

# Calling the Shots

*Anna Sinclair on how motherhood inspired her company Total Mom Inc.*

By Sydney Goldhawk



Entrepreneurs face many challenges when starting a business; they are expected to lead teams, solve problems, and inspire those around them. The same can be said for mothers, who often wear many hats and manage the various challenges that come with motherhood.

It comes as no surprise that many successful businesses are started by mothers determined to disrupt their industries. However, without the tools and resources needed to start a business, many entrepreneurs—especially mothers—face significant adversities on their entrepreneurial journeys.

As a new mother, Anna Sinclair identified this gap and proposed a solution—Total Mom Inc.—a media brand that has built a global community dedicated to supporting entrepreneur mothers in building their brands and achieving success.

Before creating Total Mom Inc., Sinclair worked in various entertainment industries, including music and film. Her experience in entertainment taught her core values for building a business. “I learned the importance of storytelling, which I now use to share the stories of mom entrepreneurs, highlighting their struggles and successes,” says Sinclair. “These experiences taught me resilience and adaptability—essential traits for any entrepreneur.”

As a business owner, Sinclair is well-acquainted with the responsibility of being a leader. “I won’t sugarcoat things, and I can be a tough cookie,” she admits. “To me, being a leader means inspiring and empowering others to achieve their fullest potential. One of my favourite leadership qualities is pushing team members outside their comfort zones.”

Total Mom Inc. is committed to providing resources for mothers who are building and growing their businesses. As a mother of three, Sinclair is deeply grounded by her personal experience as both a mother and a business owner. “Being a mother has given me a deeper purpose and motivation. It has made me more of a community champion than a solo-preneur,” she reflects. “I am driven to create a better future for my children and other working professionals by providing them with resources and support to pursue their dreams.”

Sinclair is also an advocate for mental health in her community. “There is no perfect work-life balance when you’re running a company and growing a family. It’s a messy merger that can be wonderful and fun,” she says. “It’s important to create a support system, practise self-care, and seek professional help when needed. A healthy mind fosters creativity, resilience, and the ability to navigate challenges effectively.”

Total Mom Inc. has grown into a global network that supports and fosters opportunities for entrepreneur mothers. At the heart of its success is a community that encourages growth and success. “Community is vital for women entrepreneurs. Building an engaged community that follows your journey and cheers you on will not only make you feel good, but also help grow your business,” says Sinclair. “At Total Mom Inc., our community is the backbone of our platform, encouraging women to connect, collaborate, and grow together. It is through this sense of belonging and mutual support that we can drive positive change and create a more inclusive and equitable entrepreneurial landscape.”