

HerBusiness® GROWTH GUIDE

BUMPER EDITION:
DECEMBER 2021
JANUARY 2022

What's Inside

A FOCUS ON THE NEW YEAR

What would make 2022 your best year ever? More clarity and focus creates a business that grows without you having to work harder!

Planning And Marketing

We continue our Planning Focus with special attention on Planning Your 2022 Marketing.

December and January EVENTS

All your upcoming events. Think Tank is Back!

TOP PICKS

Podcasts, webinars and worksheets we recommend.



Welcome

Hey there.

Whether you want to get more clients, reach more people or grow your profile, a sound marketing strategy and plan will help get you there.

What will you promote, and when? Will you double-down on what you've done before, or try a brand new marketing strategy?

I look forward to hearing your plans and supporting you to create a clear strategy.

Here's to doing what you love,
Suzi

December/January Featured HerBusiness Growth Zones®



December 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 END YOUR FOCUS	2 END YOUR FOCUS	3 END YOUR FOCUS	4
5	6	7	8 MONDAY	9 TUESDAY	10 WEDNESDAY	11
12	13	14	15	16 THURSDAY	17	18
19	20	21	22	23	24 FRIDAY	25 SATURDAY
26 SUNDAY	27 MONDAY	28 TUESDAY	29 WEDNESDAY	30	31 THURSDAY	

Sales & Marketing Growth Zone

YOUR DECEMBER FOCUS PLAN YOUR 2022 MARKETING
Whether you want to try new ways of marketing or double-down on what you did in 2021, taking time to plan your 2022 Marketing Campaigns will give you ahead of the game in the new year.
We've got a bunch of suggested resources for you inside the December/January Growth Guide.
Download Your Growth Guide for recommended marketing practices, free downloads and webinars and more.

January 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 SUNDAY
2	3 MONDAY	4	5 TUESDAY	6 WEDNESDAY	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26 WEDNESDAY	27 THURSDAY	28 FRIDAY	29
30	31 THURSDAY					

Think Tank

WHAT'S YOUR BOLD 2022 GOAL?
Send 3-5 text messages (or do 5-10 backlinks if available) to 3-5 contacts you think beyond what's been possible. It's time for you to consider what a message for you. Consider the message:
I'm excited to be BOLDER in 2022. I would []
How can I get you a little something to show my appreciation? My 2021 New Year get you accountability and support. Let's get you up for 2022 and BOLD in 2022. I'm excited to be BOLDER in 2022. I would []
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Your December and January Calendars!

Download your 'At A Glance' December and January Calendars.

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

December and January HerBusiness Event Calendar

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

8 Dec ... Mastermind Q&A Call*

9 Dec ... [Conversations That Sell Workshop](#)

16 Dec ... [Monthly RoundUp and End-Of-Year Celebration](#)

13 Jan ... [Monthly Roundtable](#)

27 Jan ... Mastermind Q&A Call*

31 Jan ... Think Tank

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



Join us live inside the Members' Facebook Group.

Day 1
29
Nov

Vision Day FROM OVERWHELM TO CLARITY

Discover WHY you feel unclear and the ONE specific thing you can do to relieve the overwhelm and become excited, motivated and crystal clear on your goals and direction.

Day 2
30
Nov

Plan Day THE "3 X 3" SECRET

Get my 3 x 3 secret that turns your ideas into clear, focused action steps that feel achievable and get you results faster. This works even if you're not usually a 'planner'.

Day 3
1
Dec

Message Day CONNECTION STATEMENT®

Confidently and Clearly Position Your Business using my 4-part no-fail formula for speaking confidently about your business (no rambling or fumbling over words) to instantly attract your perfect client or customer.

Day 4
2
Dec

Marketing Day THE "BACK OF THE NAPKIN" STRATEGY

The surprisingly simple, but business-changing exercise you can do in just a few minutes to identify the exact offers that turn strangers into buyers.

Day 5
3
Dec

Bringing it All Together Day FINDING YOUR GROWTH ZONES®

Now you have your message and your plan, it's time to focus on the specific growth areas that will keep you in momentum and help you achieve your vision.

**EXTRA
BONUS**

Review Workshops

Session One: Tuesday, 1 February 2022, 11:00am AEDT

Session Two: Tuesday, 1 March 2022, 11:00am AEDT

We come back together for Find Your Focus Review Sessions — checkins, networking and accountability to keep your moving ahead with MOMENTUM.

