

HerBusiness® GROWTH GUIDE

APRIL 2022

What's Inside

SALES & MARKETING FOCUS

This month we focus on getting repeat business and having people pay you again and again.

APRIL EVENTS

All your member training and events for this month, including the new From "Stuck to Soaring" Business Growth Experience!

TOP PICKS

Podcasts, webinars and resources we recommend.



Welcome

How can you get clients to pay you every month, quarter or year?

What could you do to create recurring revenue?

Unlike one-off sales, recurring revenues are predictable, stable income streams that you can count on to occur at regular intervals in the future with a relatively high degree of certainty.

When you create predictable and reliable revenue in your business, you create a more sustainable business.

It will be a great month looking at ways to create a more sustainable income in your business.

I'll see you on the inside.

Suzi

April Featured HerBusiness Growth Zone®



Sales & Marketing

"People seem to be more motivated by the thought of losing something than by the thought of gaining something of equal value."

Robert B. Cialdini, *Influence: The Psychology of Persuasion*

Your April Calendar!



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

MONTHLY PLAN

MONDAY

TUESDAY

WEDNESDAY

April HerBusiness Event Calendar

13 April [Monthly Roundtable \(Sales & Marketing!\)](#)

5-11 April [Goals Groups Applications Open*](#)

20 April [Masterclass: How to Tell Your Origin Story and Increase Demand for Your Products and Services](#)

21 April [From “Stuck to Soaring” Coaching Masterclass](#)

26 April [Goals Group Briefings*](#)

27 April [Member RoundUp](#)

28 April [Mastermind Q&A Call*](#)

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

REMINDER: All HerBusiness Events held after 3 April will be on Australian Eastern Standard Time (AEST). Please check your time zone so we don't miss you.

APRIL CHALLENGE

The April Sales & Marketing Focus

Ready to get more results with Sales & Marketing?

CHOOSE YOUR SALES & MARKETING FOCUS.

OPTION 1: THE RECURRING REVENUE CHALLENGE

In this Challenge, you'll look at one or more ways to create recurring revenue in your business.

When you can predict, with some certainty, that income is coming in each month, it takes the pressure down and creates more sustainability in your business.

Whether you sell products or services, how could you create some recurring revenue in your future?

For example:

- Add a subscription-based membership to your product or service.
- Build your referral system into your product delivery and craft a plan for getting clients on board to refer you.
- Create a 'maintenance' program for your clients that has them coming back to you.
- Ask for the next appointment before your client leaves the current meeting.
- Put clients on a 'retainer' arrangement.
- Craft a multi-payment offer with clients paying you monthly while you deliver your services to them.
- Create an 'evergreen' offer that people can buy 24/7, e.g. an online workshop or course.

- Join an affiliate program for software that you use and support and earn a commission from your referrals.
- Offer an advertising package in your newsletter or on your blog.

Turn to page 5 to map out your Recurring Revenue plan.

OPTION 2: MY SALES & MARKETING FOCUS

Check page 4 for some suggestions on Sales & Marketing-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 Sales & Marketing Growth Zone.

YOUR QUESTIONS

#speakup and get support.

Please post your questions to the Facebook Group using #SalesAndMarketing to help us find your post.

Turn to page 6 to map out your April Sales & Marketing Plan.

Your *April* Inspiration & Growth Product 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.

ContentSells



LISTEN:

Take a listen to the latest marketing podcasts.

- [3 "Get Specific" Marketing Strategies That Can Change Your Results Overnight](#)
- [Copywriting Tips To Get More Clients & Strategic Alliances – With Bernadette Schwerdt](#)
- [Why Your Marketing Needs to be More "BOOFY"](#)
- [How to Get FREE Leads With a Self-Liquidating Offer with Brandi Mowles](#)
- [7 Most Common Newsletter Mistakes \(and How to Fix Them\)](#)

Subscribe to the Content Sells Podcast on Apple Podcasts or your favourite podcast app.

WATCH:

Choose from this selection of Sales & Marketing Webinars

START A MEMBERSHIP

- [My Membership Growth Lessons](#)
- [How to Start a Membership Business](#)

GROW YOUR SOCIAL MEDIA RESULTS

- [Get a Year's Worth of Content on Auto-Pilot Masterclass with Rachel Miller](#)
- [The Power of Moments \(Roundtable\)](#)

Build Your Audience

- [Enchantment with Guy Kawasaki](#)
- [How to Create SuperFans and Build a Successful Business with Pat Flynn](#)



DOWNLOAD:

- [The Lead Magnet Starter Guide](#)
- [The Step 2 Secret](#)
- [How to Present to a Virtual Audience on Webinars](#)
- [10 Call-To-Action Examples from Blogs that Sell](#)
- [Your Back-Of-The-Napkin Marketing Plan](#)
- [Quarterly Marketing Promotion Plan](#)

