

HerBusiness®

GROWTH GUIDE

JULY 2020

What's Inside

SALES & MARKETING FOCUS

All the help you need to boost the effectiveness of your marketing and to get new clients.

JULY EVENTS

All your upcoming events inside.

TOP CHOICES

Recommended podcasts, webinars and free downloads.

30-DAY MARKETING CHALLENGE

Create your own marketing adventure for the 30-Day group challenge.



Welcome

Welcome to the first edition of the HerBusiness Growth Guide.

This month we focus on the Sales & Marketing Growth Zone. (The HerBusiness Growth Zones™ are a structure that helps you focus on what's going to get you across the next tipping point in your business.)

Every growth zone is important as you move from solopreneur to micropreneur to entrepreneur.

I can't wait to see how your focus on your Sales & Marketing moves your business forward.

Here's to doing what you love,

Suzi

July's Featured HerBusiness Growth Zone™



Sales & Marketing

Sales are the lifeblood of your business.

But for many businesses sales can be very "ad hoc" and marketing is very often reactive, rather than proactive – meaning you can be really busy one month and quiet the next, and suffering from a real peak and trough in your cash flow as a result and that can be hugely stressful.

Successful businesses find a way to create repeatable results with their sales and marketing – they understand who their ideal client is and they have a marketing system that leverages the power of automation so they can continue to grow and not have to constantly be reinventing the wheel or chasing bright shiny objects.

This month, we're excited to help you make progress with your Sales & Marketing.

07
JULY

12.07

Henry David Thoreau's Birthday — best known for his 1854 work *Walden*, which documented his two years spent living alone in the woods, Thoreau's reflections on nature have been a guiding light for conservationists ever since

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July HerBusiness Event Calendar

1 July....Goals Group Briefing*

2 July....Roundtable

14 July....TRIBE Coaching Series - Part 1*

22 July....FREE Online Networking Event

23 July....Masterclass

29 July....Mastermind Q&A Call*

30 July....RoundUp

All events open to all HerBusiness Network members excluding those marked with * which are for members subscribed to those programs.

**30-DAY
CHALLENGE**

The July Marketing Challenge

Want to make some fast progress on your Marketing?
JOIN THE 30-DAY MARKETING CHALLENGE.

How to Participate

Choose your challenge activity and declare it in the [Members Facebook Group](#).

CHALLENGE EXAMPLES:

30-Days of Facebook Lives

Do a Facebook LIVE every day for 30 days to your page, group or profile.

If this is something you want to do (even if it scares you) then, welcome aboard.

OR

30-Days of Marketing Focus

Choose the area of your marketing that you'd like to commit to doing something about EVERY DAY in July, and make this your focus and Challenge Activity.

Choose Your Challenge Activity

Complete the worksheet on Page 5 to set your goals.

Use the Tracker on Page 6 to note the activities that you complete each week.

YOUR QUESTIONS

What if I can't do something every day?

That's fine. Just cross out the days in your tracker that you will not be taking action. Set yourself up for success.

What if I miss a day?

That's fine. Pick up again the next day. Try not to miss two consecutive days.

GOT QUESTIONS?

Post to the [Facebook Group](#) using [#julychallenge](#) to help us find your post.

Your July Inspiration & Growth

Sales & Marketing Resources



LISTEN:

Take a listen to the latest marketing podcasts in the ContentSells Podcast series.

[The Power of PR: How to Position Yourself As An Expert with guest Candice Meisels](#)

[How To Use Bonuses To Get More Sales \(Even From Your "Fence – Sitters"\)](#)

[How To Use Photography to Advance Your Personal Brand with guest Jamie Swanson](#)

WATCH:

Take a look at some of our favourite Marketing webinars*.

[How to Create Great Webinars](#)

[How to Shine a Spotlight On Your Business in A Crowded Marketplace](#)

[Connection Allstars with Jennifer Allwood](#)

*Login to Watch.



DOWNLOAD:

Grab your free Marketing Worksheets and cheat sheets.

[New Customer Email Sequence Template](#)

[7 Essential Steps to Creating Your Ideal Client Avatar](#)

[Lead Magnet Starter Guide](#)

[6 Questions to Ask For Terrific Testimonials](#)

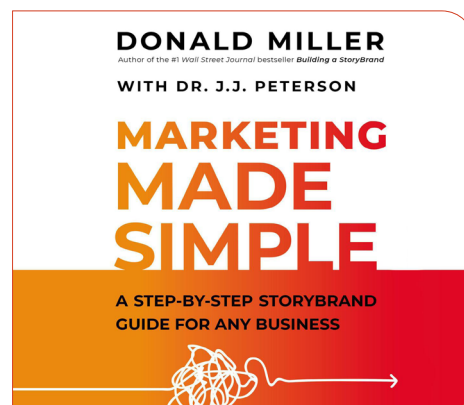
[9 Ways To Segment Your List Cheat Sheet](#)

READ:

Dive into your copy of the latest Book Club book:

Marketing Made Simple: A Step-By-Step StoryBrand Guide for Any Business

Remember to post a photo of you and your book in the Facebook Group.





July is the Time to Focus on your Sales & Marketing

Choose your own marketing adventure(s). Go to page 5 to plan your marketing focus.

- Design your first webinar
- Post daily on your social channels
- Create your content calendar
- Create a new product offer
- Interview your ideal clients
- Start a podcast
- Run paid advertising
- Find a strategic alliance
- Create a lead magnet
- Write an email nurture sequence
- Revamp your website
- Create a client newsletter
- Design and launch a quiz
- Create a marketing funnel
- Survey your clients
- Grow a Facebook Group or Page
- Read your Book Club Book - *Marketing Made Simple* and do the exercises.

The list is kind of endless when it comes to Sales & Marketing. Choose your activity and turn to page 5.

Upcoming Marketing Events

The Mastermind Experience

13 OCTOBER - SYDNEY

A full-day training with Suzi Dafnis and marketing expert, Michelle Falzon, where we MASTERMIND with you and help you put a STRATEGIC MARKETING PLAN in place for your business.

Email info@herbusiness.com for details.



HerBusiness Success Mastermind

Rare Chance to Join High-Powered Mastermind for Women Business Owners

[APPLY TODAY FOR THE HERBUSINESS SUCCESS MASTERMIND](#)



Doubled My Revenue in First Year in Mastermind...

Fiona Keary,
Style Liberation



Business is finally financially rewarding an growing year on year.

Tasha Jennings,
Conceive Baby



My 30-Day Sales & Marketing Project Plan

My vision over the next 12 months for the Marketing Growth Zone

The marketing project or activity that I will work on THIS month

Remember to align your activities with your strategic objectives and long-term goals.

Why this marketing project is important to my business

How I will measure this project's success

What are the specific numbers and details that you'd like to achieve?

My Action Plan

For the next 30 days, I will take these actions to move closer to my goals.

Resources I will need to implement my Action Plan

Notes

My 30-Day Marketing Project Tracker

Make a note of the Challenge Activity or Project tasks that you complete each day.

Date	Activity	Date	Activity
1		17	
2		18	
3		19	
4		20	
5		21	
6		22	
7		23	
8		24	
9		25	
10		26	
11		27	
12		28	
13		29	
14		30	
15		31	
16			

Post a photo of your Marketing Project Tracker in the Facebook group EVERY FRIDAY on the dedicated post along with your updates.

My July Results:

Good Luck. We can't wait to see your results!