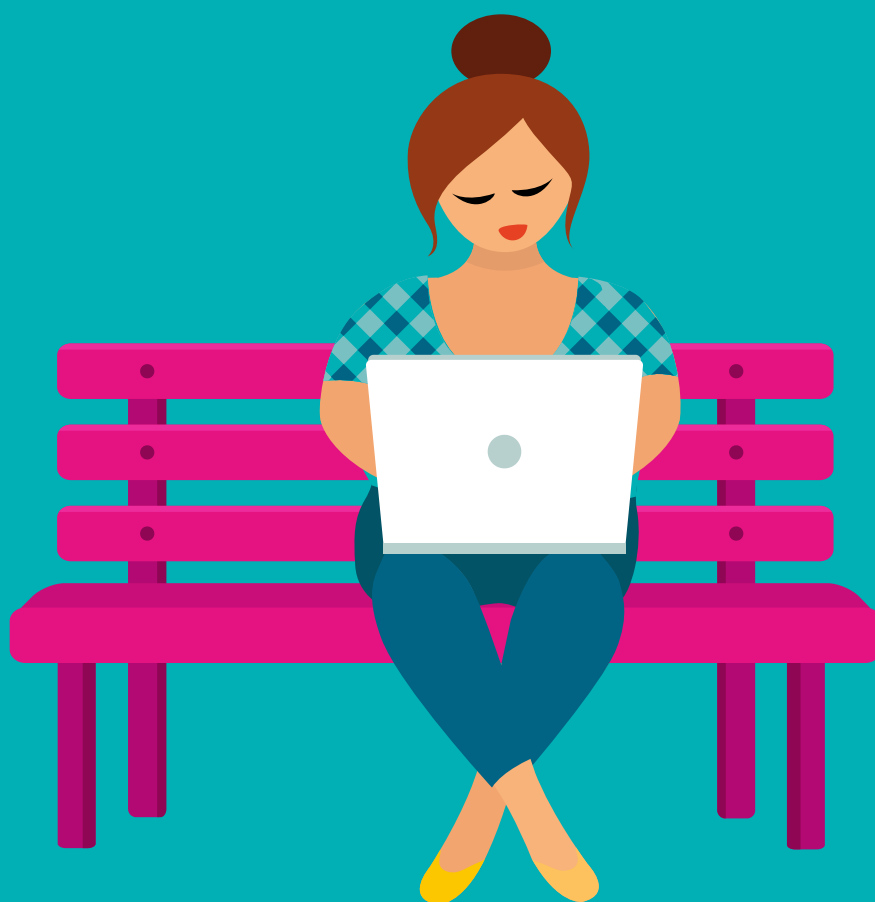




The Corporate Escape Map

3 Pathways to Starting a
Service-Based Business From Home



By: Sam Kidd
Founder of MUM-VA

Helping corporate women build a business and a
life they actually love

Hi, I'm Sam.

I know what it feels like to be sitting at your desk, doing a job you're good at, and thinking "*there has to be more than this.*"

Maybe you're exhausted from the juggle - the commute, the childcare, the mental load of holding everything together while wondering if this is really it.

Maybe you've Googled "*how to work from home*" more times than you'd like to admit.

Maybe you've even had a business idea floating around in your head for a while but you've pushed it down because it felt too risky, too vague, or just not the right time.

I hear you.

I want you to know something important:

It is possible. And you are closer than you think.

This guide isn't about quitting your job tomorrow or taking a massive leap into the unknown. It's about showing you the map - the 3 realistic, proven pathways that women with corporate backgrounds are using right now to build profitable service-based businesses from home.






By the end of this guide you'll know exactly which pathway fits you, what your first steps look like, and that this is genuinely doable for someone like you.

Let's dive in.

Sam x



This guide is for you if:

-  You're currently working in a corporate or professional role and you're ready for a change
-  You're a mum who wants more flexibility, more freedom and more control over your time
-  You're done building someone else's dream and you're ready to start building your own
-  You don't want to do MLM, dropshipping or anything that feels gimmicky - you want to build something real and sustainable
-  You're willing to put in the work - you just need to know where to start

This guide is **NOT for you if** you're looking for a get rich quick scheme or a magic button.

