# My Summit Workbook



Your Name



3 - 7 February, 2020

## HerBusiness Network Summit Special — ENDS SOON —

## Find Connections. Develop Relationships. Generate Sales.

#### Join the most collaborative and supportive network for women entrepreneurs who are ready to grow and scale their business.

Running a business by yourself can be lonely. Add to that the pressure of always having to bring in new business, and it can feel overwhelming. What if you could solve both challenges at once?

That's the HerBusiness Network.

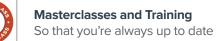
## What's Included:



Monthly Roundtable Sessions Online networking and collaboration



Hot Seats Behind the scenes tips and strategies





Private Member-Only Online Group Networking and connecting

## Over \$12,792 in BONUSES!



**FREE! Grow Your Network Course** (\$795 value)



**FREE! Online Learning Library of over 200 trainings** (\$10,030 value)



**FREE! HerBusiness Book Club** (\$197 value)





HerBusiness Hub Online Resource Area with Templates + Worksheets



Monthly RoundUp Calls More networking and support



**Goals Groups** Peer Accountability to help you get your goals faster

More benefits at herbusinessnetwork.com

## YOUR SUMMIT BONUSES

In addition to over **\$12,792** in bonuses you get:

FREE Summit Implementation Session (Value \$297) Ticket to HerBusiness LIVE (value \$795)

#### Join Risk Free

\$79 a month (cancel any time)\$790 a year (save \$158)Plus: 30-Day Money Back Guarantee

Offer ends midnight AEDT on 9 February

#### Join at HerBusinessNetwork.com





## PLAY FOR YOUR CHANCE TO WIN A **\$1,986** PRIZE PACKAGE

| <b>Introduce Yourself</b><br>in the Facebook Group                    | <b>Invite a Friend</b><br>to the Summit                                | Share which<br><b>Growth Zone</b><br>you want to improve                 | Follow us on<br><b>Instagram</b> at<br>@herbusiness                 | Post a selfie of<br>you <b>watching the</b><br><b>Summit</b>                                  |
|---|--|--|---|---|
| <b>Share a</b><br><b>Takeaway</b> from a<br>Summit Session            | <b>Answer a Question</b><br>posted by another<br>group member          | Like us on<br>Facebook and select<br>"SEE FIRST"                         | Share some<br>encouraging words<br>with another Group<br>Member     | Use the<br>#HerBusinessSummit<br>hashtag in a <b>Public</b><br><b>Post</b>                    |
| <b>Post a Picture</b><br>of your<br>favourite thing in<br>your office | <b>Share</b><br>which Summit<br>Sessions you're<br>excited to watch    |  | <b>Spend 10 Minutes</b><br>planning your day.                       | Finish a task you've<br>been putting off  |
| Take notes in your<br><b>Summit Workbook</b>                          | Share a Resource<br>Supplier or<br>App that other<br>Members will Love | <b>Share a Tip</b><br>on how to grow a<br>business                       | Take our<br>Networking<br>Personality Quiz<br>and share your result | <b>Turn on</b><br><b>notifications</b><br>for this group so<br>that you don't miss<br>updates |
| Claim your <b>Summit</b><br>Playlist                                  | Reach out and<br><b>network</b> with another<br>group member           | Set aside 30 minutes<br>to <b>watch a summit</b><br><b>session today</b> | <b>Comment</b><br>on a Summit<br>Implementation<br>Session          | <b>Post a pic</b> of your<br>favourite daytime<br>beverage ;-)                                |

Play for a chance to win

- 3x one-hour 1:1 Mentoring Session Value \$1,041
- A ticket to HerBusiness Live Value \$795

**TOTAL VALUE — \$1,986** 

Find all the details at the Summit Facebook Group.







**Suzi Dafnis** CEO, HerBusiness and Host of the Summit

#### Welcome to the Business Growth Summit for Women Entrepreneurs

I am SO excited to have you here. You are in for a fantastic week.

You're about to learn from some of the people that have been great mentors and teachers for me, whose talks I've been inspired by, whose books have been instrumental to my own business, whose ideas have shaken me into awareness.

Every single speaker brings another piece of the puzzle that is growing and scaling a business.

