

HerBusiness®

GROWTH GUIDE

AUGUST 2021

What's Inside

SALES & MARKETING FOCUS

Attract, convert and keep more of your ideal clients. Tips inside.

AUGUST EVENTS

All your member training and events including HerBusiness LIVE Online!

TOP PICKS

Podcasts, webinars and cheat sheets we recommend.

AUGUST SALES & MARKETING CHALLENGE

Join me for our EMAIL MARKETING Challenge.



Welcome

In this month's Growth Guide we focus on one of our most popular HerBusiness Growth Zones® — Sales & Marketing.

Now is a great time to review how you're attracting, converting and keeping your ideal clients with your marketing.

We'll zone in specifically on tips for effective email marketing in our monthly challenge.

I can't wait to see how your focus this month on your Sales & Marketing moves your business forward.

Here's to doing what you love,

Suzi

August's Featured HerBusiness Growth Zone®



Sales & Marketing

Whether you have an email list or are just starting out, whether you sell high-end products or low-priced items, whether you sell to corporations or individuals AND regardless of your industry...

Email marketing is an untapped opportunity to attract, convert and keep more of your ideal clients.

We're excited to explore your email marketing this month.

REMEMBER

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

[CLAIM YOUR HERBUSINESS LIVE TICKET. CLICK HERE](#)

August HerBusiness Event Calendar

4 Aug [Grant Writing Essentials for Women Business Owners Masterclass](#)

5 Aug [Monthly Roundtable](#)

17 Aug [TRIBE Coaching Call - Part 2*](#)

24 Aug [HerBusiness LIVE Online](#)

26-27 Aug [Mastermind 2-Day Workshop*](#)

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

**AUGUST
CHALLENGE**

The August Email Marketing Challenge

Ready to get more results with your Email marketing?

JOIN THE AUGUST SALES & MARKETING GROWTH ZONE® CHALLENGE.

Choose your challenge activity and declare it in the group

OPTION 1

Email Marketing Challenge

What do I need to do to get my emails opened and clicked on?

How can I make sure everything I send isn't ending up in the junk mail folder... or worse.

What if I upset my list by sending too many emails or sounding too salesy?

How do I get started if I don't have a list or my list is small? How do I know what sort of content to send?

In this month's challenge you get to start, grow and use your email list so that you can connect with more of your ideal clients and make sales. Starts Monday, 2 August.

OPTION 2

30 Days of Sales & Marketing Focus

Choose the Sales & Marketing activity you'd like to work on in August, and make that your focus.

Check page 4 for suggested activities.

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 activity.

GOT QUESTIONS?

Post to the Facebook Group.

Your August Inspiration & Growth

Product 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.

[3 Ways To Increase Your Email Marketing Impact Part 1: Grow Size of List](#) (and check out Content Sells podcast episodes 105 and 106 for the rest of this series)

[How to Make Money With Your Online Course with Bonnie Christine](#)

[Why Being Opportunistic is Costing You Opportunities](#)

[How to Optimise Your Marketing Funnel](#)

[Your Back of the Napkin Marketing Plan](#)

Listen

WATCH:

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

[How to Use Storytelling for Email Marketing Masterclass - with Wendy Coombes](#)

[Get a Year's Worth of Content on Auto-Pilot Masterclass - with Rachel Miller](#)

[5 Expensive Marketing Mistakes - And How You Can Avoid Them](#)

[How to Shine a Spotlight On Your Business in A Crowded Marketplace](#)

[Easy Ways to Market Your Business Online](#)

[How to Generate More Leads Online](#)



DOWNLOAD:

[New Customer Email Sequence Template](#)

[7 Essential Steps to Creating Your Ideal Client Avatar](#)

[Lead Magnet Starter Guide](#)

[6 Questions to Ask For Terrific Testimonials](#)

[9 Ways To Segment Your List Cheat Sheet](#)

Download

READ:

Need some marketing inspiration?

We love marketing books.

In this free download we've listed some of our favourite content marketing books.

Check it out!

[Best Books For Content Marketers – 2021 Edition](#)



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.



August 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



MICROPRENEURS / ENTREPRENEURS

- Complete Your Ideal Client Avatar
- Finalise Your Connection Statement®
- [Create a Year's Worth of Content](#)
- [Complete the "Back-of-the-Napkin" Marketing Plan Worksheet](#)
- Share in the Weekly "Share Your Offer" Post
- Learn How to Start a Podcast
- Run Your First Paid Advertising
- Find a Collaboration Partner
- Create a Lead Magnet
- Launch a Client Newsletter

- [Write an Email Nurture Sequence](#)
- Revamp Your Website
- Hire Marketing Support
- [Apply to Join the Mastermind Experience Program](#)
- 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
- Other _____

Solopreneurs. We recommend choosing an item from this column. **Micropreneurs.** Choose from either column

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

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 • 24 September, 5 and 19 October
9.30am - 1.30pm Sydney Time

Includes Exclusive Online Participants Group and Weekly Check-Ins

EMAIL US TO LEARN MORE



Make Connections. Create Relationships. Grow Your Business with Other Female Entrepreneurs.

Tuesday, 24 August

CLAIM YOUR FREE TICKET

Save your place by 3 August to get your "Speak Up" Event Pack



My August Sales & Marketing Project Plan

My vision over the next 12 months for the SALES & Marketing Growth Zone:
What do you want your sales and marketing to look like?

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 focus is important to my business:

How I will measure this month's SALES & MARKETING focus 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 SALES & MARKETING goals.

Resources I will need in order to implement my Action Plan

Notes

August 2021 Sales & Marketing Project Tracker

Make a note of the SALES & MARKETING Growth Zone actions that you will work on.

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

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 August Results:

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