and Demand Analysis

Article Body:

Online Business Ideas for Stay-at-Home Moms

Blogging and Content Creation:

Starting a blog focused on your passions, expertise, or experiences (parenting, recipes, DIY projects, etc.) can generate income through advertising, affiliate marketing, and sponsored posts. The key is consistent, high-quality content and effective SEO strategies to attract readers.

Social Media Management:

Many businesses need help managing their social media presence. If you are adept at social media platforms, you can offer services like content creation, scheduling, community management, and ad campaign management to clients.

Virtual Assistant Services:

Virtual assistants provide administrative, technical, or creative assistance to clients remotely. Tasks can include email management, scheduling appointments, data entry, social media management, or customer service.

Online Courses and Coaching:

Share your expertise by creating and selling online courses or offering coaching services in areas you are skilled in, such as parenting, fitness, finance, or a specific craft. Platforms like Teachable and Thinkific can help you get started.

E-commerce (Etsy, Shopify, etc.):

Selling handmade crafts, digital products, or curated goods online through platforms like Etsy or Shopify offers flexibility and potential for significant income.

Offline Business Ideas for Stay-at-Home Moms

Handmade Crafts and Goods:

If you enjoy crafting, selling your creations at local markets, craft fairs, or online marketplaces can be a rewarding way to earn extra income.

Direct Sales (e.g., Avon, Mary Kay):

Direct sales companies offer opportunities to sell products from home, building your own client base and earning commissions.

Childcare Services:

Providing childcare services, whether in your home or at clients' homes, can be a profitable venture, especially if you have experience and enjoy working with children.

Cleaning Services:

Cleaning services are always in demand. Offering cleaning services to homes or businesses can be a flexible and profitable business, particularly if you focus on eco-friendly or specialized cleaning.

Baking and Catering:

If you're a skilled baker or cook, offering baking services for events or creating a small catering business can be a delicious way to earn income.

Tips for Success as a Work-at-Home Mom

Time Management Strategies:

Effective time management is crucial. Utilize tools like planners, to-do lists, and time-blocking techniques to stay organized and productive.

Marketing and Promotion:

Don't underestimate the importance of marketing. Develop a strong brand identity and utilize various marketing channels (social media, email marketing, networking) to reach your target audience.

Legal and Financial Considerations:

Understand the legal and financial aspects of running a business, including obtaining necessary licenses, permits, and insurance, and setting up a separate business bank account.

Balancing Work and Family:

Maintaining a healthy work-life balance is key to avoiding burnout. Establish clear boundaries between work and family time, and prioritize self-care.

Finding Your Perfect Niche

Identifying Your Skills and Passions:

Reflect on your skills, interests, and passions to identify areas where you can build a successful business.

Market Research and Demand Analysis:

Conduct thorough market research to ensure there's a demand for your product or service before investing time and resources.

Conclusion:

Becoming a successful entrepreneur as a stay-at-home mom is entirely attainable. By carefully considering your skills, passions, and available resources, you can select a business idea that aligns with your lifestyle and goals. Remember to prioritize time management, marketing, and a healthy work-life balance to ensure both your business and family thrive. Embrace the journey, and don't be afraid to adapt and evolve your business as you grow.

Frequently Asked Questions (FAQs):

Q: What's the best business for a stay-at-home mom with limited capital? A: Starting a blog, offering virtual assistant services, or selling handmade crafts online require minimal upfront investment.

Q: How can I find clients for my home-based business? A: Utilize social media, networking events, online marketplaces, and word-of-mouth marketing.

Q: What legal requirements should I consider? A: Check with your local authorities regarding business licenses, permits, and tax regulations.

Q: How can I balance work and family life? A: Establish clear boundaries, prioritize tasks, delegate when possible, and schedule dedicated family time.

Q: What if my business fails? A: Don't be discouraged! Learn from your experiences, adapt your strategy, and try again.