Our overarching theme is How to Master the Inner and Outer Game of Success for Maximum Profits and Ultimate Happiness.

I cannot wait to go on this journey with you.

#### How to use this workbook

Take notes, create action steps and your key takeaways. <u>And hop over to our Facebook</u> group to join the discussion and to ask your questions.

On page 30, you'll find details on the HerBusiness Growth Zones.

For over 20 years here at HerBusiness, we've been helping women go from being a sole entrepreneur to growing and scaling sustainable business using these 8 Growth Zones.

They give your business Momentum and help you create the ideal business for YOU.

If you are looking for inspiration in your business...

If you're feeling stuck and wondering which way to go next...

If you're ready to grow your sustainable business...

You're definitely in the right place.

Let's have a great Summit.

Here's to doing what you love,

Suzi Dafnis CEO, HerBusiness and Your Summit Host



## **Your Summit Schedule**

#### Monday, 3 February

**Angela Duckworth** — Grit: The Power of Passion and Perseverance **Marie Forleo** — Everything is Figureoutable

#### **Tuesday, 4 February**

Gabby Bernstein — Becoming a Super Attractor
 Nicholas Wilton — The Art of Business: Creating a Business That Is More Like You
 Kate Northrup — Creating the Money, Business and Life You Want by Doing Less

#### Wednesday, 5 February

**Bari Baumgardner** — Sales Is Service - Powerful Ways to Monetise Conversations **Jennifer Allwood** — Fear is Not the Boss of You

#### Thursday, 6 February

Amy McLaren — Passion to Purpose: How to Make a Lasting Impact
 Mike Michalowicz — Fix This Next: The Vital Change That Will Level Up Your Business
 Lisa Sasevich — Meant for More: Turn Your Knowledge into Profits

#### Friday, 7 February

**Kim Kiyosaki** — Take Charge Of Your Money, Take Charge Of Your Life **Pat Flynn** — How to Create SuperFans and Build a Successful Business

\*All dates are in Australian Eastern Daylight Savings time. Schedule subject to change. Note: Access to the Summit ends at midnight on Friday, 7 February 2020. HerBusiness Network members excepted.

#### Watch your inbox daily for access links



## Jennifer Allwood Fear is Not the Boss of You

**Jennifer Allwood** is a business coach for creatives who built her thriving online coaching business based on her experience in owning a successful decorative painting business.

Coaching over 3,000 business owners every month on how to scale their businesses online, increase sales and make more money by working less, Jennifer is also an online influencer with over 350,000 followers.

Her upcoming book, *Fear is Not the Boss of You*, is your guide to breaking free from being stuck and stepping into your true calling.

#### In this Summit Session:

- How to know when FEAR is keeping you stuck
- Getting OUT OF OUR OWN WAY and moving towards our goals fearlessly
- Why 'the magic is in the DOING'
- The trap that is complacency (and how to get past it)
- How to iNFLUENCE YOUR CUSTOMERS more effectively by getting yourself unstuck
- Why you don't need to be CONFIDENT to get started

#### **About the Book**

#### Fear is Not the Boss of You

This book is for you -- the one with the dream, the desire that won't be forgotten, the passion that feels bigger than yourself. This book is your catalyst, and business coach Jennifer Allwood is your guide to breaking free from being stuck and stepping into your true calling.

Get the first chapter FREE - Head over to jenniferallwood.com/chapter1

Order your copy of Fear is Not the Boss of You

## **About Jennifer Allwood**

Jennifer Allwood is a passionate cheerleader of women who adds biblical truth to the modern-day "dream big" mantra. Her no-nonsense approach to doing things you are scared to do and saying yes to God is helping women everywhere build the life and business of their dreams. When she's not coaching her nearly 3,000 clients each month, she's living the dream in Kansas City with Mr Magic (her husband, Jason) and their four wild kiddos—Noah, Easton, Ava Grace, and their new bonus kiddo, Ariana. Oh, and their Goldendoodles, Stella and Lola, the best dogs on earth.





