

HerBusiness® GROWTH GUIDE

NOVEMBER 2021

What's Inside

PLANNING FOCUS

Need more clarity on your business direction? Find yourself unfocused or overwhelmed? Ready to be more productive and create better results? We've got you covered with this month's PLANNING focus.

November EVENTS

All your member training and events for this month!

TOP PICKS

Podcasts, webinars and worksheets we recommend.

November PLANNING CHALLENGE

Join our PLANNING Challenge throughout November.



Welcome

Hey there!

November is one of my favourite times of year because we get to RESET and CREATE a VISION for the new year.

We get to PLAN for the growth of our business and to DESIGN A NEW DIRECTION.

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.

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

Here's to doing what you love,

Suzi

November's Featured HerBusiness Growth Zone™



Planning

Your November Calendar!

November 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Revelation Day (RD)	2 Midwinter Lap (ML)	3	4	5	6
7	8	9 ROUNDTABLE	10	11	12	13
14	15	16 THE ROAD TO A \$1.5 MILLION BUSINESS	17	18 HOW THEY GREW & FLOURISHED BUSINESSES LIVECAST	19	20
21	22	23	24 Mastermind 3 DAY WORKSHOP	25 Mastermind 3 DAY WORKSHOP	26 Mastermind 3 DAY WORKSHOP	27
28	29 FIND YOUR FOCUS BOOTCAMP	30 FIND YOUR FOCUS BOOTCAMP	THE FIND YOUR FOCUS BOOTCAMP RUNS FROM 29 NOVEMBER TO 1 DECEMBER			

The PLANNING Growth Zone® **Need more clarity on your business direction?** Find yourself unfocused or overwhelmed? Ready to be more productive and create better results? We've got you covered with this month's PLANNING focus. Download Your Growth Guide for recommended podcasts, free downloads and webinars to help you plan your 2022.

All events are open to all HerBusiness Network members excluding those events marked with * which are for members subscribed to those programs. Get Questions? Email us at info@herbusiness.com or tag @herbusiness on the Members Facebook Group.

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

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



November **HerBusiness** Event Calendar

9 Nov ... [Monthly Roundtable \(Planning!\)](#)

16 Nov ... [The Road to a 6 and 7 Figure Business webinar](#)

18 Nov ... [How They Grew 6-Figure Businesses Livecast](#)

24 Nov ... [Mastermind Virtual 3-Day Workshop*](#)

29 Nov ... [Find Your Focus BootCamp](#)

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

The November Planning Challenge

Ready to get more results with your PLANNING? JOIN the November PLANNING GROWTH ZONE® IMPLEMENTATION and FOCUS.

Join the 30-Day Planning Challenge

Ready to make 2022 the year when you finally create your ideal business? The business that gives you the income and the impact and the results that you want?

IF YOU...

- Need more clarity on your business direction
- Find yourself unfocused or overwhelmed
- Want to get a clear handle on your priorities
- Are ready to be more productive and create better results...

...You are going to LOVE our focus on the Planning Growth Zone® (even if you consider yourself a spontaneous creative).

November is an opportunity to design your MARKETING PLAN, your TEAM PLAN, to plan for the new PRODUCTS you want to develop or the SYSTEMS you wish to implement to create a more sustainable business.

Planning NOW means you'll start your new year with momentum and a clear direction. The Challenge this month is to plan your most important 2022 activities.

Watch for more details on this Planning Challenge. And, check page 4 for some suggestions on planning activities that will give you a strong foundation for GROWTH in the new year.

Choose Your Challenge Activity

Ready to go 'all in' with getting your plans in place for 2022?

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 relevant to the few things you'll do this month to make progress in the PLANNING Growth Zone.

ACCOUNTABILITY

The goal is for you to make progress on your 2022 plans this month so that you can hit the ground running rather than starting the year off feeling like you're lagging.

We'll be here to keep you on track. Each week, there will be a weekly check-in post in the Member Facebook Group.

YOUR QUESTIONS

What if I can't do something every day?

That's fine. Set yourself up for success by planning time to plan ;-).

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 planning.