Related Keywords:

Work from home mom, stay at home mom business ideas, profitable home businesses, online business ideas for moms, mompreneur, side hustle for moms, best home businesses, make money from home, flexible work from home jobs, home-based business ideas, small business ideas for moms, work at home jobs for moms, part-time mom jobs, online income for moms, best online jobs for moms, easy business ideas for moms, business for stay at home moms with no experience, high demand home businesses, low investment business ideas, passive income for moms.

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Searching for the advice she needed to navigate her new life as a single professional woman and parent, she discovered there was very little sage wisdom available. In response, Johnson launched the popular blog Wealthysinglemommy.com to speak to other women who, like herself, wanted to not just survive but thrive as single moms. Now, in this complete guide to single motherhood, Johnson guides women in confronting the naysayers in their lives (and in their own minds) to build a thriving career, achieve financial security, and to reignite their romantic life—all while being a kickass parent to their kids. The Kickass Single Mom shows readers how to:

- Build a new life that is entirely on their own terms.
- Find the time to devote to health, hobbies, friendships, faith, community and travel.
- Be a joyful, present and fun mom, and proud role model to your kids.

Full of practical advice and inspiration from Emma's life, as well as other successful single moms, this is a must-have resource for any single mom.

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- Find a business you love
- Plan and budget your time
- Manage yourself, your business, and your family
- Tap into the Internet's vast resources and opportunities
- Avoid get-rich scams and costly mistakes
- Obtain a business license
- And much, much more!

You'll also discover tips and advice from 35 moms who have started their own successful businesses from home. If they can do it, why not you? With *The Stay-at-Home Mom's Guide*, you too can turn your home-business dreams into reality. This latest edition of *The Stay-at-Home Mom's Guide* will continue to inspire moms (and dads) in finding that perfect balance between a work-from-home venture and family life.” —Priscilla Y. Huff, author of *101 Best Home-Based Businesses for Women* “Liz Folger provides solid, invaluable information that will start you off right toward home-business success. The National Association of At-Home Mothers highly recommends this book for any mother wishing to make money from home. —Jeanette Lisefski, founder of AtHomeMothers.com and the National Association of At-Home Mothers On-target guidance that will hone your entrepreneurial skills and lead you to success in the right home-based business. —Richard Henderson, publisher of *Home Business Magazine*

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out. It would be good to earn some revenue online without having to pay an arm and a leg to get started. In this book bundle you will be guided through valuable step-by-step systems to launch your new online career and begin making real money. Inside you will learn: How To Use Alibaba: • How to find suppliers • How to separate the good ones from the bad • A wide variety of websites that you can sell your products on • How to sell on Alibaba • The essentials of dropshipping How To Use eBay: • What you need to know to get the best start on eBay • Setting up a professional seller's account • The essentials of selling • How to deal with customers with ease • Marketing your products Freelancing On Upwork: • How to get your first Job • How to bid • Tips to beat the competition • How to respond to interviews • How to prepare for an interview so that you succeed at making a positive connection with the potential client • How to avoid negative feedback How To Use Shopify: • How to get started with Shopify with ease • How to make your online store stand out • The essentials of selling with Shopify • How to manage the shipping of products • How to begin dropshipping • Marketing your Shopify store and your products Networking: • How to make the most money with network marketing • Marketing strategies • Essential tips to achieve success • Social sites and how to use them to their full potential Passive Income Streams: • How to keep costs to a minimum while maximizing revenue • Invaluable market research techniques • How to pick viable niches and products • Publishing eBooks • Monetizing niche blogs • Developing YouTube content for ad revenue and promotion • Creating online courses • Creating affiliate program and dropshipping eCommerce stores • How to layer it all together Selling Your Crafts Online: • Find out the best places to sell your crafts • Learn useful shipping and pricing strategies • Essential advertising strategies • Easy ways to deal with customers Shopify: • Profitable planning stages of your Shopify store • How to find a viable market you're passionate about • Essential Keyword research & SEO • How and where to source products • How to expertly handle orders • Shipping, dropshipping & fulfilment • Effectively market your product • Legal and tax considerations you must address • Everything you need to be successful Udemy: • What you need, including hardware, software, & knowledge • Discover the best topics to teach • How to build a quality course • Marketing through multiple channels, including affiliates, interest groups, & networks Work From Home: • Discover a plethora of opportunities to work comfortably from home • The pros & cons of working from home • Setup a routine to manage your time wisely • The range of legitimate career paths you can take You can take the information in these guides to build your own online career, or you can do what most people do and never take that first step in a new direction. The choice is yours. To read on click on Buy now!

