

Mom starts social networking site for GJ moms



Lindsay Ellis and her daughter Cora look at the new website, Grand Valley Moms for Moms.

By Richie Ann Ashcraft
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Like many stay-at-home moms, Lindsay Ellis of Fruita was looking for a way to make money without having to leave her children in daycare. Doing that, however, is easier said than done for a busy mother of two young children.

Ellis, 29, had started a blog where she shared her ideas for family outdoor adventure in the Grand Valley. She hoped to begin a dialogue with other area mothers that were interested in sharing ideas. Starting a blog and turning it into a social networking hub was also easier said than done.

So, when Ellis heard about a Carbondale company which allowed entrepreneurs to purchase a pre-built site with her idea in mind, she leaped for the opportunity.

She purchased GrandValleyMomsForMoms.com, an affiliate site of MomsForMomsCommunities.com launched by Jeanine Cuthbertson. Cuthbertson also runs CarbondaleMomsForMoms.com.

For a small investment, Cuthbertson will custom design the site for the owner. A monthly fee will take care of basic site maintenance. The owner is responsible for producing content, membership and ad sales.

The idea behind the sites offer local mothers a way to social network, support mom-owned businesses and discuss parenting issues in a comfortable forum.

“It’s hyper-local and that is what makes the site so useful,” Ellis explained.

“It’s hard to find information in the valley,” Ellis said, “I want to have easy, local and relevant value for the site especially if you are looking for something specific.”

The site launched Feb. 1 and has already gathered 93 members.

Ellis sold her first ad to Little Bird Signing. “To have a whole group of moms looking at their ad specific to children and mom-owned businesses is really an added value to the site,” she said.

Members are already discussing such varying issues as reflux in babies to which preschools have the best reputation.

More important than the money, Ellis hopes that the site will help mothers connect with one another in a positive way. “I don’t ever want to anyone to feel stuck, either at home or mentally, just because they are a mom,” she said.