There isn't one. But what there IS - is a clear, honest map of what's possible and how to get there.

Why a Service-Based Business?

Before we look at the pathways, let's talk about why a service-based business is the smartest starting point for most women coming out of corporate.

It has the lowest barrier to entry.

You don't need to create a product, hold stock, build an app or spend thousands on a website.

You start with what you already have - your skills, your knowledge, your experience.

It can generate income quickly. Unlike building a product business which can take years to turn a profit, a service-based business can land its first paying client within a couple of months.

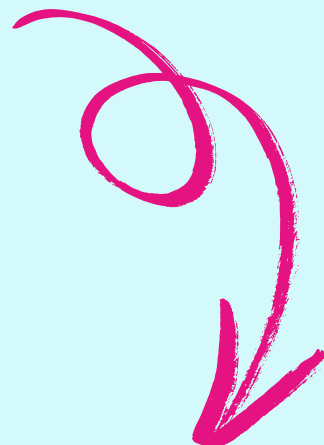
It's flexible by design.

You choose your clients, your hours and how you work. That's the whole point.

You already have what it takes. Years in corporate means you have skills, work ethic, professionalism and experience that clients will pay good money for.

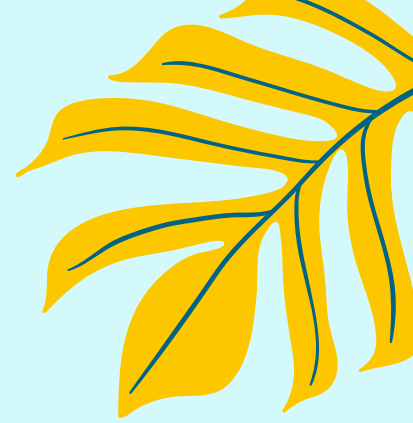
You just haven't packaged it yet.

Right. Let's look at your 3 pathways.



Pathway I: The Expert Exit

Use what you already know



Who this is for:

Women who are senior in their corporate career and have built deep expertise in a specific area – HR, finance, marketing, operations, legal, project management, L&D, communications and so on.

What it looks like: Instead of being employed to use your expertise, you offer it as a service to businesses or individuals who need it.

You become a consultant, a strategist or a specialist freelancer in your field.

For example:

- A senior HR manager becomes an HR consultant for small businesses
- A marketing director becomes a fractional CMO for startups
- A finance manager offers bookkeeping and financial strategy to entrepreneurs
- An L&D specialist creates and delivers training programmes independently

Why it works: You're not starting from scratch – you're repackaging what you already know. Clients pay premium rates for genuine expertise and you have that in abundance.

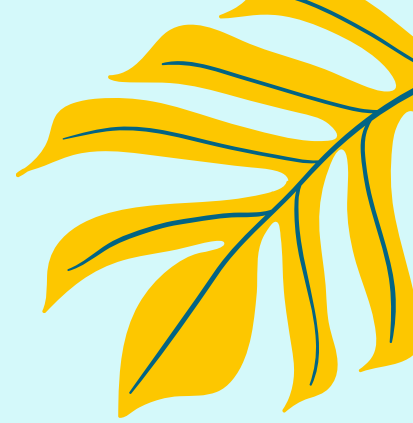
What you'll need to get started: A clear niche, a simple offer, a LinkedIn profile that positions you as the expert you already are, and the confidence to back yourself.

Realistic timeline to first client: 4 to 12 weeks

Income potential: High – £50 to £150+ per hour depending on your specialism

Pathway 2: The VA Route

Turn your transferable skills into a flexible business



Who this is for:

Women who want to use their corporate skills in a more flexible, varied way without being tied to one employer, one industry or one specialism.

Also brilliant for women who want a lower pressure starting point while they figure out exactly what they want their business to look like long term.

What it looks like:

A Virtual Assistant supports business owners and entrepreneurs with a range of tasks - admin, inbox management, social media scheduling, customer service, diary management, research, data entry and much more.

