

## **NEW BOOK LAUNCH**

### **“Worth More Than Rubies: The Value of a Work At Home Mum”**

**Women today crave to return home to care for their families and use their skills to contribute to the household income – *but what a description to live up to!***

**Melbourne, Australia.** Kathie M. Thomas, Founder of the Virtual Assistant Industry in Australia and VA Coach, Author and Speaker announces the publication of *Worth More Than Rubies: The Value of a Work At Home Mum*.

It's an awe-inspiring name tag to have to live up to yet few women realise this is precisely what the work at home businesswoman and mum is worth to her family. For those who do realise the full significance and want to adopt this lifestyle, most are frustrated this way of life eludes them.

Kathie Thomas gives women permission to return home and shares with the reader how she did exactly that, bringing up 5 daughters, while establishing a new industry, using skills she'd developed in the corporate world for over 20 years. She believes that women today can do what their ancestors did – work at home and care for the family, returning to old-fashioned values and using modern day skills.

**Concern for the welfare of our children, plus escalating costs of childcare makes this book a ‘must read’ for all mothers who desire to work at home and be there for their families.**

Recent media articles have highlighted the need for a parent to be around whilst children are still home. From being able to attend Kinder so they don't miss important early development for schooling, through to their teenage years, surveys show that children benefit from a parent at home.

More media reports about working at home discuss the challenges of work/life balance and the need to ensure a business at home has boundaries.

“I've been working from home for over 13 years, before the Internet entered the scene,” Thomas says. “My decision was made so I could be here for our 5 daughters. We were isolated from other family members who are interstate and I found it harder to cope with sick kids or school holidays, than setting boundaries whilst working at home.

“It really was the best decision I ever made and there are 'hidden' benefits that many do not see if they are not working at home. My children have grown up with a work ethic, great office skills, excellent telephone manner and other skills because of what they have seen and witnessed at home. They also got to earn money when helping me in the office once they were in their teens. All are now in their 20s but don't really remember a mum who was out at a job. And I truly believe my girls would have been different people if I'd not been here to help shape their lives - instead it would have been their peers or those they met out on the streets.

“Working from home isn't for everyone though, you need to enjoy your own company and not suffer easily from loneliness. You need to have initiative and self-discipline and be prepared to put in lots of hard work - you don't have someone else doing the promotions for you. But it can be achieved and is definitely worthwhile.”

Thomas is a home-based operator who set up business early 1994 and experienced the growth and development of her business over the Internet throughout those years. She spent 20+ years in the corporate world before returning back home to run a business whilst caring for her young family.

**Worth More Than Rubies: The Value of a Work At Home Mum**, (Published September 2007 ISBN: 9-780980-362374 \$19.95) is available from Fontaine Press at <http://www.fontainepress.com>.

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