



HerBusiness® Mastermind



Finally get the marketing support (and the results!) you've been looking for.

The HerBusiness Marketing Success Mastermind is a year-long immersion where you'll find accountability, a powerful community, support like you've never had in business and an extensive and valuable network.

What's REALLY Stopping You From Getting Your Marketing Working Right Now?

We asked and you told us - the major obstacles currently keeping you from really getting your marketing humming are:

- **Lack of Time**

Constantly juggling competing priorities and just not getting the headspace you need to break the cycle of the ad hoc marketing you're currently doing.

- **Lack of Focus and Clarity**

Our best decisions are made when we have clarity about the direction we are going. You told us that clarity and focus are an obstacle. And with so much going on, you want that support and guidance to make the right decisions.

- **Content Creation**

What do you say? What platforms do you use? We're not all natural content creators, but you know that to market you need to create content. So, who can help you with that?

- **Accountability**

So many "bright shiny objects". You've found starting things is easy, but what can you do to build in some accountability to help you push through — and break through — so you can bring more of your powerful marketing ideas into reality?

So, we've built the HerBusiness Marketing Success Mastermind from the ground up to help you overcome each and every one of those obstacles... so you can finally get the support (and the results!) you've been looking for.

Who is the Mastermind for?

The culture and calibre of the participants in this program is highly valued. So we do have a few criteria for inclusion.

To join the Mastermind you must:

- have an existing business of which you are the owner or part-owner
- have demonstrated some success in business with an operating, viable business
- have completed the Content Sells, Email Marketing Edge or other suitable pre-requisite program
- agree to an induction process prior to their participation in the Mastermind (some extra study may be required)
- agree to the code of conduct for the group, which ensures complete confidentiality, total support for other participants and upholding the values of the Mastermind to bring our best selves and support others in that quest also.

The Mastermind is unlike any business training you have attended. The Mastermind is a collaboration between like-minded business owners who, under the marketing mentorship provided by Michelle Falzon and Suzi Dafnis, implement strategies to harness the awesome power of online marketing including websites, email marketing, content marketing and social media.

The Mastermind is as relevant to bricks and mortar and offline businesses as it is to information marketing and online businesses.

What is the investment in the program?

Any business that is ready to grow can benefit from being a part of this program.

Membership to the HerBusiness Marketing Success Mastermind is a 12-month commitment of \$1,495 per month (a total of \$17,940) paid monthly.

Pay your tuition in full and enjoy a generous \$1,495 DISCOUNT bringing your investment to \$16,445

To apply, simply complete the Expression of Interest Form to arrange your interview with Michelle and Suzi.



Your Marketing Mentors Suzi Dafnis and Michelle Falzon

What's included in the program?

The HerBusiness Marketing Success Mastermind gives you 12 months access to your marketing and business mentors, Suzi Dafnis and Michelle Falzon, plus other guest experts, as well as the benefits of being in an empowering small group environment.

Your Mastermind membership includes:

- 12-months of the Marketing Success Mastermind
- 4 x 2-day Live Meetings
- 12 x Monthly Q&A calls
- 24/7 access to the Member Portal

PLUS THESE EXCLUSIVE BONUSES:

- A whole year of HerBusiness Premium Membership (and all its perks)
- 2 x Personal Marketing Strategy Session Meetings
- 1 x Live Planning Day training

Plus, over \$2,000 in additional training courses.

The Marketing Mastermind has transformed my knowledge of digital marketing, and my business. The early tangible results are that I have so far this year from February to May had leads from my website and funnel which I have converted into \$45,000 in new sales. This compares with \$0 from the same website over the past two years.



Bill Carson, Inspire Learning

My business has benefited so much from Mastermind, it now has a clear brand strategy, it has a manifesto and I have clarified my brand message to which customer's are responding. In 2 years my monthly sales have quadrupled, I have learnt so many skills about creating content and automation.



Heather Gatland, TXG Compression Wear