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much-loved Your Zen Mama blog know as well as anyone that motherhood doesn't exist in the highlight reel of life, and that finding even a fleeting semblance of calm among the epic ebbs and flows of parenting is usually all you can hope for. Forget perfection and prepare to get real, vulnerable, and dirty (mostly from guacamole) with Sarah and Teresa as they share knowledge they've collected over the years, from the Your Zen Mama community and expert mentors, as well as being in the trenches of parenthood themselves. In *The Zen Mama Guide to Finding Your Rhythm in Pregnancy, Birth, and Beyond*, you'll find: Important questions to ask and decisions to make before and during pregnancy Essential guidance from a woman's point of view for conception, pregnancy, and childbirth Nutritional and dietary advice to support the complete health of both mother and baby Practical education about the mother's body before, after, and during pregnancy Science-based methods to promote a mother's healthy body and mind Expert advice from medical professionals, chiropractors, and pediatricians Engaging, accessible advice for every step of the newborn's journey Suggestions and tips for creating a birthing plan Comforting language to address fertility challenges, pregnancy loss, and complicated labor Access to the Your Zen Mama resource guide Whether it's dealing with fertility challenges or pregnancy loss, riding out a long and complicated labor, or juggling multiple kids (and work), these mamas have been through it - and have written this book to help you find your own glimpses of Zen along the way.

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business ideas for stay at home moms: The Stay-at-home Mom's Guide to Making Money Liz Folger, 1997 Today many moms would choose to stay home and raise their children if they felt they had a choice. The Stay-at-Home Mom's Guide to Making Money is a highly informative resource that provides working women with the tools and the encouragement needed to balance the difficult tasks of maintaining a successful family, earning a supplemental income, and developing a profitable business. From self-analysis to creating a business plan, she provides sound advice for overcoming such barriers as avoiding scams, dealing with the fear that stems from uncertainty, and acquiring the needed start-up capital. The Stay-at-Home Mom's Guide to Making Money also includes profiles in the second half of the book that offer great business ideas for moms in nearly every field of interest. Some examples include: Desktop Publisher, Accountant, Craftmaker, Transcriptionist, Massage Therapist, and Word Processor. This comprehensive guide helps stay-at-home moms effectively deal with managing a family, a house, a business, and it illustrates creative ways to integrate work and family life successfully. About the Author Liz Folger works at home running two successful businesses while raising her two daughters. Also a freelance writer, she enjoys writing on

parenting issues and has established her own website called Bizy Moms at: <http://www.bizymoms.com>. She currently resides in Northern California and conducts seminars for moms who wish to work at home.

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stand in your way. There is no reason to get discouraged! Diving into the prospect of working at home can be an incredible decision to make for you and your entire family. It does, however, require careful consideration. Working at home can be a wonderful experience, but it's just not for everyone. In this book, we'll discuss the things you'll need to consider to have a successful go at it. There are some ways to tell if working at home really suits your style and some benefits and pitfalls that are smart to explore before moving full steam ahead to start an at-home career. Although obstacles will present themselves – especially for busy mothers with hectic schedules – there are ways to squash almost all of them. There are techniques, tips and ideas for facing adversity head-on and winning that can help put you on the road to success. One of the keys to success with an at-home venture is selecting the right field to work in. The opportunities out there can be a little staggering, however.

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professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

business ideas for stay at home moms: Chicken Soup for the Soul: Stay-at-Home Moms Jack Canfield, Mark Victor Hansen, Wendy Walker, 2012-03-20 With stories by famous moms, including Jane Green, Melora Hardin, Liz Lange, Jodi Picoult, and Jill Kargman, and stories on other moms who elected to stay at home or work from home, every stay-at-home and work-from-home mom will view this book as having been written just for her! A reissue of *Chicken Soup for the Soul: Power Moms*, this book contains 101 great stories from mothers who have made the choice to stay home, or work from home, while raising their families. These multi-tasking, high-performing women have become today’s power mom. Every stay-at-home and work-from-home mom will view this book as having been written just for her.