#### Jennifer Allwood

Author of *Fear is Not the Boss of You*, Business Coach, Influencer





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### **My Summit Notes**

### My 3 Key Takeaways

Share your takeaways in the Summit Facebook Group

| 1. |  |  |
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## Bari Baumgardner

## Sales IS Service: An Authentic Approach to Getting New Clients

**Bari Baumgardner** excels at helping her clients amplify their reach through her business, SAGE Event Management.

In this interview, Bari reveals how conviction and confidence can influence a sales situation, the common mistakes people make when handling objections and how to take the ickiness out of sales conversations. You will LOVE Bari's authentic approach to sales and service.

#### In this Summit Session:

- How your CONVICTION and your CONFIDENCE impact your sales RESULTS
- · How thinking about Sales as Service can really turn things around for you
- The common mistakes people make when handling OBJECTIONS
- How to take the ickiness out of SALES CONVERSATIONS
- How live events can introduce A LEVERAGED REVENUE STREAM TO YOUR BUSINESS, allowing you a powerful platform to make sales



#### Bari Baumgardner

Sales Conversion Expert and Co-Creator, RUSH: The Live Event Blueprint



#### About the FREE Course

## Free Course - The Art of Event Monetisation: 17 proven strategies to

generate revenue from a live event.

This special program features 17 curated and proven strategies honed from over a decade of helping some of the biggest names in the coaching and entrepreneurial space. Learn how to generate revenue from a live event through this free online video series.

#### Get Your FREE Course here - sagehub.com/17ways



#### The Art of Event Monetization: 17 proven strategies to generate revenue from a live event

This special program features 17 curated and proven strategies honed from over a decade of helping some of the biggest names in the coaching and entrepreneurial space. Learn how to generate revenue from a live event through this free online video series.



#### About Bari Baumgardner

Bari Baumgardner is the founder of SAGE Event Management. She coaches authors, speakers, informationmarketers, and influencers on the formula for launching a seven-figure business using the leverage of a live event. Her "sales is service" strategy for high ticket offers is the foundation for many of the industry's most profitable live events (Russell Brunson, Dean Graziosi, Jeff Walker, Lisa Sasevich, Amy Porterfield, Stu McLaren, Pete Vargas, and more!) Her new course "RUSH: The live event blueprint" offers real-world, user-friendly, strategy first, how-tos for profitable live events of any size.

sagehub.com/17ways







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## Gabby Bernstein Becoming a Super Attractor

**Gabby Bernstein**'s mission is to help you crack open to a spiritual relationship of your own understanding so that you can live in alignment with your true purpose!

In her latest book, *Super Attractor*, Gabby lays out essential methods for manifesting a life beyond your wildest dreams.

#### In this Summit Session:

- Discover how to DO LESS AND ATTRACT MORE in business and life!
- · How to create A LIFE THAT FLOWS, even if right now it isn't flowing
- Why YOU DON'T HAVE TO WORK SO HARD to get what you want
- How the way you FEEL can get you to YOUR GOALS FASTER
- What to do BEFORE reaching for your LOFTY GOALS



#### **Gabby Bernstein**

*#1 New York Times* Best-Selling Author, International Speaker



#### **About the Book**

## Super Attractor: Methods for Manifesting a Life Beyond Your Wildest Dreams

In *Super Attractor*, Gabrielle Bernstein lays out the essential methods for manifesting a life beyond your wildest dreams.

You'll learn how to co-create the life you want. You'll accept that life can flow, that attracting is fun, and that you don't have to work so hard to get what you want. Most importantly, you'll feel good. And when you feel good, you give off a presence of joy that elevates everyone around you

#### Get your copy of Super Attractor here

#### **About Gabby Bernstein**

Gabrielle Bernstein is the #1 New York Times best-selling author of The Universe Has Your Back and has written six additional bestsellers, including Super Attractor which launched in September 2019. She was featured on Oprah's Super Soul Sunday as a "next-generation thought leader. The New York Times identified her as "a new role model".

gabbybernstein.com







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## Angela Duckworth Grit: The Power of Passion and Perseverance

What one characteristic is shared by successful business owners, regardless of their industry, or age?

Success in any business or endeavour doesn't boil down to natural talent.

The combination of passion and perseverance helps you grow and scale a business.

