

HerBusiness®

GROWTH GUIDE

DECEMBER 2020
JANUARY 2021

What's Inside

SALES & MARKETING FOCUS

December and January are all about Sales and Marketing for an amazing 2021.

DECEMBER AND JANUARY EVENTS

All your upcoming events inside.

TOP CHOICES

Recommended podcasts, webinars and free downloads.

30-DAY MARKETING CHALLENGE

This is going to be fun. Join me for our 30-Day SALES and MARKETING Challenge. Or, choose your own SALES and MARKETING focus project for January.



Welcome

Hey there.

In this issue of the HerBusiness Growth Guide, we focus on the SALES and MARKETING Growth Zone.

Whether you want to get new clients, reach more people or grow their profile, a sound marketing strategy is going to get you there.

We have a ton of resources to help you zone in on the marketing that will make the biggest difference to your business and move you closer to those goals you've set for 2021.

Here's to doing what you love,

Suzi

P.S. Join me for the January Grow Your Email List Challenge. Details on page 2.

December/January 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 peaks and troughs in your cash flow as a result, which 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 reinvent the wheel or chase bright shiny objects.

We're excited to help you make progress with your Sales & Marketing.

December and January HerBusiness Event Calendar

- 16 Dec ... Mastermind Q&A Call*
- 17 Dec ... Monthly RoundUp + Celebration
- 12 Jan ... Monthly Roundtable
- 13 Jan ... Mastermind Q&A Call*
- 27 Jan ... Goals Group Briefing
- 28 Jan ... Monthly RoundUp

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

JANUARY CHALLENGE

The Sales and Marketing Challenge

Ready to get more results?

JOIN THE JANUARY SALES and MARKETING CHALLENGE.

How to Participate

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

OPTION 1

The 30 Day Grow Your Email List Challenge

Email remains one of the most misunderstood ways to get a lot of people buying from you. If you don't have a current email list, you could be leaving a lot of money on the table. In this challenge, you will get guidance to start, manage and grow your email list. (Starts 4 January)

OPTION 2

January SALES and MARKETING Zone Focus

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

Check page 4 for some suggestions.

Choose Your Challenge Activity

1. Complete the worksheet on Page 5 to set your goals
2. 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 SALES AND MARKETING.

Got questions?

Post to the Facebook Group.

Your December and January **Inspiration & Growth** Sales & Marketing Resources



LISTEN:

Take a listen to the latest marketing podcasts.

[Online Courses as Experiences](#)

[The Power of a Niche](#)

[Why a Boring Content Strategy Is a Great Content Strategy](#)

[How to Beat Content Stress by Changing One Habit](#)

Listen

WATCH:

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

[Confident Cold Calling](#)

[Creating Facebook Ads that Convert](#)

[Make Word of Mouth An Engine For Your Business](#)

[Revolutionary Ways to Enhance Your Powers of Influence](#)

[How to Confidently Use Video](#)

*Login to Watch.



DOWNLOAD:

Grab your free Marketing Worksheets and cheat sheets.

[10 Low-Cost Ways to Grow Your Email List](#)

[5 Up-To-Date Ways to Get More of Your Emails Read](#)

[The Content Repurposing Plan](#)

[How to Write More Naturally](#)

[The Power Word Resource List](#)

Download

READ:

Here are five timeless marketing books that we love.

Marketing Made Simple, by Donald Miller

This is Marketing, by Seth Godin

Everybody Writes, by Ann Handley

Influence, by Robert Cialdini

Power Stories, by Valerie Khoo





December and January is the time to focus on SALES and MARKETING. 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 SALES and 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 a great marketing book
- Grow your email list with the 30-Day Challenge

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

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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

\$120 value. Members Save \$85.

CAN WE PUT YOU IN THE SPOTLIGHT?

Want to get the word out about your business? We can help.

Get featured in our members’ newsletter, on our popular website, and across our social channels.

All you need to do is complete the Featured Member form AND fill out your Member Profile.

Log in and click the button below to complete your member profile.

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APPLY TO BE A FEATURED MEMBER



My January Sales & Marketing 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.

January 2021 Sales & Marketing Project Tracker

MY CHALLENGE: **30 Day Sales & Marketing Focus** **Choose Your Challenge Activity**
 Make a note of the Challenge Activity or Project tasks that you complete each day.

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

Challenge check-ins will be made in the Facebook group on the Fridays indicated above. We can't wait to see your updates.

My January Results:

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