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business ideas for stay at home moms: The Possibility Mom Lisa Canning, 2019-04-02 An interior designer and lifestyle coach helps modern moms design lives they love with less stress, less guilt, and more time to pursue their dreams. Balancing the demands of modern motherhood is a tough job. Between kids, work obligations, social commitments, and household duties, trying to fit in a little me time (let alone a date night) can seem practically impossible. For many moms, doing well at work makes them feel like they’re failing at home, and when they focus on their family, they feel like they’re falling behind at work. It’s a vicious cycle that all too often lead to burnout—but there really is another way. *The Possibility Mom* provides practical solutions for keeping the balance of a modern mother’s life with less stress, less guilt, and more satisfaction. Here, you’ll learn smart ways to trim your to-do list, clarify your priorities, get more done in less time, and live the life you love—one that you design.

business ideas for stay at home moms: One Hundred and One Businesses You Can Start with Less Than One Thousand Dollars Heather L. Shepherd, 2007 Most parents today have a tough time economically: They have to be at home raising their children so they cannot work much, and the jobs that are out there are often part-time and low paying. Yet most families need two incomes today to get ahead. Detailed in this new book are over 100 business ideas that can be started for very little money and yet may provide parents with a lot more money than they would be paid by the hour. This is a collection of businesses selected especially for stay-at-home parents who are interested in augmenting their income. These businesses can be started with minimum training and investment and are all capable of producing extra income. Starting and managing a business takes motivation and talent. It also takes research and planning. This new book is intended to serve as a roadmap for starting your business. It is both easy to use and comprehensive. Thousands of great tips and useful guidelines will help you keep bringing customers back, give you low-cost internal marketing ideas, low- and no-cost ways to satisfy customers, and sales building ideas.

business ideas for stay at home moms: The Education Invasion Joy Pullmann, 2017-03-14 Most Americans had no idea what Common Core was in 2013, according to polls. But it had been creeping into schools nationwide over the previous three years, and children were feeling its effects. They cried over math homework so mystifying their parents could not help them, even in elementary

school. They read motley assortments of “informational text” instead of classic literature. They dreaded the high-stakes tests, in unfamiliar formats, that were increasingly controlling their classrooms. How did this latest and most sweeping “reform” of American education come in mostly under the radar? Joy Pullmann started tugging on a thread of reports from worried parents and frustrated teachers, and it led to a big tangle of history and politics, intrigue and arrogance. She unwound it to discover how a cabal of private foundation honchos and unelected public officials cooked up a set of rules for what American children must learn in core K-12 classes, and how the Obama administration pressured states to adopt them. Thus a federalized education scheme took root, despite legal prohibitions against federal involvement in curriculum. Common Core and its testing regime were touted as “an absolute game-changer in public education,” yet the evidence so far suggests that kids are actually learning less under it. Why, then, was such a costly and disruptive agenda imposed on the nation’s schools? Who benefits? And how can citizens regain local self-governance in education, so their children’s minds will be fed a more nourishing intellectual diet and be protected from the experiments of emboldened bureaucrats? The Education Invasion offers answers and remedies.

business ideas for stay at home moms: 130 Work from Home Ideas Michael A. Hudson, 2017-05-15 130 Work From Home Ideas If you have decided to take the plunge, and have made the decision to become self employed, then this 270+ page compendium of work at home ideas is for you. This guide is especially made for those who may still be in the idea phase of starting their own work from home business. There are so many home business ideas in this work at home book, there is choice for practically anyone, of any background and skill set. We try to keep in mind all different types of work at home jobs for all different types of individuals searching for working from home opportunities. Perhaps you are still thinking about taking the leap into creating your own home based business, but you're not sure that your going in the right direction? Well, the collection of ideas contained within the Home Career Academy work at home books are definitely food for thought.