In other words, becoming successful, takes GRIT.

#### In this Summit Session:

- Why the EFFORT we make in developing ourselves and building our business
  COUNTS TWICE towards our goals
- The role that being truly INTERESTED in what we do each day in our business influences the RESULTS we get
- Why PURPOSE is important to people with GRIT
- · How a CLEAR VISION and big goals are essential to long term achievement
- How your grit determines HOW SUCCESSFUL YOU WILL BE in creating a viable and profitable business



#### **About the Book**

#### GRIT: Why passion and resilience are the secrets to success

In this instant *New York Times* bestseller, pioneering psychologist Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent but a special blend of passion and persistence she calls "grit."

#### Order your copy of Grit here



#### Angela Duckworth

The New York Times Best-Selling Author of Grit: The Power Of Passion and Perseverance



#### **About Angela Duckworth**

Angela Duckworth is co-founder and CEO of <u>Character Lab</u>, a nonprofit that uses psychological science to help children thrive. She is also a Professor of Psychology and #1 *New York Times* bestselling author of *Grit*. Angela has advised the White House, the World Bank, NBA and NFL teams, and Fortune 500 CEOs

angeladuckworth.com







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## Pat Flynn

## How to Create Superfans and Build a Successful Business

Want to create a brand that will stand the test of time? Want to build a business that will last, one made to withstand the onslaught of competition?

The key is people. Not just any people. To create a business stands out, you need **Superfans**.

#### In this Summit Session:

- The MOMENTS that turn your followers INTO FANS
- Why successful businesses have a P-to-P relationship with their clients
- Powerful ways to CONNECT MORE DEEPLY with your Superfans
- Discover the powerful Pyramid of Fandom
- Easy ways to CAPTIVATE YOUR ACTIVE AUDIENCE members and get them more engaged
- · How to turn casual audience members into ACTIVE ones
- · Where to start when it comes to CREATING A CONNECTED COMMUNITY



#### **About the Book**

## **Superfans -** The Easy Way to Stand Out, Grow Your Tribe and Build a Successful Business

Followers, subscribers, customers... It's easy to just look at the numbers. How many likes? How many email subscribers? How many purchases?

But as entrepreneurs, we have to remember that there are people behind all that data. People who are looking to us to be a leader, to give advice, and to care.

These are the people, if you connect with them in the right way, who will become Superfans.

You don't need to change the entire world to build a successful business; you just need to change someone's world.

#### Order your copy of Superfans here



#### Pat Flynn

Entrepreneur, Smart Passive Income podcast host and author -Superfans - The Easy Way to Stand Out, Grow Your Tribe and Build a Successful Business



#### **About Pat Flynn**

Pat Flynn is a father, husband, and entrepreneur who lives and works in San Diego, CA. He owns several successful online businesses and is a professional blogger, keynote speaker, *Wall Street Journal* bestselling author, and host of the Smart Passive Income and AskPat podcasts, which have earned a combined total of over 65 million downloads, multiple awards, and features in publications such as *The New York Times* and *Forbes*. He is also an advisor to ConvertKit, LeadPages, Teachable, and other companies in the digital marketing arena.

#### patflynn.com







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## Marie Forleo Everything is Figureoutable

If you're having trouble figuring out a big problem or making a dream happen, the problem isn't you. It's not that you're not hardworking, intelligent or deserving, but that you haven't installed one of the key beliefs that will change everything.

With Marie Forleo's new book *Everything is Figureoutable* in hand, you can train your brain to think more creatively and positively, especially in the face of setbacks.

#### In this Summit Session:

- Why deciding what you want is the FIRST STEP to getting it
- How to DIFFERENTIATE FEAR FROM INTUITION and quickly determined if an opportunity is for you
- Why COMMITMENT underpins results in your business
- · Why not being ready is ESSENTIAL to getting close to your dreams
- How focusing on what we can control is CRITICAL TO OUR SUCCESS
- · How to get into the GROWTH ZONE
- Getting your GIFT out into the world. Why now is the time.



#### **About the Book**

#### Everything is Figureoutable

*Everything is Figureoutable* is more than just a fun phrase to say. It's a practical, actionable discipline. It's a philosophy of relentless optimism. A mindset. A mantra. A conviction. And it's about to make you unstoppable.

