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*Mastering The Mommy Track: Juggling Career and Kids in Uncertain Times*  
by  
**Erin Flynn Jay**

**ADVICE FOR WORKING MOMS TO GET THROUGH UNCERTAIN  
TIMES AND ACHIEVE HAPPINESS AT WORK AND HOME:  
--Publicity expert addresses struggles working moms face during economic  
downturn and solutions to overcome them**

Many working mothers today face great tension between their families and careers. They are more likely than men to feel pressed for time and conflicted about being away from young children while working. They are also more likely to seek out help or guidance.

In *Mastering the Mommy Track: Juggling Career and Kids in Uncertain Times* (ISBN 978-1780991238, 2012, John Hunt Publishing, 206 pages, \$19.95, available on [Amazon](#)), Erin Flynn Jay tells the stories of everyday working mothers, the challenges they have faced and lessons learned. She also offers solutions from experts on how mothers can overcome current issues in order to lead happy, healthy lives at home and work.

The Great Recession has had a deep impact on working mothers; this book delves into the issues these mothers have faced and timely solutions to overcome them. The Great Recession saw women working harder than ever before to support their families, many being the sole breadwinner while Dad stayed at home, caring for young kids. Many women also experienced burnout and depression, putting their children and spouse's needs above their own.

A 2010 Pew Research survey found that 30 months after it began, the Great Recession has led to a downsizing of Americans' expectations about their retirements and their children's future; a new frugality in their spending and borrowing habits; and a concern that it could take several years, at a minimum, for their house values and family finances to recover.

As we gradually recover from the economic slowdown, women are seeking to reclaim their lives. *Mastering the Mommy Track* helps them do this, offering timely case studies and solutions that work.

The dozen chapters each address critical issues women grapple with including: parenting, financial, time management, romance, psychological and nutrition/health. *Mastering the Mommy*

*Track*, while not grim, takes a serious approach, telling the tales of women who have struggled through the economic downturn to achieve a new working attitude.

The need for such a book has become greater as the US economy still sputters along with national unemployment over 8 percent and 100 million Americans without jobs. "When shaping this book, I thought of 12 trigger areas that cause working mothers anxiety today--these became my chapters," said Flynn Jay. "This was based on my personal experience, research, and feedback from friends and acquaintances."

Through a thoughtful and moving read, *Mastering The Mommy Track* touches on timely topics including:

- Unprecedented challenges moms face during this weak economy
- Advice for getting through these uncertain times
- The added stress unemployment and lower income brings
- How mothers can take their careers to the next level--even with active home lives
- Why many moms are resentful of their partners
- Why moms must carve out more personal time for themselves

"Many families across the country are still struggling to make ends meet, and parents are often too afraid to speak publicly about it. The middle class is facing poverty and many are fighting to survive. Our generation is very different than the one we were raised in," added Flynn Jay. "My book offers insight that will help working moms improve their personal lives and careers. It is a juggling act to balance home and work duties, and for a lot of women in 2012, it's a walk on a tightrope—a fear their families will never experience the rewards (vacation, travel, time off) they so rightfully deserve."

#### **About the author:**

**Erin Flynn Jay is a writer and public relations executive.**

**Since 2001, Erin has been promoting authors of new books and small businesses in all industries. Erin has expertise in successfully obtaining print, online and broadcast media placements for experts and authors. She has established on-going partnerships with other public relations agencies and teams with them on projects when her PR and writing skills are needed.**

**Erin's articles have appeared in publications including careerbuilder.com, MSN Careers, Brandweek, Costco Connection, Opportunity World, Sales and Marketing Excellence, The**

**New York Enterprise Report and Wealth Manager. In 2010, Erin wrote extensively about timely professional coaching topics for [www.coachingcommons.org](http://www.coachingcommons.org).**

**When she is not working, Erin loves to explore all that Philadelphia has to offer with her family. Part time taxi driver for her daughters, she will often be at a park, library or play area like the Nest or Please Touch Museum with her daughters.**

**She received a B.A. in Communication from the University of Scranton in PA and lives in Philadelphia with her husband and two young daughters.**

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***Mastering The Mommy Track* is available on [Amazon](http://Amazon) and [barnesandnoble.com](http://barnesandnoble.com).**

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