

Timeline

- **2001** - Founded Parent Guide Inc.
- **2001** - Published first annual book for new parents
- **2004** - Expanded to annual books for parents of school age kids
- **2004** - Expanded to new cities
- **2006** - Began speaking about parenting and business
- **2006** - Became a mentor to new start-ups
- **2018** - Celebrated the 59th printed book
- **2018** - Created online parenting magazines
- **2019** - Created the Parent Coach Club
- **2019** - Nixed to offer Business Coaching for Parent Coaches
- **2020** - Hosted in-person and online business retreats for Parent Coaches
- **2020** - Fully online and growing through COVID while parenting and sharing internet access at home
- **2021** - Opened the doors to Inner Circle, an annual Mastermind while working 1:1 with Parent Coaches and growing the Parent Coach Club in over 15 countries
- **2022** - In-person Retreat and Workshop organizer
- **2023** - Launched a Group Coaching Program for Parent Coaches
- **2024** - Published the book **"Unlock Your Niche Superpower"**
- **2024** - Launched the Parent Coach Podcast (COMING SOON)



Jennifer McCallum

**Business Coach for
Parent Coaches
& Founder of the
PARENT COACH CLUB**

About Jennifer

Business Coach for Parent Coaches, Founder of the Parent Coach Club, Author, Speaker, Certified Positive Discipline Parent Educator, and mom to 4 incredible humans.

In business for over 23 years supporting parents across the world. Publisher of 59 parenting resource books, multiple online magazines, International speaker, trainer, and event organizer. Jennifer has created a community that connects Parent Coaches to parents who need their support. Now in over 15 countries.

Hire Jennifer to Speak about:

Unlock your Niche Superpower - Four things you need to have in place to attract your ideal clients and build a business you LOVE!

Tell them Where To Go (but in a good way:) - How to create a clear path for your clients so they have no question about what you can do for them

Leadership with Heart - How loving on your clients should be more important than your bottom line ALWAYS

**Hire Jennifer to
speak today! It's interactive,
fun, and engaging!**

Available at
amazon



Contact Jennifer Today

519-645-7342

info@parentguide.ca

www.jenmccallum.com

What do people say about Jennifer?

[Read more reviews here!](#)

"Jennifer is my business coach, mentor...she has done incredible wonders for my mindset as a business owner. Working with Jennifer has helped me shift and pivot...with a clear path..." Sonja M.

"We would certainly recommend you to anyone that is looking for a meaningful, upbeat, and enthusiastic speaker to engage their audience and help them identify a way to make waves in their industry. We look forward to having you back to support future strategic planning sessions!" Nancy G.

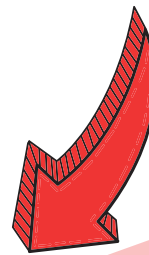
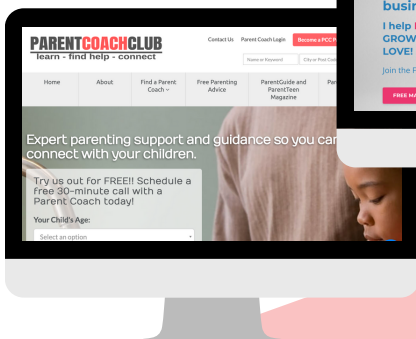
"Jennifer has this incredible ability to listen to and flush out information in such a way that my ability to gain clarity on who I was serving and how I was doing that was a total game changer for me and my business." Claire C.

"Jennifer did a presentation for my community on Finding your X factor and it was awesome! She is clear and enthusiastic about what she teaches, and she really gets to the heart of the matter. I truly enjoyed working with her!" Erin T.

"Jennifer's coaching has helped me have more clarity and direction in my coaching business. Her approach has a clear path, all while allowing me to trust my own inner knowing. I can't think of a time we didn't laugh while working together - hard work can be fun too and Jennifer creates the space for that in our sessions." Tia F.



"Parenting is her jam! And seeing Parent Coaches succeed in their business is her mission!"



JENMCCALLUM
BUSINESS COACH
FOR PARENT COACHES

