

HerBusiness® GROWTH GUIDE

OCTOBER 2021

What's Inside

SYSTEMS FOCUSED

This month is all about SYSTEMS. How to create time, reduce errors and create reliable results in your business.

October EVENTS

All your member training and events for this month!

TOP PICKS

Podcasts, webinars and cheat sheets we recommend.

October SYSTEMS CHALLENGE

Join me for our SYSTEMS focus.



Welcome

Hey there!

Did you know that one of the main reasons a business stays in chaos is because of a lack of systems?

When you're working as a Solopreneur, you can get by with a few simple systems. But as you employ staff and work on bigger projects or sell more products, systems become more important.

Implementing systems frees up your time and energy and allows you to grow a stronger, more turnkey business.

I'm excited to help you make progress with SYSTEMS this month.

Here's to doing what you love,

Suzi

October's Featured HerBusiness Growth Zone™



Systems

NEW! Monthly Calendar



Download your 'At A Glance' October Calendar to check out this month's Member events.

[Click Here to Download Your Calendar.](#)



October

HerBusiness
Event Calendar

October

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

5 Oct ... Mastermind Experience Session 2*

7 Oct ... [Monthly Roundtable](#)

19 Oct ... Mastermind Experience Session 3*

21 Oct ... Make Connections That Count

26 Oct ... Systems Masterclass

27 Oct ... Mastermind Q&A Call*

28 Oct ... [Monthly Round Up](#)

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

OCTOBER
FOCUS

The October SYSTEMS Focus

Ready to get more results with your Systems?

Join the October SYSTEMS GROWTH ZONE® Implementation and Focus.

30-Days of Systems Focus

Systems apply to all areas of business — your planning, marketing, people, technology and even YOU - how you stay focused and productive.

SYSTEMS ALLOW US TO CREATE PREDICTABLE RESULTS.

- Do you have a system for your customer service queries?
- What are your marketing systems?
- What about your finances or the way you manage receipts and bookkeeping?
- When do you post to social media?

Systems allow us to be consistent. They help us train others to work with us in our businesses.

The systems required to run a Solopreneur business are different to those for a four-person company. Running a 12 or 25-person business takes different systems, again.

The systems you use to market to or manage just a few clients are different from what you might need if you have thousands of clients.

But systems aren't only relevant for those with teams. Any task that you'll have to do more than once is worth systemising.

Check page 4 for some suggestions on systems to create or improve in your business.

Choose Your Challenge Activity

Ready to go 'all in' with improving your systems this month?

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 in this guide. Focus only on those that are relevant to the few things that you'll do this month to progress in the SYSTEMS Growth Zone.

ACCOUNTABILITY

Each week, there will be a check-in post in the Member Facebook Group where you can let us know your progress.

Some weeks you'll make significant progress, and other weeks may be a little slower. That's okay. Aim to make some progress this month on clarifying and documenting the systems that allow you to do more and achieve more with less effort.

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?

#speakup and get support. Post your questions to the Facebook Group using #systems to help us find your post.

Your October Inspiration & Growth

SYSTEMS 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 System-focused podcasts in the Content Sells Podcast series.

[Using the Customer Journey to Organise and Inspire Your Content](#)

[3-Steps to Finally Getting Any Big Content Project Done!](#)

[Work Less, Make More With James Schramko](#)

[How to Recycle and Repurpose Your Content](#)

[How to Create Anything In Your Business without Burnout](#)

Listen

WATCH:

Take a look at some of our favourite Systems webinars.

[Clockwork, with Mike Michalowicz](#)

[Everything is Figureoutable - Marie Forleo](#)

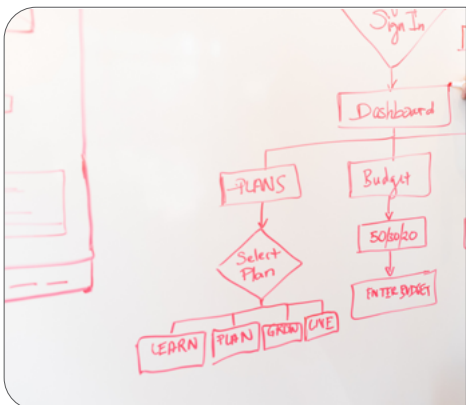
[Predictable Success - Les McKeown](#)

[Structures Give You Freedom - Suzi Dafnis](#)

[Get Momentum: How to Start When You're Stuck - Jason Womack](#)

[Virtual Freedom - Chris Ducker](#)

Watch



DOWNLOAD:

Grab your free Systems Worksheets and Cheat Sheets.

[The "Free Yourself" System Builder](#)

[Breakthrough Marketing Series: Your Sales System](#)

[3-Part Success Plan](#)

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

Download

READ:

Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams is our current Book Club book.

In **Launch**, Jeff Walker outlines his proven system for having hugely successful launches regardless of what you sell — it works for online courses, instore promotions AND even Hollywood movies!

Read



REMEMBER: Choose just the Listen, Watch and Read items that will help with your SYSTEMS Growth Zone goals. Turn to Page 5 to note what you'll watch, listen to, download or read, and when.



October is the Time to Focus on SYSTEMS

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. Go to page 5 to plan your SYSTEMS Focus.



SOLOPRENEURS

- ☐ Read *Launch* by Jeff Walker
- ☐ Write a New-Client Email Nurture Sequence
- ☐ Create a Social Media Content Calendar
- ☐ Design a Template for Your Newsletter
- ☐ Document your Customer Service FAQs
- ☐ Create a Format for Your Facebook Lives
- ☐ Design a Marketing Funnel for Your Best Product or Service
- ☐ Streamline Your Quoting Process
- ☐ Create a Template for Your Email Signature
- ☐ Set up a Record Keeping System for Your Bookkeeping
- ☐ Other _____



MICROPRENEURS / ENTREPRENEURS

- ☐ Write Role Descriptions for Yourself and Your Team
- ☐ Start an Online Operations Manual to Manage Your Systems and Procedures
- ☐ Review Your Pricing System
- ☐ Develop a More Efficient Marketing Funnel
- ☐ Review Your Administration System
- ☐ Create an Onboarding Process for New Team Members
- ☐ Implement Project Management Software
- ☐ Delegate the Writing of Systems to Your Team
- ☐ Outsource the Design of Templates for Your Social Media Images
- ☐ Other _____

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

ATTENTION WOMEN BUSINESS OWNERS

MAKE CONNECTIONS THAT COUNT

Even if you usually avoid networking and haven't successfully attracted many of your ideal clients through your networks up until now.

SAVE THE DATE

21 October, 2021

Watch your inbox for more details.

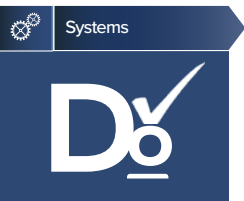


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HerBusinessMastermind.com



My October SYSTEMS Action Plan

My vision over the next 12 months for this Growth Zone

The SYSTEMS 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 SYSTEMS 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 TO SHARE YOUR GOALS.

October 2021 SYSTEMS Action Tracker

Make a note of the SYSTEMS Growth Zone actions that you will work on.

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

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

My October Results:

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