Whether you want to start or grow a business, master your money, adventure through Italy, or solve world hunger, this is the handbook for becoming the creative force in your own life.

#### Order your copy of Everything is Figureoutable here



#### **Marie Forleo**

Motivational speaker, web television host and author of *Everything is Figureoutable* 



#### About Marie Forleo

A born-and-raised Jersey girl with nothing more than passion, a laptop, and a dream, Marie Forleo has created a socially conscious digital empire that inspires millions across the globe. Named by Oprah as a thought leader for the next generation, she's the star of the award-winning show MarieTV, with over 52 million views, and host of The Marie Forleo Podcast, with twelve million downloads. She runs the acclaimed business training program B-School. Her new book, *Everything is Figureoutable* is an instant #1 New York Times bestseller.

marieforleo.com







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## Kim Kiyosaki Take Charge Of Your Money, Take Charge Of Your Life

In this Summit Session, we discuss the reasons women-owned businesses fail to grow, advice for small business owners and entrepreneurs, how to take charge of your money, and your life.

#### In this Summit Session:

- Why women-owned businesses fail to GROW
- The difference between being SELF-EMPLOYED and a BUSINESS OWNER, and WHY IT MATTERS
- How to NEVER LOSE SLEEP over money again
- The ADVANTAGES women have as investors
- Why not having the money to get started isn't a problem (it can be seen as a BENEFIT)
- How to shift your MINDSET so that the amount of money you can make is unlimited



#### Kim Kiyosaki

Author, *Rich Woman* and CEO, The Rich Dad Company

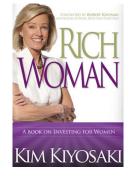


#### **About the Book**

#### Rich Woman - Because I Hate Being Told What To Do

Let's face it. When it comes to money, men and women are different. While the how-tos of investing, how to buy and sell a stock, or how to find a profitable rental property, are the same, there are the unique issues that women face when it comes to money and investing.

You'll love *Rich Woman* if you; Never want to lose sleep over money again; Want to take control of your financial future; Are tired of looking for a rich Prince Charming; Demand true independence.



#### Order your copy of Rich Woman here

#### About Kim Kiyosaki

Kim is an internationally-renowned speaker, author *(Rich Woman, Good Deal Bad Deal)*, entrepreneur, real estate investor, radio show host, and the founder of Rich Woman.

Kim has developed the Rich Woman brand which includes her books, "It's Rising Time!", "Rich Dad, Rich Woman's: Good Deal Bad Deal – How Do You Find Real Estate Deals That Make Money?", and the BusinessWeek bestseller, "Rich Woman" ("Mujer Milionaria") in addition to numerous events, webinars, articles, videos, games, and more.

facebook.com/KimKiyosaki







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### **My Summit Notes**

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## Amy McLaren Passion to Purpose - How to Make a Lasting Impact

Are you living your passion? Or, do you keep pushing it aside?

What if by embracing your passion, you could positively impact the way you think, the way you feel, the actions that you take and the impact you have on others.

Claiming your passion and doing more of what you love will help you live life on your terms and fulfil your dreams - like growing a profitable business.

#### In this Summit Session:

- Why is following your PASSION is the greatest CONTRIBUTION you can make to humanity
- What prevents us from CLAIMING OUR PASSION
- Ways to PLAY A BIGGER GAME, even when you feel stopped or stuck in business
- The role your vision plays in you reaching YOUR BUSINESS DREAMS
- How to MAINTAIN MOTIVATION AND MOMENTUM even when we're in a slump?
- What happens when you turn your efforts to your PURPOSE
- How building a community and RELATIONSHIPS will support your PASSION projects
- How to move MORE INTO YOUR PASSION



#### **About the Book**

#### **Passion to Purpose**

What if you decided that today was the day you were going to get back to what matters to you? What if you took five minutes out of the day to accomplish something you were passionate about?

This book is a thorough guide to living a life from a place of passionate purpose.

#### Stay in touch with Amy

#### **About Amy McLaren**

Amy is the Founder of LadyStrength - a growing brand for driven, entrepreneurial women who inspire to make a difference with their business and beyond.