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business ideas for stay at home moms: The Ultimate Stay-at-Home Dad Shannon Carpenter, 2021-10-12 A practical guide for modern-day parenting geared towards stay-at-home dads, offering advice on everything from learning to cook and clean with children, to dealing with mental health and relationships and addressing male loneliness, with the easygoing perspective that dads can use their natural talents to parent any way that they choose. The Ultimate Stay-at-Home Dad manual takes the best advice and wisdom from a dads' group, and puts it into a format to help new stay-at-home fathers. Characterized by actionable and direct advice to fathers, the book takes on parenting from a father's point of view and encourages dads to use their natural talents to become a better parent. That advice is further bolstered by an additional 57 other dads who also give advice. All this advice is framed by the author's personal stories, which help the reader connect with the content and drives the advice home. This is a book that takes on day-to-day parenting, not just as a stay-at-home dad-working fathers could benefit from this book as much as at-home dads.

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for a life that's more than "just getting by," one driven by vision and the freedom to bless others generously.

business ideas for stay at home moms: The Home Edit Clea Shearer, Joanna Teplin, 2019-03-19 NEW YORK TIMES BESTSELLER • From the stars of the Netflix series Get Organized with The Home Edit (with a serious fan club that includes Reese Witherspoon, Gwyneth Paltrow, and Mindy Kaling), here is an accessible, room-by-room guide to establishing new order in your home. "A master class on how to arrange even your most unattractive belongings—and spaces—in an aesthetically pleasing and easy-to-navigate way."—Glamour (10 Books to Help You Live Your Best Life) Believe this: every single space in your house has the potential to function efficiently and look great. The mishmash of summer and winter clothes in the closet? Yep. Even the dreaded junk drawer? Consider it done. And the best news: it's not hard to do—in fact, it's a lot of fun. From the home organizers who made their orderly eye candy the method that everyone swears by comes Joanna and Clea's signature approach to decluttering. The Home Edit walks you through paring down your belongings in every room, arranging them in a stunning and easy-to-find way (hello, labels!), and maintaining the system so you don't need another do-over in six months. When you're done, you'll not only know exactly where to find things, but you'll also love the way it looks. A masterclass and look book in one, The Home Edit is filled with bright photographs and detailed tips, from placing plastic dishware in a drawer where little hands can reach to categorizing pantry items by color (there's nothing like a little ROYGBIV to soothe the soul). Above all, it's like having your best friends at your side to help you turn the chaos into calm. Includes a link to download and print the labels from a computer (you will need 8-1/2 x 11-inch clear repositionable sticker project paper, such as Avery 4397).

business ideas for stay at home moms: In Praise of Stay-at-Home Moms Dr. Laura Schlessinger, 2009-04-07 They number in the millions and they are incredibly important to families and to our society, yet they are underappreciated, little respected, and even controversial. Who are they? They are the stay-at-home moms. These are women who know in their hearts that staying home to raise their children is the right choice for the whole family. Some do it from the outset of their marriages, while others make the difficult transition from career-driven women to homemakers. Either way, it is a choice that is incredibly rich and rewarding, not to mention challenging. Now Dr. Laura, building on principles developed during her long career as a licensed marriage and family therapist, provides a wealth of advice and support, as well as compassion and inspiration, to women as they navigate the wonders and struggles of being stay-at-home moms. Learn how: to hold your head high and deal with naysayers; to see the benefits of being home not only for your children but also for your marriage; to understand the changes you see in yourself; to realize that the sacrifices you endure now will make for lasting bonds and a stronger family, in addition to a more cohesive community. In Praise of Stay-at-Home Moms is a special book, a profound and unique understanding of how important it is for mothers to raise their own children.

