

Web-savvy Mama Transforms Self, Empowers Others



Heather Ledeboer

Heather Ledeboer spent her early childhood years with her family in a cozy log cabin built by her lumberjack father, tucked outside of a small mining town on a dirt logging road. Full of love, this little home also had an outhouse as a bathroom and no electricity. A generator provided temporary power for vacuuming, and communications were assisted by CB radio. Heather's story of her transition from little "Miss Danielle Boone" to an internet-lovin', web-savvy mama is one that inspires.

"My dream," says Heather, "was to stay at home with my son Hunter while helping my family financially. I committed my dream to prayer and asked God for wisdom to find something that blended my passion for motherhood with my desire to help other mothers." It was 2003, and with her husband's support, a hundred dollars, an eBay® account, and a small shipment of baby carriers, Mom 4 Life was born—an internet business that sells unique products made by moms for moms.

"As my business grew so did its effects on others. My eyes were opened to the amazing talent of other mothers working from their homes, so my product line quickly expanded to make room for the unique and useful products they offered. I am proud that Mom 4 Life's extensive product line is comprised entirely of the handiwork of moms," Heather says.

"Our website shares the stories of the various moms whose products we sell. Every time you make a purchase, you are helping these mothers achieve their dreams as well!"

"My dream was to stay at home with my son Hunter while helping my family financially."

commonplace for him to push aside diaper products and nursing bras to grab the shirt he wanted to wear in the morning! It was time to move when we had to step around a computer desk and climb over a packing table to get out of bed." Heather eventually moved her business into a small shop next to their home.

The next year continued to be an extraordinarily exciting time as they prepared for the birth of their third child. Heather was enjoying trying out new products during her pregnancy and was looking forward to using new products on the baby upon its arrival. Then heartbreak...

"Unexpectedly, and for unknown reasons," shares Heather, "we lost the baby at 37 weeks of pregnancy. We were devastated, caught off guard. It is not desirable to be surrounded by baby products and other mothers when having just lost a baby."

It was through the death of Sawyer that Heather says she had the opportunity to see motherhood through new eyes and appreciate it in a different light. "I began using my website blog

as an outlet to journal about our loss. The support was overwhelming from customers and vendors who prayed for us, sent books, flowers, and gifts. One person even set up a donation site for a food service that provided meals for us for months. Honestly, some of these people have become my best friends."

Not surprisingly, Heather's faith in God has been very influential on how she runs her business. "Following Christ's example of treating others the way I would want to be treated has been the cornerstone theme for my view on customer service; I view my customers as I would a friend." Her commitment to God also leads her to give back to the community. "Taking the blessing of my business success and helping other women in need through donations to our local crisis pregnancy center is simply an added way to thank God for being so faithful to me."



"It was time to move when we had to step around a computer desk and climb over a packing table to get out of bed."



Heather Ledeboer is a wife, mother and business owner of Mom4Life.com, an internet business that sells unique products made by moms for moms. Heather runs her business in a way that honors God and represents the values most important to her: providing excellent customer service "above and beyond" rather than focusing on making money. Motivated by her dream to be a stay-at-home-mom, Heather has taken this business from a single product to more than 900, and from within the walls of her home into a warehouse. Her hard work has brought her numerous publicity opportunities and awards, including the 2008 Winner of the Pregnancy & Newborn Reader's Choice Award for "best online babystore," the 2006 "Mom Approved Award" by 5minutesformom.com, and the 2009 Mom's Choice Award for Business of the Year. Heather and her husband Trent are expecting another baby in July.