

HerBusiness® GROWTH GUIDE

MARCH 2022

What's Inside

YOU FOCUSED

This month is all about you, your mindset, confidence and the inner game of business.

MARCH EVENTS

All your member training and events for this month, including the new "Make it Happen" event!

TOP PICKS

Podcasts, webinars and resources we recommend.



Welcome

Do you remember these lyrics from an 80s song?

*"Can't help myself, bad habits
Well I'm running wild, lost control."*

Business can sure feel out of control sometimes.

Often it's because of unconscious habits that we've developed that derail our very best intentions.

This month we'll be zoning in on the Success HABITS for Women Business Owners.

You'll discover how your habits impact your results, and you'll have the opportunity to decide which habits to stick with. Which habits to start and which to stop.

It's going to be a great month.

I'll see you on the inside.

Suzi

March's Featured HerBusiness Growth Zone®



You

"Habits will form whether you want them or not. Whatever you repeat, you reinforce."

James Clear, *Atomic Habits*

Your MARCH Calendar!



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



March **HerBusiness** Event Calendar

2 March Goals Group Leaders' "Meet & Greet"*

3 March [Monthly Roundtable](#) (YOU!)

7-11 March [Get New Clients Coaching Week](#)

14 March The Road to a 6 and 7-Figure Business

22 March [Monthly Roundup](#)

29 March Conversations That Sell Workshop

30 March Mastermind Q&A Call*

31 March [Make it Happen](#)

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

MARCH CHALLENGE

The March YOU Focus

Ready to get more results?
JOIN THE MARCH YOU CHALLENGE.

Introducing the Business Success Habit-Tracker Challenge

In this month's Business Success Habit-Tracker Challenge, you get to choose the habits you want to **START**, **CHANGE** or **STOP**.

THE HABITS MAY RELATE TO YOU PERSONALLY.

For example, you may want to work fewer days this month, wake up 30 mins earlier each day to read, or habitually stop work at 5 pm and take a walk.

Or, you may choose to focus on habits that will move your marketing forward when you become more consistent in your action-taking.

For example, you might decide to:

- Post on Instagram 2 x a week
- Publish a newsletter every Wednesday, or
- Reach out to two contacts every month.

We'll invite you to choose any daily or weekly habits you want to develop and note them in the Business Success Habit Tracker on page 5.

You'll get to try them out this month and, ideally, you'll strike on something that you will want to keep doing well past the end of the March challenge.

Choose Your YOU Focus Activities

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

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 YOU Growth Zone.

THE GOAL

The goal is for you to make progress on YOU this month.

So, whether it's:

- Tracking your habits
- Starting a journaling practice
- Joining a meditation group
- Reading a self-help book
- Or any other of the suggestions on page 4

... take a moment to set some YOU related goals for March.

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?

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

Your March 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.



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 with Jonathan Fields](#)

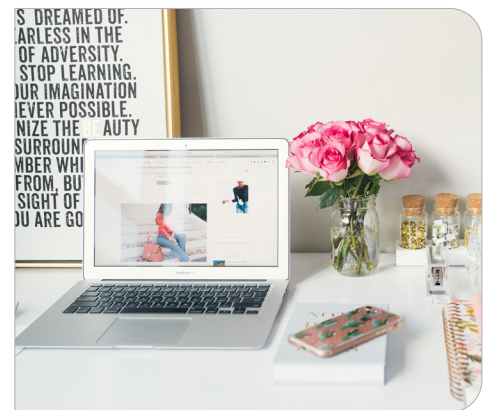
[The Confidence Habit with Suzi Dafnis](#)

[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 with Amy Porterfield](#)

[Beat the Imposter Syndrome with Confident Action with Suzi Dafnis](#)



DOWNLOAD:

[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](#)

[Your Business Success Habit Tracker](#)

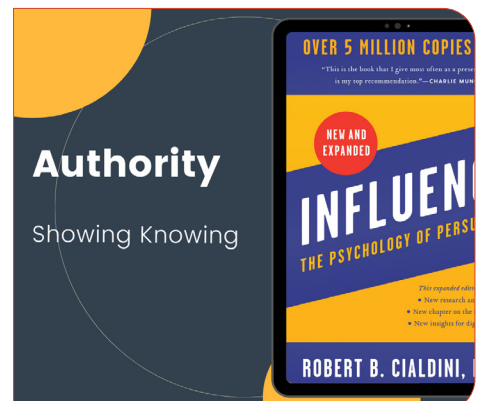
Download

READ:

As a business owner, you can convey that you are an authoritative, credible, and expert in your field through your marketing.

When you do, you become more influential and persuasive than those who don't.

Read the Authority chapter (page 199) in *Influence: The Psychology of Persuasion* for tips on demonstrating authority across your marketing and social media channels.



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



March 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 [Business Success Habit-Tracker](#) Challenge
- ☐ Set a health/fitness goal (and start)
- ☐ Reward yourself with a facial/massage
- ☐ Take a day off midweek (yikes)
- ☐ Inject more YOU into your marketing
- ☐ Do one thing that inspires you, daily
- ☐ Get a mentor or coach
- ☐ Read a self-help book (we recommend *The Big Leap* by Gay Hendricks)
- ☐ Get help with an emotional issue
- ☐ Ask for a referral (you deserve it)
- ☐ Speak to () new people about your business
- ☐ Start a fun hobby
- ☐ Approach a potential strategic alliance
- ☐ Do () Facebook or Instagram LIVES during March
- ☐ Start a gratitude journal
- ☐ Make your offer () times a 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.





GET NEW CLIENTS
Coaching Week

LAND YOUR NEXT CLIENT

For \$17, I'll coach you through my go-to blueprint for **landing your next client** without having to cold call, **even if** you don't have an email list, you find it **hard to explain what you do**, or you find yourself backing away from asking for the sale.

7-11 MARCH 2022

I'M READY TO GET NEW CLIENTS

MAKE IT HAPPEN!

A "Get It Done" Session for Women Business Owners

Join us in a facilitated session designed to give you a clear space to work on your important projects.

31 March 2022 • FREE

SAVE MY PLACE

My Business Success Habit Tracker

Choose the habits you want to develop in March to support YOU and your Business.

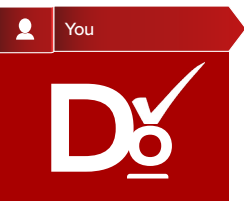
Write your habits in the left column. Check off each day that you complete the habit.

HABIT TRACKER	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Daily Habits	1-7 March	8-14 March	15-21 March	22-28 March	29-31 March
Weekly Habits	1-7 March	8-14 March	15-21 March	22-28 March	29-31 March

My End of Month Results:

How did you go? Take a moment to make notes about your learnings and next steps.

Post your progress in the group using #mynewhabits. We can't wait to see your progress.



My March YOU Focus Plan

My vision over the next 12 months for the YOU 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 focus is important to my business:

How I will measure this month's YOU Focus 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.

March 2021 YOU Focus Tracker

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

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

We'll be looking for your updates inside the Facebook group EVERY FRIDAY. **The check-in days are highlighted in the calendar above.**

My March Results:

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