

HerBusiness® GROWTH GUIDE

FEBRUARY 2022

What's Inside

PRODUCTS FOCUS

This month the focus is on improving the effectiveness of your products and services, making compelling offers and reviewing your pricing and product delivery.

FEBRUARY EVENTS

All your member training and events for this month!

TOP CHOICES

Podcasts, webinars and resources we recommend.



February's Featured HerBusiness Growth Zone™



Products

TIP: The more clearly defined your products or services are in terms of their pricing, packaging and design — the more likely you are to stand apart from the competition.

It starts with crafting offers, rather than trying to sell your products and services. We dive into **PRODUCTS** at this month's Roundtable.

Your FEBRUARY Calendar!

February 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 PRICING: THE NEW REALITY OF PRICING IN A HIGHLY INFLATIONARY ENVIRONMENT	2	3	4	5
6	7	8 SECURITY: THE NEW REALITY OF SECURITY IN A HIGHLY INFLATIONARY ENVIRONMENT	9	10 LEADERSHIP: THE NEW REALITY OF LEADERSHIP IN A HIGHLY INFLATIONARY ENVIRONMENT	11	12
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20	21	22 AUTHORITY: THE NEW REALITY OF AUTHORITY IN A HIGHLY INFLATIONARY ENVIRONMENT	23 LEADERSHIP: THE NEW REALITY OF LEADERSHIP IN A HIGHLY INFLATIONARY ENVIRONMENT	24 SECURITY: THE NEW REALITY OF SECURITY IN A HIGHLY INFLATIONARY ENVIRONMENT	25 SECURITY: THE NEW REALITY OF SECURITY IN A HIGHLY INFLATIONARY ENVIRONMENT	26
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YOUR QUICK GUIDE TO THE 7 PRINCIPLES OF INFLUENCE

A quick guide to Carolin's 7 Influence Principles, from the book *Influence: The Psychology of Persuasion*.

Make the most of this guide by using it to understand: This is a highly practical, actionable guide to understanding your most powerful, subtle, and powerful 7 principles.

1. SECURITY: The Old Game, New Rules
2. AUTHORITY: The New Reality of Authority
3. LEADERSHIP: The New Reality of Leadership
4. CREDIBILITY: The New Reality of Credibility
5. SOCIAL PROOF: The New Reality of Social Proof
6. UNIFORMITY: The New Reality of Uniformity
7. UNITY: The New Reality of Unity

You'll find in-depth explanations as well as a complete series of these principles in action inside your Black Club Book, *Influence*.

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

Welcome

Hey there! Ready To Focus on PRODUCTS?

When I asked members to name their biggest challenge when it comes to creating, pricing, marketing and selling product and services, most members identified **PRICING** as the biggest headache.

How much to charge, how to come up with the right pricing, how not to overcharge or undercharge.

So, this month pricing will be just one of the areas of **PRODUCTS** that we'll be covering in our member trainings and conversations.

Check out the resources inside and watch the Facebook Group for more updates.

Here's to doing what you love,

Suzi



February

HerBusiness Event Calendar

1 Feb....Find Your Focus Coaching Program -
Re-Focus Workshop 1

8 Feb....Monthly Roundtable (Products!)

10 Feb....Goals Group Briefing and Goals Group
Leader Meeting*

22 Feb....Monthly Roundup

24 - 25 Feb....Mastermind 2-Day Workshop*

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

FEBRUARY CHALLENGE

The February Products Focus

Ready to get more results with your products and services?

Let's Focus on Your Products and Services

When we refer to PRODUCTS, we mean products and services. Think about how clearly defined your products or services are in terms of their pricing, packaging and design.

Also, consider 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 quality control?

Are you innovating when you need to?

Businesses who cross the tipping point from ad-hoc revenue to reliable revenue know they need to keep evolving their product offerings to give their ideal clients more of what they need to get results.

But that doesn't mean you need to sell "all the things". It does mean you want to be deliberate about what do DO offer.

Got questions? Be sure to ask in the Members Group.

Check page 4 for some suggestions on product-related activities that you can do this month that will give you a strong foundation for GROWTH in this area of your business.

