

HerBusiness®

GROWTH GUIDE

NOVEMBER 2020

What's Inside

PLANNING FOCUS

This month it is all about planning for an amazing 2021.

NOVEMBER EVENTS

All your upcoming events inside.

TOP CHOICES

Recommended podcasts, webinars and free downloads.

30-DAY PLANNING GROWTH ZONE CHALLENGE

This is going to be fun. Join me for our 30-Day Planning Challenge. Or, choose your own PLANNING focus project for November. Details inside.



Welcome

This month we focus on the PLANNING Growth Zone.

The ability to create a plan and then work to the plan is one of the most fundamental secrets to the success of any project or venture.

It doesn't mean everything always goes to plan, but I've found that HAVING a plan always gets me a lot closer to the outcome I want than NOT having a plan.

Planning gives you a clear handle on your goals and allows you to make the best use of your time, energy and resources.

I can't wait to work with you on your 2021 plans.

Here's to doing what you love,

Suzi

November's Featured HerBusiness Growth Zone™



Planning

“Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning.” – Gloria Steinem

Ready to make 2021 the year when you finally create your ideal business?

If you...

- Need more clarity on your business direction...
- Find yourself unfocused or overwhelmed...
- Want to get a clear handle on your priorities...
- Are ready to be more productive and create better results...

... You are going to LOVE our focus on the Planning Growth Zone (even if you consider yourself a spontaneous creative).

We cannot wait to explore this Growth Zone with you.

November HerBusiness Event Calendar

4 Nov Free Online Networking Event

5 Nov HerBusiness Roundtable

10 Nov Mastermind Experience Session 3*

23 Nov Monthly RoundUp

25-27 Nov Mastermind 3-Day Workshop*

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

30-DAY CHALLENGE

The November Planning Challenge

Ready to get more results?

JOIN THE 30-DAY PLANNING CHALLENGE.

How to Join the Challenge

Choose your PLANNING challenge activity and declare it in the Facebook Group.

OPTION 1

30 Days of Planning

Imagine ending November with your 2021 business plan mapped out and ready to go. Can you imagine how that would feel? That's exactly what we'll be working on during the 30 Days of Planning Challenge. Get guided prompts from Suzi and build out your 2021 plan.

OPTION 2

30-Days of PLANNING Zone Focus

Set your own focus on PLANNING — Whether it's a focus on your marketing activity, your team, the new products you want to develop, the systems you want to implement — doing your planning now means you'll start your new year with momentum.

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.

WE HAVE PREPARED BONUS RESOURCES AND WORKSHEETS FOR PLANNING.

Got questions?

Post to the Facebook Group using #planningchallenge to help us find your post.

Your November Inspiration & Growth

PLANNING Resources



LISTEN:

Take a listen to these **PLANNING**-focused podcasts.

- [Stop Winging it And Plan for Your Success](#)
- [How to Create Anything In Your Business Without Burning Out](#)
- [Content Plan: The Can't-Get-It-Wrong Content Marketing Strategy](#)
- [3-Steps to Finally Getting ANY Big Content Project DONE!](#)

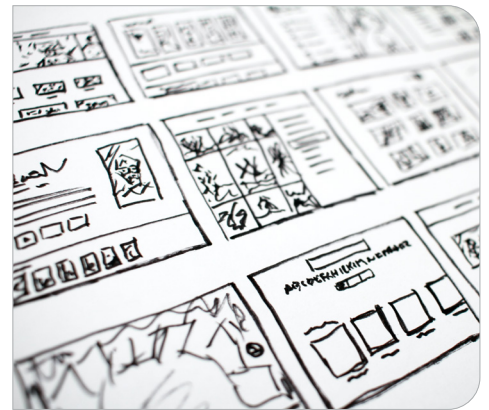
Listen

WATCH:

Take a look at some of our favourite **PLANNING**-focused webinars.

- [Becoming the CEO of Your Business](#)
- [Clockwork: Design Your Business to Run Itself](#)
- [Create a Winning Strategy for Your Small Business](#)
- [How to Choose the Right Market Niche and Validate Your Idea](#)
- [How to Start a Membership Business](#)

Watch



DOWNLOAD:

Grab your free **PLANNING** Worksheets and Cheat Sheets.

- [HerBusiness Success Plan](#)
- [Planning - Breakthrough Growth Plan](#)
- [3 Things You Need to Know About Vision, Mission and Goals](#)
- [5 Fatal Business Plan Mistakes Checklist](#)
- [Find Your Strengths SWOT Analysis Activity](#)
- [Business Planning Self-Audit](#)

Download

READ:

Dive into your **Book Club** book (shipping first week of November).

We're keeping the details under wraps right now.

But we know you're going to love it.

Share: Post a picture of you and your book to social media and tag us.

Read





November is the Time to Focus on Planning

What activity or project will you complete? Below are some thought starters. Pick and choose any that would take you out of your comfort zone and have you reaching higher. Choose your own adventure. Go to page 5 to plan your PLANNING Focus.

- Order My HerBusiness Planner
- Lock in Dates for Downtime/Holidays
- Set My 2021 Business Goals
- Schedule My 2021 Promotions
- Launch a New Product/Service
- Update My Product/Service Options
- Create a Content Publishing Schedule
- Create a Vision Board
- Do a Budget
- Create A Marketing Plan for 2021
- Set My Strategic Objectives
- Determine My 2021 Projects
- Run a Customer Survey to Get Insights
- Create/Update My Organisational Chart
- Outsource Tasks I Have Outgrown
- Share my 2021 Plan with My Team
- Review My Pricing
- Overhaul My Business Model

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

Upcoming Events



Order Your **2021 Planner Kit Now**

Your Pack Includes:

- 1 x 2021 HerBusiness Planner
- 1 x Planning Day Guidelines (new edition)
- BONUS 2021 HerBusiness Planner

Only \$35 (Free Shipping included)

“The HerBusiness Planner helps me get an overview at a glance.” — Jai Harvey-Yin

SEND MY PLANNER

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~ **Fiona Keary**, Style Liberation

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My 30-Day Planning Project Plan

My vision over the next 12 months for this Growth Zone

The PLANNING 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 PLANNING 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 in order to implement my Action Plan

Notes

POST A PHOTO OF THIS PAGE TO THE MEMBERS GROUP AND SHARE YOUR GOALS.

November 2020 PLANNING Project Tracker

MY CHALLENGE: **30 Days of PLANNING** **30 Days of PLANNING Focus**

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

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

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

My November Results:

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