

Karen Vivarelli

Adapting to pandemic life: The Perth mumpreneur helping others be their own boss at home

Successful local business woman Karen Vivarelli is coaching others on how to thrive working for yourself at home, and has been named a finalist for the 2021 AusMumpreneur Awards.

The AusMumpreneur Awards recognise Australian Mums in business achieving outstanding success in areas such as business excellence, product development, customer service and digital innovation. The awards celebrate the growing number of women who successfully balance motherhood and business in a way that suits their life and family.

Karen Vivarelli has been named as a finalist in two categories: Rising Star of the Year Award and Service Business Award.

From virtual assistant to successful online business coach, Karen is no stranger to working from home. In just a couple of years, she has established herself as the go-to expert and coach for other mumpreneurs all over the world interested in learning how to start, grow and scale their own online business.

And it doesn't come at a better time. With the pandemic forcing many to reassess how and where they work, Karen is guiding others on how they can successfully be their own boss at home.

Her signature online courses are the [VA Kickstarter Course](#) to help women start their virtual assistant business from scratch, and the [Essential Online Tech Tools Course](#) to help people go from tech stressed to tech savvy.

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Karen is passionate about female empowerment and education, having fun along the way, trying something new, being bold, feeling inspired and taking action!

Karen's inspiration for starting her business began when she was made redundant from her corporate job while in the early stages of pregnancy with baby number two. Shocked at first, she knew this was a sign to break free from the standard 9 to 5 office job and started exploring flexible working from home opportunities.

She initially found out about Virtual Assistants (VAs) from a friend and was intrigued about how this could be the flexibility she craved and needed, while raising her young family. After researching virtual assistants, it was enough to spark her interest and led her to set up her own virtual assistant business.



While offering dedicated VA support to clients for a number of years, she quickly pivoted into the role of an Online Business Manager. She then progressed to coaching and mentoring fellow VAs wanting to follow in her footsteps and build their own business.

It can be challenging to be a successful business woman while raising a family. Karen gives this advice for others thinking about starting their own enterprise:

"It's never too late to start something new. Despite the fear and unknowns that you might feel, the opportunities that await you when you start working online are endless and exciting.

"You can have the flexibility to work from home whenever it suits you and your family. This is now the reality of so many women in business who are juggling family and work. You just have to take that first step in the

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right direction and find the right coach and community to support you on your journey. And this is exactly what I help women do”.

Karen lives in Perth, Western Australia with her two girls, Giselle and Chloe, and husband Bill.

The winners of the 2021 AusMumpreneur Awards will be announced at an online event in September. You can vote for Karen in the People’s Choice Award category from Monday, 9 August via the AusMumpreneur website. Find out more at <https://www.surveymonkey.com/r/wasa21>.

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For an interview or photo opportunities with Karen Vivarelli please contact 0416 770 947, visit <https://karenvivarelli.com.au/> or email hello@karenvivarelli.com.au

For more information on the AusMumpreneur Awards visit: www.ausmumpreneur.com or contact awards@ausmumpreneur.com