business ideas for stay at home moms: Scoot Over and Make Some Room Heather Avis, 2019-06-25 Hilarious and heartwarming stories that will empower you to make space for the other and discover the extraordinary, welcoming heart of God. Author and Instagram star Heather Avis has made it her mission to introduce the world to the unique gifts and real-life challenges of those who have been pushed to the edges of society. Mama to three adopted kids--two with Down Syndrome--Heather encourages us all to take a breath, whisper a prayer, laugh a little, and make room for the wildflowers. In a world of divisions and margins, those who act, look, and grow a little differently are all too often shoved aside. Scoot Over and Make Some Room is part inspiring narrative and part encouraging challenge for us all to listen and learn from those we're prone to ignore. Heather tells hilarious stories of her growing kids, spontaneous dance parties, forgotten pants, and navigating the challenges and joys of parenthood. She shares heartbreaking moments when her kids were denied a place at the table and when she had to fight for their voices to be heard. With beautiful wisdom and profound convictions, this manifesto will empower you to notice who's missing in the spaces you live in, to make room for your own kids and for those others who

need you and your open heart. This is your invitation to a table where space is unlimited and every voice can be heard. Because when you open your life to the wild beauty of every unique individual, you'll discover your own colorful soul and the extraordinary, abundant heart of God.

business ideas for stay at home moms: *The Startup Squad* Brian Weisfeld, Nicole C. Kear, 2019-05-07 Girls mean business in a brand-new series about friendship and entrepreneurship that Katherine Applegate, Newbery Medal-winning author of *The One and Only Ivan*, calls “A great read!” All the great leaders had to start somewhere. And Teresa (“Resa” for short) is starting with the lemonade stand competition her teacher assigned to the class—but making it a success is going to be a lot harder than Resa thinks. The prize: line-skipping tickets to Adventure Central. The competition: Val, Resa's middle school nemesis. And the biggest obstacle to success: Resa's own teammates. Harriet is the class clown, Amelia is the new girl who thinks she knows best, and Didi is Resa's steadfast friend—who doesn't know the first thing about making or selling lemonade. The four of them quickly realize that the recipe for success is tough to perfect—but listening to each other is the first step. And making new friends might be the most important one... The back of each book in this middle-grade series features tips from the Startup Squad and an inspirational profile of a girl entrepreneur! An Imprint Book An inspiring story about entrepreneurial girls. I loved this story of girls finding their way in the world of entrepreneurship. —Ann M. Martin, author of the Baby-Sitters Club series and Newbery Honor winner *A Corner of the Universe* “The Startup Squad encourages girls to dream big, work hard, and rely on each other to make good things happen. It teaches them how to succeed—and reminds all of us that girls mean business!”—Sheryl Sandberg, COO of Facebook and founder of LeanIn.Org and OptionB.Org “A great read that is fast-paced, fun, and empowering. The Startup Squad comes complete with a treasure trove of tips for starting a business.” —Katherine Applegate, Newbery Medal-winning author of *The One and Only Ivan* This title has common core connections.

business ideas for stay at home moms: The Work-at-home Mom's Guide to Home Business Cheryl Demas, 2000 Demas presents an offline version of WAHM.com, the premier Web site for work-at-home moms. Humorous essays and cartoons are combined with practical advice to create a resource for women wanting to start a home business. Illustrations.

business ideas for stay at home moms: Feminist City Leslie Kern, 2020-07-07 Feminist City is an ongoing experiment in living differently, living better, and living more justly in an urban world. We live in the city of men. Our public spaces are not designed for female bodies. There is little consideration for women as mothers, workers or carers. The urban streets often are a place of threats rather than community. Gentrification has made the everyday lives of women even more difficult. What would a metropolis for working women look like? A city of friendships beyond Sex and the City. A transit system that accommodates mothers with strollers on the school run. A public space with enough toilets. A place where women can walk without harassment. In Feminist City, through history, personal experience and popular culture Leslie Kern exposes what is hidden in plain sight: the social inequalities built into our cities, homes, and neighborhoods. Kern offers an alternative vision of the feminist city. Taking on fear, motherhood, friendship, activism, and the joys and perils of being alone, Kern maps the city from new vantage points, laying out an intersectional feminist approach to urban histories and proposes that the city is perhaps also our best hope for shaping a new urban future. It is time to dismantle what we take for granted about cities and to ask how we can build more just, sustainable, and women-friendly cities together.

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