

HerBusiness®

GROWTH GUIDE

APRIL 2021

What's Inside

SALES & MARKETING FOCUS

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

APRIL EVENTS

A bumper month of marketing events!

TOP CHOICES

Recommended podcasts, webinars and free downloads.

April SALES & MARKETING GROWTH ZONE CHALLENGE

Join me for our brand new April SALES & MARKETING Challenge.



Welcome

In this HerBusiness Growth Guide™, we focus on the SALES and MARKETING Growth Zone®.

Whether you want to get new clients, reach more people, grow your profile, write awesome emails or finally grow a Facebook group, a sound marketing strategy is going to get you there.

This month we've highlighted some very specific resources to help you get more clarity and momentum with your marketing.

I can't wait to see what we co-create this month.

Here's to doing what you love,

Suzi

April's Featured HerBusiness Growth Zone®



Sales & Marketing

Imagine having a really succinct marketing plan — a simple strategy that works to keep you focused and bring in results.

Imagine doing marketing that challenges and inspires you, without having to do “all the things”.

That's our focus this month.

I'm excited to help you make progress with SALES & MARKETING this month.

REMEMBER

This is a guide. Choose the tasks, focuses that suit YOUR business.

April HerBusiness Event Calendar

- 1 Apr ... Monthly Roundtable
- 7 Apr ... Mastermind Q&A Call*
- 13 Apr ... Sell Once And Get Paid Again and Again
- 14 Apr ... Conversations that Sell Workshop
- 20 Apr ... Goals Group Briefing*
- 27 Apr ... Monthly RoundUp
- 29 Apr ... Get a Year's Worth of Content on Auto-Pilot Masterclass

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

APRIL CHALLENGE

The April Sales and Marketing Challenge

Ready to get more results?

JOIN THE APRIL SALES and MARKETING CHALLENGE.

How to Participate

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

YOUR CHALLENGE OPTIONS:

"Back of the Napkin Marketing Plan" Challenge

This simple challenge helps you create a succinct marketing plan that outlines how you attract, convert and keep your ideal clients. Details to follow. Starts 1 April.

OR

30-DAYS OF MARKETING FOCUS

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

Accountability

Each week, there will be a check-in post in the Members' Facebook Group. Some weeks you'll make great progress, and other weeks may be a little slower.

That's okay. The aim of the game is to make some progress this month as it relates to your sales and marketing.

Choose Your Challenge Activity

1. Complete the worksheet on Page 5 to set your April goals.
2. Use the Tracker on Page 6 to note the activities that you complete as you complete them.

THE GOAL

The goal is to choose what SALES & MARKETING activities you want to work on.

You don't need to listen to, read, watch and download ALL the resources, only those that are relevant to the few things that you'll do this month to make progress in the Sales & Marketing zone.

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 too many consecutive days that you've allocated to this project.

Got more questions? Post to the Facebook Group.

Your April Inspiration & Growth

SALES & MARKETING Resources

Here is a selection of resources from the HerBusiness Hub. Choose the item(s) that suit your stage of business, and your goals. **HINT:** You don't have to do them all. In fact you shouldn't. Just choose what seems best suited to moving you forward.



LISTEN:

Take a listen to the latest marketing podcasts.

[#1 Lead Magnet Mistake](#)

[Why and How to Demonstrate Your Product](#)

[How to Get People From Your Free Facebook Group to Your Paid Offer](#)

[3 Ways to Get a Steady Flow of Referrals](#)

Listen

WATCH:

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

[Confident Cold Calling - with Fran Pratt](#)

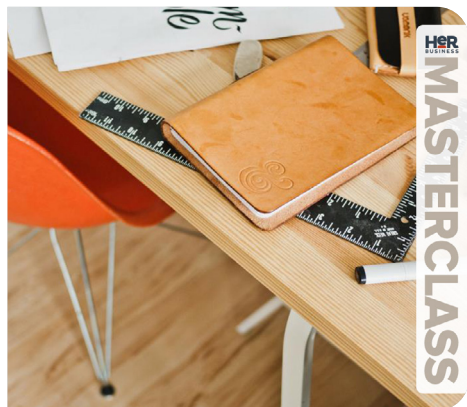
[How to Use Storytelling In Emails - Wendy Coombes](#)

[How to Turn Followers into Fans - Yvonne Shepherd and Margot Manning](#)

[How to Confidently Use Video to Market Your Business - Zerafina Zara](#)

[How to Effectively Name Your Brand or Product - Amey Lee](#)

*Login to Watch.



DOWNLOAD:

“Create Your Perfect Offer” Templates

“These step-by-step guides have helped clients generate millions of dollars in sales from their offers, selling to more and more of their ideal clients.

Now you can create offers that sell and have you find more of the right people to do business with, without you having to scrounge around for the next step.”

Suzi Dafnis and Michelle Falzon (*Hosts - Content Sells Podcast*)

[Download the Templates](#)



READ:

Need some marketing inspiration?

Dive into these highly-recommended content marketing books.

They're the bee's knees when it comes to getting creative with your marketing and your business.

[Download the list of recommended books](#)



REMEMBER: Choose just the items that will help with your current YOU Growth Zone goals. Turn to Page 5 to note what you'll watch, listen to, download or read, and when.



April 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.



SOLOPRENEURS

- Complete Your Ideal Client Avatar
- Create a Connection Statement®
- Launch a Website
- Decide on Which Social Media Channel You Will Be Consistent On
- Do This Month's "Back of the Napkin" Marketing Challenge (Details on page 2)
- Create Your First Lead Magnet
- Create a Content Calendar
- Share in the Weekly "Share Your Offer" Post
- Plan Out Your Next Marketing Campaign
- Implement a CRM (Customer Relationship Management) system



MICROPRENEURS / ENTREPRENEURS

- Hire Marketing Support
- Run Your First Webinar
- Start a Podcast, Challenge, or Facebook Group (or Other Way to Attract More of Your Ideal Clients)
- Form a Strategic Alliance
- Do This Month's "Back of the Napkin" Marketing Challenge
- Prepare a 12-Month Marketing Calendar
- Automate a Marketing Funnel
- Introduce a Recurring Revenue Stream
- Other _____

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

TWO NEW SALES & MARKETING EVENTS FOR YOUR APRIL CALENDAR

"Get a Year's Worth of Content on Auto-Pilot" BONUS Masterclass

with Rachel Miller

29 April • 9.30am - 10.30am AEST

More details to follow




Conversations That Sell Online Workshop
with Suzi Dafnis

14 April • 10.30am - 1.30pm AEST
More details to follow



My April Sales & Marketing Project Plan

My vision over the next 12 months for this Growth Zone

The SALES & 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 SALES & 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 in order to implement my Action Plan

Notes

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

April 2021 Sales & Marketing Project Tracker

Make a note of the SALES & MARKETING Growth Zone projects and tasks that you work on each day.

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

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

My April Results:

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