

THE REAL MOMMY WARS

MOM VS. HERSELF



“WE ARE NOT AT WAR WITH OTHER MOTHERS. WE ARE AT WAR WITH OURSELVES.”

Katherine Wintsch,
Slay Like a Mother

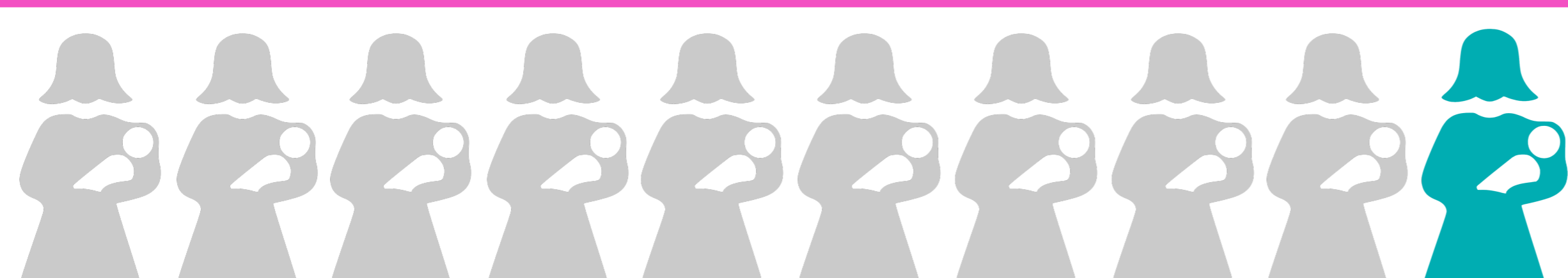
“I’m a broken person that barely anyone can stand.”

“I’m not **smart**
thin
experienced
MOM enough.”

“QUOTES FROM REAL MOTHERS

“Sometimes I think they’d be better off without me.”

“I’m not setting a good example for my daughter.”



9 OUT OF 10 MOTHERS LIVE WITH SELF-DOUBT.

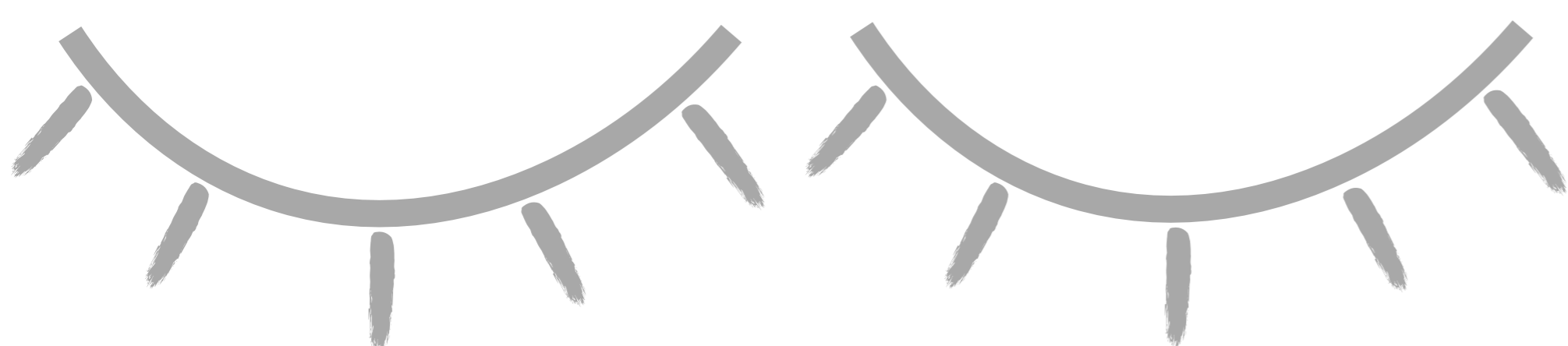
75%



SAY THEIR DOUBT BEGAN IN ADOLESCENCE.

AND AS ADULTS, 70% ARE

HIDING IT.



TOP AREAS OF LIFE IMPACTED BY SELF-DOUBT



Success and growth at work



Financial well-being



Perception of parenting skills



Relationships with spouses and partners



Perception of physical appearance

WHAT CAN BRANDS AND MARKETERS LEARN FROM THIS MODERN MOTHERHOOD DILEMMA?

1 Drop the Perfect Mom Act

One of the biggest contributors to self-doubt in mothers is the belief that other women have this thing called motherhood more figured out than she does. It's a lie... and the secret is getting out.

If your brand marketing/imagery features perfect, shiny moms happily cleaning up after precocious little ones, stop and reconsider. Authenticity is the name of the game in modern marketing, and it's especially important to moms.

2 Look Inward

If you want to know how to speak to women with self-doubt, a good place to start is at your next key stakeholder meeting. How many of them are women? How many are mothers?

Chances are, the people who know this key demographic (women influence or manage 85% of all consumer purchases, by the way) are already present in your company. Do they have a voice?

Consider now only how you can listen to and leverage the knowledge of women in your organization, but also how you can support their growth.

3 Innovate for Modern Motherhood

Ask yourself how your organization can solve for the challenges presented by modern motherhood, including self-doubt.

Self-doubt is an overwhelming hurdle of living in the age of “women can have it all.” Products and services that can help women take it easy on themselves, set more realistic expectations, and foster authentic conversations will win with female consumers, especially mothers.