Amy also splits her time between working on her online business and a Canadian charity that she founded with her husband, called Village Impact.

ladystrength.com

villageimpact.com



#### **Amy McLaren**

Author of *Passion to Purpose* and Founder of LadyStrength and Village Impact







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## **Mike Michalowicz**

## **Fix This Next:** Make the Vital Change That Will Level Up Your Business

The biggest problem entrepreneurs have is that they don't know what their biggest problem is. If you find yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you fix first?

It's time to stop going in endless circles putting out urgent fires and prioritising the wrong things.

#### In this Summit Session:

- A simple system to help you eradicate these frustrations and GET YOUR BUSINESS MOVING FORWARD, FAST
- How to PINPOINT EXACTLY WHERE TO DIRECT ATTENTION for rapid growth
- Understanding where you are in your business's hierarchy of needs
- Identifying what in your business needs IMMEDIATE ATTENTION
- Why fixing ONE SPECIFIC THING will allow your business to NATURALLY AND EFFORTLESSLY LEVEL-UP



#### **About the Book**

## Fix This Next: Make the Vital Change That Will Level Up Your Business

The biggest problem entrepreneurs have is that they don't know what their biggest problem is. If you find yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you fix first? Every issue seems urgent -- but there's no way to address all of them at once. The result? A business that continues to go in endless circles putting out urgent fires and prioritizing the wrong things.

Fortunately, Mike Michalowicz has a simple system to help you eradicate these frustrations and get your business moving forward, fast.

#### Order your copy of Fix This Next here

Take the FREE Fix This Next Assesment at fixthisnext.com

#### **About Mike Michalowicz**

Mike Michalowicz is the entrepreneur behind three multi-million dollar companies and is the author of *Profit First*, *Clockwork*, *The Pumpkin Plan*, and his newest book, *Fix This Next*. Mike is a former small business columnist for *The Wall Street Journal* and regularly travels the globe as an entrepreneurial advocate.

mikemichalowicz.com

fixthisnext.com



#### **Mike Michalowicz**

Bestselling author, Entrepreneur and keynote speaker







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## Kate Northrup

## Creating the Money, Business and Llfe You Want by Doing Less

In this Summit Session, Kate Northrup explains that the way for us to cope with the never-ending to-do list of responsibilities is not to try to fit into the system, or to 'lean in'... it's to make a whole new system, one not dependent on how productive women are, but where they do less and achieve more.

And, how all women business owners can create the money, business and life they want by doing less and simplifying life and living.

#### In this Summit Session:

- How to become empowered in your ABILITY TO CREATE WEALTH in your life and business
- The art of becoming a TIME-BENDER
- Getting okay with ASKING for AND RECEIVING help
- How to SIMPLIFY LIFE and take back your time
- The power of PAYING ATTENTION TO YOUR NUMBERS
- Why self-care is a PROFIT STRATEGY for your business



#### **About the Book**

#### Do Less - A REVOLUTIONARY Approach to Time and Energy Management for Busy Moms

What would your life be like with enough time for the things that matter the most to you?

Kate Northrup writes to explain that the way for (working) mothers to cope with the never-ending to-do list of responsibilities is not to try to fit into the system, or to 'lean in'... it's to make a whole new system, one not dependant on how productive women are, but where they do less and achieve more.

#### Order your copy of Do Less

Order your copy of Money: A Love Story

### **About Kate Northrup**

As an entrepreneur, bestselling author, speaker, and mother, Kate Northrup has built a multimedia digital empire that reaches hundreds of thousands globally.

Kate teaches data-driven and soul-driven time and energy management practices that result in saving time, making more money, and experiencing less stress.

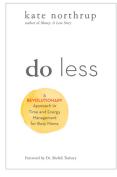
katenorthrup.com





#### Kate Northrup

Entrepreneur and bestselling author of *Do Less and Money: A Love Story* 







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## Lisa Sasevich Meant for More: Turn Your Knowledge into Profits

Inside every one of us is a feeling that just won't go away; the internal knowing that we are meant for more.