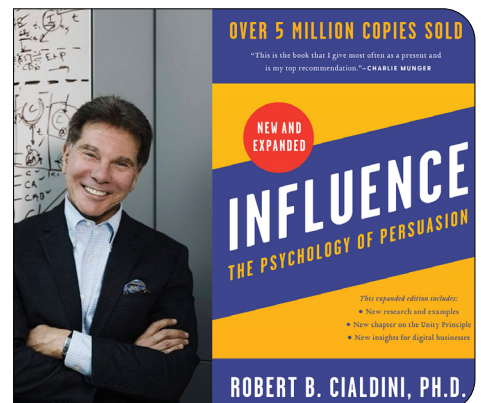
READ:

In his book *Influence*, Robert Cialdini defined social proof as people doing what they observe other people doing. It's safety in numbers.

For instance, if a particular eatery is always full of people, we're likelier to try that restaurant.

Social proof is also at play when you see LOTS of examples of customer testimonials on someone's website.

Want to buy a copy of *Influence*? Call our office on 1300 720 120 to get your copy at our members' discount.



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



April is the time to focus on Sales & Marketing. 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 Sales & Marketing Focus.

- Complete Your Ideal Client Avatar
- Finalise Your [Connection Statement](#)[®]
- Complete the “Back-of-the-Napkin” Marketing Plan Worksheet
- Share in the Weekly “Share Your Offer” Post
- Learn [How to Start a Podcast](#)
- Run Your First Facebook Ad
- Find a Collaboration Partner
- Create a Lead Magnet
- Start a Client Newsletter
- Look at ways to create recurring revenue with this month’s Challenge
- [Write an Email Nurture Sequence](#)
- Revamp Your Website
- Hire Marketing Support
- Apply to [Join the Mastermind Program](#)
- Design and Launch a Quiz
- Automate a Marketing Funnel
- Survey Your Clients
- Grow a Facebook Group or Page
- Read Influence by Dr Robert Cialdini
- Look at ways to create recurring revenue with this month’s Challenge
- Other _____

Choose your Sales & Marketing activity and turn to page 6. Need resources? Post in the Members group for guidance on training or downloads on these topics.



The REACH Retreat in Hawaii is BACK!

The Program Women Have Called “Life-Changing,” “Transformational,” and “The Best Gift I Ever Gave Myself” is Back for 2022...

HerBusiness REACH Retreat, Hawaii
24 - 28 October 2022

Member and Early Bird Savings Available Until 14 April.

APPLY FOR THE REACH RETREAT

TheReachRetreat.com



From “Stuck to Soaring” Business Growth Experience

There are many important areas to focus on as you grow a sustainable 6 or 7-figure business.

But trying to do them all the time is crazy-making. So, which areas do you focus on right now and which ones make more sense to do later?

That’s what this special bonus will show you.

COMPLETE YOUR GROWTH AUDIT AT
HERBUSINESSGROWTHAUDIT.COM

Click here to RSVP for the From “Stuck to Soaring” Coaching Masterclass (21 April)

My Recurring Revenue Plan

How I could increase my revenue from recurrent revenue opportunities:

Add a subscription-based membership to my product or service.

Build my referral system into my product delivery and craft a plan for getting clients on board to refer me.

Create a 'maintenance' program for my clients that has them coming back.

Ask for the next appointment before my client leaves the current meeting.

Put clients on a 'retainer' arrangement.

Craft a multi-payment offer with clients paying me monthly while I deliver my services to them.

Create an 'evergreen' offer that people can buy and consume 24/7, e.g. an online workshop or course.

Join an affiliate program for software that I use and support and earn a commission from my referrals.

Offer an advertising package in my newsletter or on my blog.

Other _____

My 30-Day Action Plan for Recurring Revenue

MY NO. 1 RECURRING REVENUE GOAL FOR APRIL 2022

3 ACTIONS I COULD TAKE THIS MONTH TOWARDS MY RECURRING REVENUE GOAL.

Action No. 1

Action No. 2

Action No. 3



My April Sales & Marketing Focus Plan

My vision over the next 12 months for the SALES & Marketing Growth Zone:

What do you want your sales and marketing to look like?

The SALES & MARKETING 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 SALES & MARKETING focus is important to my business:

How I will measure this month's SALES & MARKETING focus success:

What are the specific numbers and details that you'd like to achieve?

My Action Plan

For the next 30 days, I will take these actions to move me closer to my SALES & MARKETING goals.

Resources I will need in order to implement my Action Plan

Notes

April 2022 Sales & Marketing Focus Tracker

Make a note of the SALES & MARKETING Growth Zone actions that you will work on.

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

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

My April Results:

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