

# HerBusiness®

## GROWTH GUIDE

SEPTEMBER 2020

### What's Inside

#### SYSTEMS FOCUS

All the help you need to create a more turnkey business that produces predictable results.

#### SEPTEMBER EVENTS

All your upcoming events inside.

#### TOP CHOICES

Recommended podcasts, webinars and free downloads.

#### 30-DAY SYSTEMS CHALLENGE

Systemise your marketing, customer service, daily productivity, product and service delivery, automation, client onboarding, staff training, and even your social media posting.



### Welcome

Welcome to this edition of the HerBusiness Growth Guide. This month we focus on the SYSTEMS Growth Zone. Every Growth Zone is important as you move from solopreneur to micropreneur to entrepreneur.

One of the main reasons a business stays in chaos is because of a lack of systems.

When you're working as a solopreneur, you can get by with just a few simple systems.

But as you start to employ staff and work on bigger projects or sell more products, you need to systemise to have reliable results and outcomes.

I can't wait to see how your focus on your SYSTEMS moves your business forward over the next 30 days.

Here's to doing what you love,

Suzi

## September's Featured HerBusiness Growth Zone™



### Systems

#### *"Structures set you free" - Lisa Sasevich*

Systems allow us to duplicate our results. Any task that you have to do more than once is worth systemising.

As you grow, your systems become even more important. The systems for a one-person or four-person business are very different from those for a 12 or 25-person business.

Systems apply to all areas of business.

- Do you have a system for your customer service queries?
- What are your marketing systems?
- What about your finances or the way you manage receipts and bookkeeping?
- How do you sign off your emails?
- How often and what do you post to social media?

Systems allow us to be consistent and help to train others to work with us in our businesses.

Successful businesses know they need to keep evolving when it comes to their systems.

**We cannot wait to explore this Growth Zone with you.**

# September **HerBusiness** Event Calendar

8 Sept [HerBusiness Roundtable](#)

9 Sept [TRIBE Coaching Series - Part 3\\*](#)

22 Sept [MasterClass](#)

23 Sept [Mastermind Q&A Call\\*](#)

24 Sept [Monthly RoundUp](#)

29 Sept [Goals Group Briefing\\*](#)

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

## 30-DAY CHALLENGE

# The September Systems Challenge

Ready to get more results with your systems?  
JOIN THE 30-DAY SYSTEMS CHALLENGE.

## How to Join the Challenge

### Members Facebook Group

Look for the post about the September challenge.

### OPTION 1

#### My First System(s)

New to systems? Create a new system (or systems) by the end of September.

Get support to create your systems and to document them.

### OPTION 2

#### 30-Days of Systems Focus

Ready to go 'all in' with creating systems? Outline what you'd like to achieve in relation to your systems.

Check page 4 for some suggestions.

## 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 as you complete them.

### 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 that you've allocated to this project.

**BONUS RESOURCES AND WORKSHEETS ARE COMING YOUR WAY SOON.**

### GOT QUESTIONS?

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



# Your September Inspiration & Growth Systems Resources



## LISTEN:

Take a listen to these System-focused podcasts in the Content Sells Podcast series.

[Using the Customer Journey to Organise and Inspire Your Content](#)  
[3-Steps to Finally Getting Any Big Content Project Done!](#)

[Work Less, Make More With James Schramko](#)

[How to Recycle and Repurpose Your Content](#)

[How to Create Anything In Your Business without Burnout](#)

Listen

## WATCH:

Take a look at some of our favourite Systems webinars.

[Clockwork with Mike Michalowicz](#)

[Everything is Figureoutable with Marie Forleo](#)

[Predictable Success with Les McKeown](#)

[Get Things Done with Ash Roy](#)

[Get Momentum: How to Start When You're Stuck with Jason Womack](#)

[Virtual Freedom with Chris Ducker](#)

Watch



Strategic Objective

Project Project Project

Actions Actions Actions Actions

## DOWNLOAD:

Grab your free Systems Worksheets and Cheat Sheets.

[The "Free Yourself" System Builder](#)

[Your Sales System](#)

[Your 3-Part Business Success Plan](#)

[The Winning Webinar Structure Template](#)

[Breakthrough Plan - Systems](#)

Download

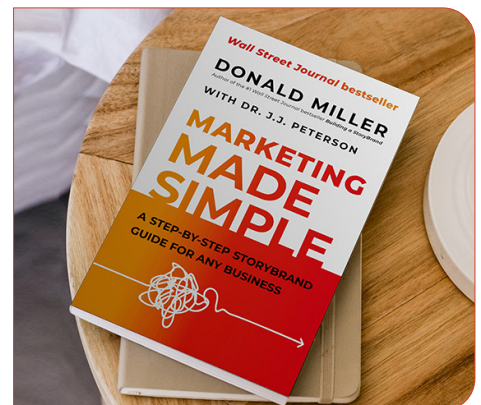
## READ:

Dive into Donald Miller's Marketing Made Simple: A Step-By-Step StoryBrand Guide for Any Business.

Effective marketing is a systemised marketing. A marketing funnel is essentially a system for generating leads and turning them into sales.

This book streamlines how you think about your marketing systems.

Read





# September is the Time to Focus on Your Systems

What activity or project will you complete? Choose your own adventure. Go to page 5 to plan your SYSTEMS focus.

- Complete a new-client email nurture sequence
- Create a pricing system
- Develop a more efficient marketing system
- Create a content calendar
- Design a template for your newsletter
- Review your administration system
- Write some FAQs to make customer enquiries easier to manage
- Create a marketing funnel for a product or service
- Write role descriptions for yourself and your team
- Start an operations manual for managing your systems and procedures
- Create a format for your Facebook lives
- Write up the workflow for your podcast production and distribution
- Create an onboarding process for new team members
- Streamline your quoting and estimating process
- Implement project management software
- Decide what you want to systemise and delegate
- Set up a record-keeping system for your bookkeeping
- Create a template for your email signature
- Outsource the design of templates for your social media images

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

## Upcoming Events



This year's  
**HerBusiness LIVE**  
is a virtual event.

Members get **TWO** Free Tickets  
(\$1,590 Value)

**CLAIM YOUR FREE TICKET AND A  
BONUS TICKET FOR A FRIEND**

### Join Us at The Mastermind Experience!

**HOW TO GET CLARITY AND FINALLY  
HAVE A MARKETING PLAN THAT WILL  
GROW YOUR BUSINESS!**

Even if You've Struggled To Get Clients or to Take  
a More "Strategic Approach" in the Past



**ONLINE** • 13 and 27 October and 10 November  
9.30am - 1.30pm AEDT

Includes Exclusive Online Participants Group and Weekly Check-Ins

**EMAIL US TO LEARN MORE**



# My 30-Day Systems Project Plan

**My vision over the next 12 months for the SYSTEMS Growth Zone**

**The SYSTEMS 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 SYSTEMS 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.*

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**Resources I will need in order to implement my Action Plan**

**Notes**

# September 2020 Systems Project Tracker

**MY CHALLENGE:**    **My First System**    **30 Days of SYSTEMS Focus**

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

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

Post a photo of your SYSTEMS Project Tracker in the Facebook group EVERY FRIDAY on the dedicated post along with your updates. #systemschallenge **The check-in days are highlighted in the calendar above.**

**My September Results:**

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