In this dynamic and educational Summit Session with Lisa Sasevich, you will discover the steps to finding your unique value, make more money and have more impact.

Lisa will be sharing lessons from her new book, *Meant for More - The Proven Formula to Turn Your Knowledge Into Profits*.

#### In this Summit Session:

- Why the FIRST person you need to SELL is yourself
- Making your offer IRRESISTIBLE
- Why getting PAST PERFECTION is essential
- Where to discover your MILLION-DOLLAR VALUE
- Why taking INSPIRED ACTION accelerates your GROWTH
- Why your gifts are your MOST VALUABLE OFFERINGS



#### Lisa Sasevich

The "Queen of Sales Conversion" and author of Meant for More - The Proven Formula to Turn Your Knowledge Into Profits



#### **About the Book**

#### Meant for More - The Proven Formula to Turn Your Knowledge Into Profits

Lisa Sasevich, known by many as "The Queen of Sales Conversion", shares with you an easy-to-follow formula that will help you own your unique value, make more money and have more impact.Upgrade your mindset, get past procrastination and stay focused on realising your goals and dreams. Lisa tells you exactly what to do to move from feeling overwhelmed to feeling energised and inspired. And gets clear on how to claim your true value and sell yourself....without being pushy or salesy.

#### In stores 14 April. Pre-order your copy today FREE Irresistable offer Blueprint

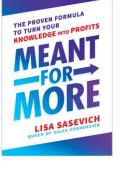
#### **About Lisa Sasevich**

After helping corporate giants like Pfizer and Hewlett-Packard generate millions in sales, Lisa Sasevich was fired from her dream job the night before Christmas Eve. After some soul-searching, the "Queen of Sales Conversion" decided it was time to parlay her talents into her own profits—and to help others do the same.

A few short years and over \$40 million in sales later, Lisa has helped over 15,000 clients in 134 countries earn more by doing what they love, all without being pushy or sales-y.

lisasasevich.com









See page 30 for Growth Zone details

### **My Summit Notes**

#### My 3 Key Takeaways

Share your takeaways in the Summit Facebook Group

| 1. |  |  |
|----|--|--|
| 2. |  |  |
| 3. |  |  |





## Nicholas Wilton

#### "The Art of Business" Creating a Business That Is More Like You

Starting and building a sustainable business is art in the making.

It's about trying things, seeing if they work. And, if they don't, making corrections and continuing on your journey.

Artists go through this process time after time — it's how they create art that resonates with us.

Because, we are attracted to what's unique and interesting in a piece of art.

This idea applies to your business as well.

Your ideal clients will resonate with your unique take on your ART, your message, what YOU bring to your business that is uniquely YOU.

#### In this Summit Session:

- Why bringing MORE OF YOURSELF into your business matters
- The role AUTHENTIC EXPRESSION plays in creating and growing your business
- · How to ATTRACT NEW CUSTOMERS with a business that's more like you
- · Why "what we don't know RUNS the show"
- How being, not just doing, impacts your ability to BE CREATIVE
- · Why mistakes are a crucial part of YOUR CREATIVITY



#### About the FREE Workshop

#### Art2Life

Harness the principles of Design, Value and Color to make art that is stronger and more like you. You're invited to join Nicholas Wilton, founder of Art2Life, in this free 3-part online workshop.

#### Save Your Spot - Starts 14 February 2020



#### **FREE WORKSHOP**

#### **About Nicholas Wilton**

Nicholas Wilton is a practising fine artist. He is also the founder of Art2life, a business platform that helps people discover and ignite their art using a new approach to creativity and life. Art2life strives to build, empower and inspire the creative community.

art2life.com





Nicholas Wilton Fine Artist, Visionary and Founder of Art2Life





See page 30 for Growth Zone details

### **My Summit Notes**

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| 2. |  |  |
| 3. |  |  |



## 30

## **The 8 Growth Zones**<sup>TM</sup>

With so many demands on your time and with so many challenges coming up every day needing your attention, where is the best place to focus your energy?

That's where the HerBusiness 8 Growth Zones™ can really help.

It's a structure that helps you focus on what's going to get you across the next tipping point in your business, moving you from solopreneur, to an entrepreneur with a sustainable business.

