

HerBusiness®

GROWTH GUIDE

JUNE 2021

What's Inside

TECHNOLOGY FOCUS

Technologies to help you run and grow your business.

JUNE EVENTS

All your member training and events.

TOP CHOICES

Recommended tech podcasts, webinars and free downloads.

JUNE TECHNOLOGY GROWTH ZONE CHALLENGE

Join me for our TECHNOLOGY Challenge.



Welcome

Technology can help you leap ahead of the competition. It can help you get more results with less effort.

But, it can also be a big, hairy, scary area of business that becomes costly and confusing.

This month we look at what tech to zone in on and improve in order to make running your businesses easier.

What are your technology challenges right now and how are you making sure you're staying ahead of the changes in your industry so you don't get left behind?

We'll be addressing all that and more this month.

Here's to doing what you love,

Suzi

June's Featured HerBusiness Growth Zone®



Technology

Technology gives you the ability to connect with customers with email, through blogs, social networks, and websites and more.

Inside you'll find more ideas on how to use tech to better run and grow your business.

REMEMBER

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



June HerBusiness Event Calendar

- 3 June ... Monthly Roundtable
- 7 June ... Drinks with Suzi and Michelle
- 10 June ... How I Grew My Business
- 23 June Mastermind Q&A Call*
- 24 June ... Monthly RoundUp

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

JUNE CHALLENGE

The June Technology Challenge

Ready to get more results?

JOIN THE JUNE TECHNOLOGY GROWTH ZONE® CHALLENGE.

How to Participate

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

YOUR CHALLENGE OPTIONS:

“Your Technology CheckUp” Worksheet

This simple worksheet helps identify where the tech gaps are in your business.

Details to follow. Available 2 June.

OR

30-Days of Technology Focus

Choose the area of your technology (productivity, finance, marketing, collaboration, customer service etc.) that you'd like to commit to doing something about during June, 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 TECHNOLOGY.

Choose Your Challenge Activity

1. Complete the worksheet on Page 5 to set your June TECHNOLOGY 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 TECHNOLOGY 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 TECHNOLOGY 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 June Inspiration & Growth

Technology 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.

- [Clubhouse: Grow Your Community and Influence – with Shana Bresnahan](#)
- [How To Get More Interaction & Energy Happening at Your Next Virtual Event](#)
- [Online Courses as Experiences with Marisa Murgatroyd](#)
- [The Social Media for Small Business Podcast](#)

Listen

WATCH:

- [How to Start and Grow a Podcast](#)
- [How to Create Great Webinars](#)
- [Create Facebook Ads that Convert](#)
- [Fast Track Your Google Analytics Success](#)
- [Kickstart Your Marketing Automation](#)
- [3 Website Secrets You Need to Know to Connect with Your Ideal Clients](#)

*Login to Watch.



DOWNLOAD:

- [10 Low-Cost Ways to Grow Your Email List](#)
- [How to Build a Client-Oriented Website \(10 Steps\)](#)
- [The 8-Step Sales Video Formula](#)
- [The Winning Webinar Template](#)

Download

READ:

- [The Podcasting Getting Started Tech Guide](#)
- [Innovation Through Technology eBook](#)
- [Pro-tips for Choosing Great Video Backgrounds](#)
- [Your First Online Challenge - Cheat Sheet](#)



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



June is the time to focus on Technology.

What activity or project will you complete?

Below are some thought starters. Choose your own adventure.

Pick and choose any that would take you out of your comfort zone and have you reaching higher.

Micropreneurs: Choose from any of the Solopreneur items that are incomplete in your business. Or, choose from the Micropreneur list.



SOLOPRENEURS

- Watch the June Technology Roundtable
- Choose a CRM and Get Started
- Automate a Marketing Funnel
- Create a Naming Convention for Your Files and Folders
- Create a 3-Month Content Calendar
- Move Your Finances to a Cloud-Based Financial System
- Automate Your Appointment Scheduling
- Develop An Online Quiz
- Other _____



MICROPRENEURS / ENTREPRENEURS

- Automate Your Main Marketing Funnels
- Move Your Projects to a Project Management Software
- Upgrade Your Automation
- Upgrade Your Team Communication and Collaboration Tools
- Move Your Team Procedures and Training to An Online Platform
- Set up an Online Help Desk or Ticket System to Handle Customer Issues
- Use An Online Survey to Get Up-To-Date Client Feedback
- Other _____

Choose your TECHNOLOGY activity and turn to page 5. Need resources? Post in the Members group for guidance on training.

HerBusiness LIVE Online: Australia's Premier Event for Women Business Owners



Join our annual gathering of women business owners from all around Australia

HerBusiness LIVE Online
Save the Date: Tuesday, 3 August 2021



Marketing Success
MASTERMIND

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



"Doubled My Revenue in First Year in Mastermind..."
- Fiona Keary, Style Liberation

Apply today for the HerBusiness Success Mastermind



My June Technology Focus Plan

My vision over the next 12 months for the TECHNOLOGY Growth Zone.

The TECHNOLOGY 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 TECHNOLOGY 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 me closer to my TECHNOLOGY 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.

June 2021 Technology Focus Tracker

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

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

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

My June Results:

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