[Register here to receive daily reminders, handouts and implementation tasks.](#)

REPLAYS AVAILABLE INSIDE THE MEMBERS' FACEBOOK GROUP.



Your December and January Inspiration & Growth Resources



LISTEN:

Take a listen to these popular marketing podcasts.

- [Take Your Offline Business Online with these 5 Content Strategies](#)
- [How to Beat Content Stress By Changing This ONE Habit](#)
- [Your Back of the Napkin Marketing Plan](#)
- [How to Use Photography to Advance Your Personal Brand](#)

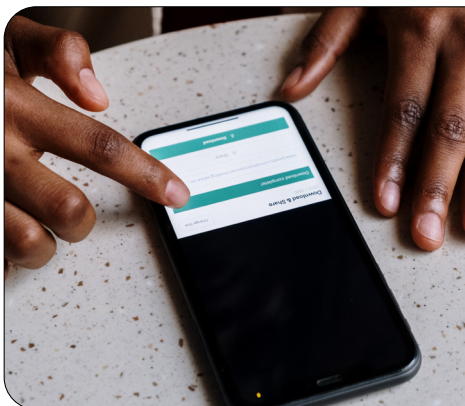
Listen

WATCH:

Take a look at some of our favourite webinars*.

- [Revolutionary Ways to Enhance Your Powers of Influence](#)
- [Make Word-of-Mouth an Engine for Your Business Growth](#)
- [Confident Cold Calling](#)
- [Stop Marketing At Your Customers. Start Marketing With Them with Seth Godin](#)

*Login to Watch.



DOWNLOAD:

- [New Customer Email Sequence Template](#)
- [7 Essential Steps to Creating Your Ideal Client Avatar](#)
- [Lead Magnet Starter Guide](#)
- [6 Questions to Ask For Terrific Testimonials](#)
- [9 Ways To Segment Your List Cheat Sheet](#)

Download

READ:

Need Tips for Using Social Media In Your Next Promotion?

Launching a new product, service, membership or in-store promotion? Read Chapter 12 of the last Book Club book, **Launch - How to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams** by Jeff Walker. Build your authority, your email list and know the dangers to avoid.

To purchase a copy of *Launch* (at a specially discounted member price), call us on 1300 720 120.





December and January is the time to focus on **PLANNING YOUR SALES and MARKETING.**

Below are some thought starters. Pick and choose any that would take you out of your comfort zone and have you reach higher.

- Build out your Jan-March social posts
- Schedule your 2022 marketing promotions
- Set up a Project Plan for your next big marketing promotion
- Outsource the most frustrating part of your marketing
- Clean out your email list of 'dead' names
- Conduct a client survey
- Reach out to a potential strategic alliance
- Create a lead magnet
- Write an email nurture sequence
- Read a great marketing book
- Stop doing something that it's not working
- Interview five ideal clients
- Craft a compelling offer
- Raise the price of at least one product/service
- Revamp the About Us page on your website
- Engage with at least one follower a day on your Facebook Group or Page
- Read *Launch* by Jeff Walker
- Spend an entire day planning your marketing
- Send out at least one email a week to your list
- Automate a marketing funnel
- Grow a Facebook Group or Page
- Other _____

Choose your 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.

Order By 13 December for Pre-Christmas Shipping!

SAVE YOUR PLACE



Conversations That Sell Workshop

9 December, 2021 • FREE TO ALL MEMBERS

herbusiness.com/conversations





My December/January Business Focus

My #1 Business Goal for the December/January period is:

This GOAL is important to my business because:

How I will measure my success:

What are the specific results that will make this goal a success?

My Next Steps

List some of the actions that you'll need to take to reach your No. 1 Business Goal.

Resources I will need

List people, software or other resources that you might need to achieve this goal.

Notes

My Name _____





December 2021 Activity Tracker

Make a note of dates on which you'll take actions towards your No.1 Business Goal.

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

Weekly check-ins will be made in the Facebook group on the Fridays indicated above. We can't wait to see your updates.

My December Results:

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





January 2022 Activity Tracker

Make a note of dates on which you'll take actions towards your No.1 Business Goal.

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

Weekly check-ins will be made in the Facebook group on the Fridays indicated above. We can't wait to see your updates.

My January Results:

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