Coaching thousands of women over the last 25 years, we've found is that there are 8 Growth Zones in any business.

And, as a business owner, you need to have a plan for each of the Growth Zones.

Sometimes you will need to focus on one Growth Zone more than the others, at certain stages in your business, but they are all important.

Here inside of the **Business Growth Summit Workbook**, we show you which of the 8 Growth Zones is most relevant to each Summit Session.

## PLANNING

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

## 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 a real peak and trough in your cash flow as a result and that can be hugely stressful.

## PRODUCT

When we refer to product we mean products and services. Think about how clearly defined your products or services are in terms of their pricing, packaging and design.

## SYSTEMS

One of the main reasons a business stays in chaos is because of a lack of systems.

When you're working as a solo operator, you can get by with a few simple systems. But as you employ staff and work on bigger projects or sell more products, you need to systemise to grow and scale your business, so that you can create your ideal lifestyle.







## PEOPLE

The People Growth Zone incorporates how you hire people, train them, motivate them and even how you make the decision when it's the right time to grow or shrink your team. It also relates to your extended team – consultants, designers, copywriters – your bookkeeper – all the people that support you in getting things done and whom you need to lead and motivate.

#### MONEY

What you count, counts. If you're not paying attention to the numbers things can get out of hand very quickly. And, if you're not setting yourself some stretch targets when it comes to your financials, it can be very easy to get stuck in the rut.

Also, the way you think about money is important – your mindset.

### TECHNOLOGY

Technology refers to all the infrastructure in your business – the hardware, software and other tools you use to grow and manage your business.

### YOU

You are such an important asset to your business. To keep the business growing you need to keep growing – and on multiple levels – your mindset, your skillset and you need to take care of yourself, too.

The 8 Growth Zones<sup>™</sup> are your

pathway to go being a solopreneur

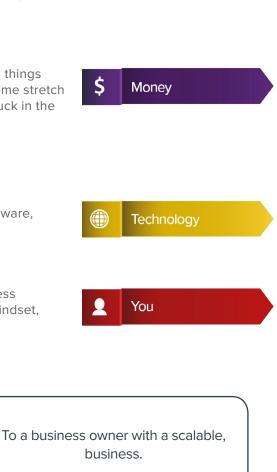
(with the weight of all the responsibilities in your business)

The Growth Zones are the fundamentals of going from sales, to success to sustainability in your business. The HerBusiness Network is your key to mastering the Growth Zones.

The doors to the HerBusiness Network are now Open - Join Today at herbusinessnetwork.com

Offer ends 9 February





People



## HerBusiness Network Summit Special — ENDS SOON —

## Find Connections. Develop Relationships. Generate Sales.

#### Join the most collaborative and supportive network for women entrepreneurs who are ready to grow and scale their business.

Running a business by yourself can be lonely. Add to that the pressure of always having to bring in new business, and it can feel overwhelming. What if you could solve both challenges at once?

That's the HerBusiness Network.

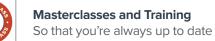
## What's Included:



Monthly Roundtable Sessions Online networking and collaboration



Hot Seats Behind the scenes tips and strategies





Private Member-Only Online Group Networking and connecting

## Over \$12,792 in BONUSES!



**FREE! Grow Your Network Course** (\$795 value)



**FREE! Online Learning Library of over 200 trainings** (\$10,030 value)



**FREE! HerBusiness Book Club** (\$197 value)



FREE! 2019 Business Growth Summit for Women Entrepreneurs (Priceless!)



HerBusiness Hub Online Resource Area with Templates + Worksheets



Monthly RoundUp Calls More networking and support



**Goals Groups** Peer Accountability to help you get your goals faster

More benefits at herbusinessnetwork.com

## YOUR SUMMIT BONUSES

In addition to over **\$12,792** in bonuses you get:

FREE Summit Implementation Session (Value \$297) Ticket to HerBusiness LIVE (value \$795)

#### Join Risk Free

\$79 a month (cancel any time)\$790 a year (save \$158)Plus: 30-Day Money Back Guarantee

Offer ends midnight AEDT on 9 February

#### Join at HerBusinessNetwork.com





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