

# HerBusiness® GROWTH GUIDE

SEPTEMBER 2021

## What's Inside

### YOU FOCUSED

This month it is all about you, your mindset, your confidence and self-care. It's all about the inner game of business.

### SEPTEMBER EVENTS

All your member training and events including a brand new event!

### TOP CHOICES

Podcasts, webinars and cheat sheets we recommend.

### SEPTEMBER YOU CHALLENGE

Join me for our YOU Challenge.



## Welcome

This month we focus on the YOU Growth Zone®.

This Growth Zone is a real game-changer. And that's because you can have so many other zones working wonderfully, but if you:

- Feel Exhausted and Overwhelmed
  - Find Yourself Hitting Upper Limits in Your Thinking
  - Experience Feelings of the Imposter Syndrome
  - Lack a Clear Direction and Purpose
- ... all that flows into your business and impacts your results.

This month is about taking the leap and moving beyond limiting factors and stepping more into your business potential.

Here's to doing what you love,

Suzi

## September's Featured HerBusiness Growth Zone®



You

**The YOU Growth Zone is particularly important for women business owners to really focus on.**

Many of us are so busy with work and family and looking after our team and our clients that we can often be in last place on the list when it comes to getting the input and support we need.

We're excited to help you make progress with YOU this month.

### REMEMBER

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



# September **HerBusiness** Event Calendar

2 Sept .... [Monthly Roundtable](#)

14 Sept .... [Conversations That Sell Workshop](#)

15 Sept .... Goals Group Briefing and Goals Group Leader Meeting\*

16 Sept .... New Event. Save the Date!

22 Sept .... Mastermind Q&A Call\*

24 Sept .... Mastermind Experience Session 1\*

28 Sept .... TRIBE Coaching Call - Part 3\*

30 Sept .... [Monthly RoundUp](#)

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

Check the Facebook Group for links.

## The September YOU Challenge

Ready to get more results?

JOIN THE SEPTEMBER YOU CHALLENGE.

### Choose your challenge activity and declare it in the Facebook Group

#### OPTION 1

##### My Big Leap Goals Sheet

In this month's challenge you get to choose the big leap that will uplevel your business by uplevelling your habits and your mindset.

Suzi will brief this activity during the Roundtable event on 2 September.

#### OPTION 2

##### Choose Your Own Adventure

On page 4 of this guide is a list of YOU Growth Zone® activities that you can choose to complete, or make progress on, this month.

#### ACCOUNTABILITY

Each week, there will be a weekly check-in post in the Member 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 mindset, confidence, grit and ability to manage your mood and outlook as you make progress in your business.

### Choose Your Challenge Activity

Complete the Big Leap Goals Sheet and share in the Members Facebook Group.

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 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 YOU Growth 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 QUESTIONS?

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



# Your September Inspiration & Growth

## YOU 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 these YOU-focused podcasts.**

[Meant for More, with Lisa Sasevich](#)  
[Nothing Compares 2 U](#)  
[Go Slow to Go Fast](#)  
[Toot Your Own Horn, Dammit!](#)  
[Trusting Yourself More](#)

Listen

### WATCH:

**Take a look at some of our favourite YOU-focused webinars.**

[Doing Work that Makes You Come Alive](#)  
[The Confidence Habit](#)  
[Grit: The Power of Passion and Perseverance with Angela Duckworth](#)  
[Fear is NOT the Boss of You with Jennifer Allwood](#)  
[The Inner Game of Becoming a 'Big Deal' in Your Niche](#)  
[Beat the Imposter Syndrome with Confident Action](#)



Watch

### 5 Ways to Outsmart Imposter Syndrome and Create Your Dream Business

FREE Guide



### DOWNLOAD:

**Grab your free YOU Worksheets and Cheat Sheets.**

[5 Ways to Outsmart Imposter Syndrome and Create Your Dream Business](#)  
[My Breakthrough Growth Plan - You](#)  
[How to Live More On Purpose Worksheet](#)  
[Get Past Self-Imposed Limitations Worksheet](#)  
[Get Known Worksheet](#)  
[Breaking Through eBook](#)

Download

### READ:

Your next BOOK CLUB book is on its way to you VERY soon. (Yippee!)  
We're keeping the details under wraps right now.

It's a beauty.

And, we know you're going to love it.

Read



**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.



You



# September is the Time to Focus on YOU

Below are some thought starters. Pick and choose any activities that would take you out of your comfort zone and have you reaching higher. Choose your own adventure.

- ☐ Do the YOU Challenge
- ☐ Set a health/fitness goal (and start)
- ☐ Reward yourself with a facial/massage
- ☐ Take a day off midweek (yikes)
- ☐ Put yourself forward for a PR opportunity
- ☐ Do one thing that inspires you, daily
- ☐ Get a mentor or coach
- ☐ Read the Book Club book
- ☐ Get help with an emotional issue
- ☐ Act on an intuitive impulse
- ☐ Ask for a referral (you deserve it)
- ☐ Speak to (\_\_\_) new people about your business
- ☐ Do something outside your comfort zone.
- ☐ Approach a potential strategic alliance
- ☐ Do Facebook or Instagram LIVES during September
- ☐ Start a gratitude journal
- ☐ Reach out to at least one new person each week
- ☐ Notice negative internal dialogue and reach for a better-feeling thought
- ☐ Create a healthier end-of-day routine
- ☐ Create a healthier morning routine
- ☐ Other \_\_\_\_\_

The list is kind of endless when it comes to YOU. 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

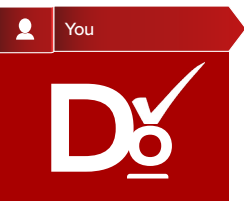
Includes Exclusive Online Participants Group and Weekly Check-Ins

**EMAIL US AT [INFO@HERBUSINESS.COM](mailto:INFO@HERBUSINESS.COM) TO LEARN MORE**



## Conversations That Sell Online Workshop with Suzi Dafnis

14 September • 10.30am - 1.30pm AEST  
Call 1300 720 120 to save your place.



# My September YOU Action Plan

**My vision over the next 12 months for this Growth Zone**

**The YOU 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 YOU 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 month, I will take these actions to move closer to my 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.**

# September 2021 YOU Action Tracker

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

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

Post a photo of your YOU 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 September Results:**

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