

HerBusiness®

GROWTH GUIDE

AUGUST 2020

What's Inside

PRODUCTS FOCUS

All the help you need to boost the effectiveness of your products and services, and to make compelling offers.

AUGUST EVENTS

All your upcoming events inside.

TOP CHOICES

Recommended podcasts, webinars and free downloads.

30-DAY PRODUCTS CHALLENGE

Create a brand new product offer. Give your products a facelift. Make offers.



Welcome

Welcome to this edition of the HerBusiness Growth Guide. This month we focus on the Products Growth Zone. Every Growth Zone is important as you move from solopreneur to micropreneur to entrepreneur.

When you start to think beyond products and services... when you start to think about making compelling offers – you open the door to creating a business that allows you to serve your ideal clients at the highest level.

I can't wait to see how your focus on your Products moves your business forward over the next 30 days.

Here's to doing what you love,

Suzi

August's Featured HerBusiness Growth Zone™



Products

"I made this for YOU. But, not for you."

This quote is from Seth Godin's book *This Is Marketing*. Seth invites us to first identify WHO we want to serve, and then to make products for THOSE clients.

When we refer to products, we mean both products and services. This month we look at how clearly defined your products or services are in terms of their pricing, packaging and design and who they are designed for.

We also take into account your customer service and delivery and the depth and breadth of your product range. Do you have too many products? Or, not enough products?

And how are you taking care of new product development and creating compelling offers? Are you innovating when you need to?

Successful businesses know they need to keep evolving when it comes to their product offering.

We cannot wait to explore this Growth Zone with you.

August HerBusiness Event Calendar

6 Aug ... [HerBusiness Roundtable](#)

7 Aug ... [How to Name Your Product Hot Seats with Michelle Falzon](#)

11 Aug ... [TRIBE Coaching Series - Part 2*](#)

12 Aug ... [FREE Online Networking Event](#)

18-20 Aug ... [Doors Open to HerBusiness Network](#)

25 Aug ... [New Member Welcome Celebration*](#)

26 Aug ... [Monthly RoundUp](#)

27-28 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.

**30-DAY
CHALLENGE**

The August Products Challenge

Ready to get more results with your products and services?
JOIN THE 30-DAY PRODUCTS CHALLENGE.

How to Participate

Choose your challenge activity and declare it in the group in the post called:

My August Products Challenge Activity

OPTION 1

My New Product Offer

Create a new product or service offer and take it to market by the end of August.

Get support to craft your offer and design a pathway for prospects to turn into clients.

OPTION 2

30-Days of Product Focus

Choose the Products/Services you'd like to work on in August, and make that your focus and Challenge Activity.

You may want to audit your product pricing, inclusions, naming, bonuses, offers. Now may be the time to upgrade some products and eliminate others that are not working.

Choose Your Challenge Activity

Complete the worksheet on Page 5 to set your goals.

Use the Tracker on Page 6 to note the activities that you complete each week.

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.

BONUS RESOURCES AND WORKSHEETS ARE COMING YOUR WAY SOON.

GOT QUESTIONS?

Post to the [Facebook Group](#) using [#augustchallenge](#) to help us find your post.

Your August Inspiration & Growth

Product Resources



LISTEN:

Take a listen to these Products-focused podcasts in the Content Sells Podcast series.

[How to Craft an Offer That Sells](#)

[How to Make Your Offer Irresistible](#)

[7 Ways to Make the “invisible” Visible in Your Marketing Offers](#)

[How to Use Bonuses to Get More Sales \(even from Your “fence – Sitters”\)](#)

[How to Use Surveys to Discover Exactly What Your Customers Want](#)

[How to Use Guarantees and Risk Reversal in Your Content to Get More Sales](#)

WATCH:

Take a look at some of our favourite Products webinars.

[Sales IS Service - An Authentic Approach to Getting New Clients](#)

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

[Meant for More - Lisa Sasevich](#)

[Persuasion - Robert Cialdini](#)

[Talk Triggers - Jay Baer](#)

[Turn your Knowledge, Influence, or Passion into a Low-Stress, High-Profit Business - Stu McLaren](#)



OFFER

DOWNLOAD:

Grab your free Products Worksheets and Cheat Sheets.

[How to Craft an Offer That Sells Worksheet](#)

[How to Name Things Checklist](#)

[The Marketing Mountain Checklist](#)

[Effective Guarantee Worksheet](#)

[The Volume/Value Matrix™](#)

READ:

Dive back into your copy of the latest Book Club book:

Marketing Made Simple: A Step-By-Step StoryBrand Guide for Any Business by Donald Miller.

Follow the author's five-step marketing plan (Part 2 of the book) for details on how to get prospects to know, like and trust you before they buy.

DONALD MILLER

Author of the #1 Wall Street Journal bestseller *Building a StoryBrand*

WITH DR. J.J. PETERSON

**MARKETING
MADE
SIMPLE**

**A STEP-BY-STEP STORYBRAND
GUIDE FOR ANY BUSINESS**



The Volume/Value Matrix™ is a trademark of Paradigm Communications





August is the Time to Focus on Products

Choose your own product adventure(s). Go to page 5 to plan your marketing focus.

- Add a GUARANTEE to my existing offer(s)
- Add eCOMMERCE to my WEBSITE
- Add SCARCITY to my offers
- AUDIT my existing PRODUCTS
- BRAND my offer(s)- colour, type, images etc.
- Create a new HIGHER-PRICED offer
- Create a new LEAD MAGNET that leads to my offer
- Create a new LOWER-PRICED offer
- Create a NEW product offer
- Create LANDING PAGES for my offers
- Design a series of BONUSSES
- Determine product VIABILITY
- Increase my PRICES
- Negotiate better WHOLESale prices
- RENAME an existing product
- Review my product MARGINS
- Review my PRODUCT RANGE
- Source new SUPPLIERS
- Update my PRODUCT DESCRIPTIONS
- Update the INCLUSIONS in my offers
- Upgrade or refresh an EXISTING product offer

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

Upcoming Events


HerBusiness LIVE: Australia's Premier Event for Women Growing and Scaling A Business



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


HerBusiness LIVE
12 October 2020 | Sydney

CLAIM YOUR FREE TICKET AND A BONUS TICKET FOR A FRIEND



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 30-Day Products Project Plan

My vision over the next 12 months for the Products Growth Zone

The Products 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 Products 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

August 2020 Products Project Tracker

MY CHALLENGE: **My New Product Offer** **30 Days of Product Focus**

Make a note of the Challenge Activity or Project tasks that you complete each day.

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

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

My August Results:

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