Choose Your Products Focus Activities

THE GOAL

Choose what YOU want to work on this month. You don't need to listen to, read, watch and download ALL the resources in this guide. Instead, focus only on those relevant to the few things you'll do this month to make progress in the PRODUCTS Growth Zone.

ACCOUNTABILITY

The goal is for you to make progress.

So, whether it's:

- Reviewing your pricing
- Adding a new revenue stream
- Crafting a compelling offer
- Offering a money-back guarantee
- Update the product descriptions on your website... **OR...**
- Naming your offer to make it stand out more...

... take a moment to set some PRODUCTS related goals for February.

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

GOT QUESTIONS? #SPEAKUP AND GET SUPPORT

Please post your questions to the [Facebook Group](#) using #products to help us find your post.

Your February Inspiration & Growth

PRODUCTS Resources

Here is a selection of resources from the HerBusiness Hub. Choose the item(s) that suit your stage of business, and your goals.



LISTEN:

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

[Why and How To Demonstrate Your Product or Service](#)

[How To Use Bonuses To Get More Sales \(Even From Your “Fence – Sitters”\)](#)

[Three Profitable Pricing Strategies for Small Business Owners](#)

[How to Get FREE Leads With a Self-Liquidating Offer - With Brandi Mowles \(Out 8 February on the Content Sells podcast.\)](#)

WATCH:

Take a look at some of our favourite Products webinars.

[Meant for More – Turn Your Knowledge into Profits](#)

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

[The 7 Elements of An Offer](#)

[How to Create Great Webinars](#)



DOWNLOAD:

Grab your free Products Worksheets and Cheat Sheets.

[The Volume/Value Matrix™](#)

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

[How to Name Things Checklist](#)

[The Effective Guarantee Worksheet](#)

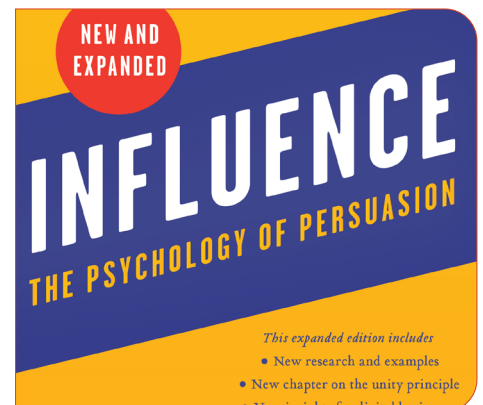
READ:

Dive into your Book Club book - *Influence* - by Dr Robert Cialdini and read the chapter on Scarcity.

The SCARCITY principle states that you value something more if it is scarce. The author defines it this way: “Opportunities seem more valuable to us when their availability is limited.”

How can you use scarcity to sell more products and services? If you have limited time slots for your services, or limited inventory of your products, be sure to use this to your advantage in your marketing.

Having deadlines that expire also gets people into action, causing them to buy sooner.



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



February is the time to focus on Products.

What activity or project will you complete?

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 BONUSES
- Determine product VIABILITY
- Increase my PRICES
- Negotiate better WHOLESale prices
- RENAME an existing product
- Review my 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. Need resources? Post in the Members group for guidance on training and resources available to help you.

Join us at the REACH Retreat in Hawaii THIS Year!



R.E.A.C.H
Retreat

You ALREADY Know It's TIME For a Change in Your Business...
Now Give Yourself the SPACE and CLARITY

REACH a NEW Level! 5 Days in Paradise to Help You...
Clarify Your Vision and Cut Through Anything Holding You Back Using the 5-Step REACH Process!

24 - 28 October 2022 | Kona, Hawaii

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MASTERMIND

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This is How You ESCAPE Overwhelm and Get The Support You Need - Along With a Focused Plan That ACTUALLY Works to Get MORE of Your Ideal Clients, Make a Difference and Create the Business You LOVE

Apply Today at HerBusinessMastermind.com



My February Products Focus 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 focus is important to my business:

How I will measure this month's PRODUCTS focus success:

What are the specific results that you'd like to achieve?

My Action Plan

For the next 28 days, I will take these actions to move me closer to my goals.

Resources I will need in order to implement my Action Plan

Notes

February 2022 Products Focus Tracker

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

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			
14			
15			
16			

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

My February Results:

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