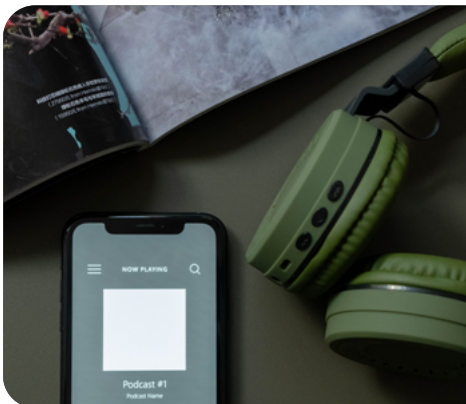
GOT QUESTIONS?

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

Your November Inspiration & Growth

PLANNING 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 PLANNING-focused podcasts.

[Stop Winging it and Plan for Your Success](#)

[Content Plan: The Can't-Get-It-Wrong Content Marketing Strategy](#)

[3-Steps to Finally Getting ANY Big Content Project DONE!](#)

[The Clear Week](#)

Listen

WATCH:

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

[Clockwork: Design Your Business to Run Itself](#)

[Three Key \(Touch\) Points to Improve Business and Increase the Bottom Line](#)

[Get a Year's Worth of Content On Autopilot](#)

[Turn Passion into Purpose - How to Make a Lasting Impact](#)

[Creating a Virtual Team](#)

Watch



DOWNLOAD:

Grab your free PLANNING Worksheets and Cheat Sheets.

[HerBusiness Success Plan](#)

[3 Things You Need to Know about Vision, Mission and Goals](#)

[5 Fatal Business Plan Mistakes](#)

[Your SWOT \(Strengths, Weaknesses, Opportunities and Threats\) Analysis](#)

[Business Planning Self-Audit](#)

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 how to plan for a successful launch regardless of what you sell — it works for online courses, in-store promotions, and even Hollywood movies!

Read the book to plan your next successful launch.

Read



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



November is the Time to Focus on PLANNING

What activity or project will you complete? Below are some thought starters. Pick and choose any that would take you out of your comfort zone and have you reach higher. Choose your adventure. Go to page 5 to plan your PLANNING Focus.



SOLOPRENEURS

- ☐ Order My HerBusiness Planner Kit
- ☐ Lock in Dates for Downtime/Holidays
- ☐ Set My 2022 Business Goals
- ☐ Create a Content Publishing Schedule
- ☐ Create a Vision Board for 2022
- ☐ Set My Strategic Objectives
- ☐ Determine My 2022 Marketing Projects
- ☐ Run a Customer Survey to Get Insights
- ☐ Outsource Tasks I Have Outgrown
- ☐ Review My Pricing
- ☐ Other _____



MICROPRENEURS / ENTREPRENEURS

- ☐ Order My HerBusiness Planner Kit
- ☐ Schedule a Team Planning Day
- ☐ Schedule Quarterly Team Planning Meetings
- ☐ Review Budgets and Cash Flow Projections
- ☐ Set Up Project Management Systems
- ☐ Create/Update My Organisational Chart
- ☐ Conduct An Audit on Systems and SOPs
- ☐ Review My Business Model
- ☐ Other _____

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

Choose your PLANNING activity and turn to page 5. Need resources? Post in the Members group for guidance on training or downloads on these topics.



Order Your 2022 Planner Kit Now

Your Kit Includes:

- 1 x 2022 HerBusiness Planner
- 1 x Planning Day Guidelines (new edition)
- BONUS 2022 HerBusiness Planner

Only \$35 (Free Shipping included)

“The HerBusiness Planner helps me get an overview at a glance.” — Jai Harvey-Yin

SEND MY PLANNER

\$140 value. Members Save \$105.

How You Can Get Out of Overwhelm and Know With Confidence and Clarity EXACTLY What You Need to Do Next To Grow Your Business to 6 or 7 Figures

(Even If You've Struggled With This Before or Feel
“Swamped” or Unmotivated Right Now!)

FIND YOUR
FOCUS
BOOTCAMP

29 November - 3 December
FREE - MEMBERS ONLY

Watch Your Inbox for More Info.



My November PLANNING Focus Plan

My vision over the next 12 months the PLANNING Growth Zone

The PLANNING 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 PLANNING focus is important to my business

How I will measure this month's PLANNING focus success

What are the specific results 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

POST A PHOTO OF THIS PAGE TO THE MEMBERS GROUP AND SHARE YOUR GOALS.

November 2021 PLANNING Project Tracker

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

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

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

My November Results:

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