The beauty of the VA route is that almost every skill you've developed in corporate is transferable. Organisation, communication, attention to detail, managing people, managing processes - all of it counts.

Why it works:

The demand for VAs is huge and growing. More business owners than ever are outsourcing their admin and operations so they can focus on what they do best. That's where you come in.

What you'll need to get started: A clear list of your skills and the services you want to offer, a simple rate card, a basic online presence and your first client. That's genuinely it to begin with.

Realistic timeline to first client: 3-6 weeks

Income potential: £25 to £35 per hour to start, growing as you specialise and build your reputation

Pathway 3: Fractional Support

Bring your senior expertise to multiple businesses without the full-time commitment



Who this is for:

Women who are senior in their corporate career and want to continue working at a strategic, high-impact level but on their own terms. If you've led teams, shaped strategy or driven results at a senior level, this pathway lets you do exactly that for multiple businesses simultaneously, as a fractional hire.

What it looks like: A fractional professional works with businesses in a part-time, retained capacity stepping into a senior role without being a full-time employee.

Think Fractional HR Director, Fractional COO, Fractional Marketing Director, Fractional Finance Director. You bring the expertise of a senior leader at a fraction of the cost of a full-time hire. For scaling businesses that need that level of thinking but can't justify a full-time salary, you are exactly what they need.

Why it works: Businesses are increasingly hiring fractionally because it gives them access to senior expertise flexibly and affordably. As someone coming out of a senior corporate role, you are already operating at the level these businesses need. You're not starting from scratch - you're stepping sideways into a new way of working.

What you'll need to get started: A clear and confident articulation of your area of expertise, a strong LinkedIn presence that positions you as the senior professional you already are, and the ability to have a conversation about outcomes rather than tasks.

Realistic timeline to first client: 4 to 10 weeks

Income potential: £500 to £800+ per day depending on your specialism, typically on monthly retainer contracts

So which Pathway is Right for You?

Answer these quick questions honestly:

Question 1:

How would you describe your corporate experience?

- A** I'm quite senior and have deep expertise in one area
- B** I've got a broad range of skills across different areas
- C** I've operated at a senior strategic level and have led teams, departments or whole functions

Question 2:

What matters most to you right now?

- A** Earning at a similar level to my corporate salary as quickly as possible
- B** Getting a client quickly and building gradually
- C** Continuing to work at a senior level but with complete control over my time and clients

Question 3:

How would your colleagues describe you?

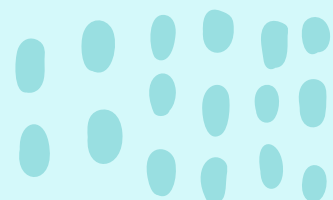
- A** The expert everyone comes to for advice
- B** The reliable one who gets things done
- C** The leader - the one who shapes strategy, drives decisions and makes things happen at a high level

Mostly A's: The Expert Exit is your pathway

Mostly B's: The VA Route is your starting point

Mostly C's: The Expert Exit is your pathway

*And if you're still not sure, that's completely normal.
That's exactly what the next step is for.*



Your Next Step

Reading this guide is your first step.

Well done for taking it.

But a map on its own won't get you anywhere.
You need to start walking.

Here's what I'd love to invite you to do next:

JOIN ME FOR A FREE LIVE WORKSHOP:

The Corporate Exit Plan: How to Start a Home Business You Actually Love in 6 Months

This is where we go from map to action.

I'll walk you through exactly how women with corporate backgrounds are building real businesses from home and how you can do the same, step by step, without quitting your job, risking your salary or figuring it all out alone.

It's free. It's live. And it might just be the thing that changes everything.

I'll see you there.

Sam x

REGISTER YOUR FREE SPOT HERE



You didn't stumble across this guide by accident.

Something in you is ready – even if the rest of you hasn't caught up yet.

The map is in your hands.

The pathways are clear.

And there is a whole community of women who were sitting exactly where you are now, who took one small step, and never looked back.

Your turn.

**REGISTER FOR THE
WORKSHOP**

