**Local Woman Shares Her Advice in New Book and Celebrates AusMumpreneur Award Nomination**

**Sinead Brace** of **Corkscrew Creative** is part of a collaboration sharing advice and inspiring women to step into leadership, believe in themselves, and follow their purpose and passion!

Sinead shared her chapter in this book because she felt compelled to empower women to recognize their strength and potential, particularly after her own journey of transitioning from a corporate background to founding Corkscrew Creative.

Having the confidence to take action as a changemaker is one of the most important qualities you need to succeed in following your purpose as Sinead explains, “My journey to find my purpose was filled with challenges, but it taught me that true growth happens outside your comfort zone.”

It can be challenging to follow your purpose and Sinead gives this advice for others thinking about following their calling, “Stay true to yourself, and remember that every small step you take brings you closer to your goals.”

**Purpose & Passion** launches globally in Melbourne on 15 August at the AusMumpreneur Conference and with an online festival featuring interviews and presentations from each of the authors during September.

For more information about Purpose & Passion, visit [www.corkscrewcreative.com.au](http://www.corkscrewcreative.com.au).

Sinead Brace has been named a finalist for the AusMumpreneur Awards in the **Virtual Assistant** category for the second year in a row.

The AusMumpreneur Awards, presented by The Women’s Business School, celebrate and recognize Australian mums in business achieving outstanding success in areas such as business excellence, product development, customer service, and digital innovation. The awards are designed to recognize the growing number of women who successfully balance motherhood and business in a way that suits their life and family.

Sinead is delighted to be named as a finalist and is proud of her achievements, particularly her success in creating a 100% virtually based business after relocating to Queensland, and her role as a community member coaching the U6 Tamborine Mountain Eagles.

There are many benefits to balancing business and motherhood as Sinead explains, “Being a mumpreneur allows me the flexibility to be present for my family while pursuing my passion and helping others succeed.”

It can be challenging to be a successful businesswoman whilst raising a family and Sinead gives this advice for others thinking about starting their own enterprise, “Believe in your vision and stay persistent. It can be challenging not to lose yourself in motherhood while trying to navigate your own career ambitions, but the journey, though tough, is ultimately rewarding.”

Pre-orders for Sinead's book will be available on her website, http://www.corkscrewcreative.com.au

Read more at http://www.ausmumpreneur.com The winners of the AusMumpreneur Awards will be announced at the AusMumpreneur Awards Gala Dinner on 16 August in Melbourne.

For an interview with Sinead Brace, contact Sinead Brace at 0402 949 208, [www.corkscrewcreative.com.au](http://www.corkscrewcreative.com.au), and [info@corkscrewcreative.com.au](mailto:info@corkscrewcreative.com.au)

**About Corkscrew Creative**

Sinead Brace is not your average Executive Assistant—she’s the modern CEO’s Wing Woman! With a background in major corporations like Coca-Cola and large mining companies, Sinead is well-equipped to support all aspects of your business, including sales, admin, finance, web and marketing technology, product development, and business communications.

With Sinead’s extensive experience as a small business entrepreneur, she offers a comprehensive business support service tailored to your needs. At Corkscrew Creative, you’ll find everything you need to get your business running smoothly. As a creative technologist and executive assistant, Sinead and her team will help you navigate the complex world of administration, technology, and creativity, automating and managing your business as if it were their own. For specialised services, Sinead’s extensive network—her ‘little pink digital book’—is always at your disposal.