



*Inspired!*

# Get The Fastest Path To Clarity, Confidence & **INSPIRED** Action

Make Connections • Brainstorm Business Challenges  
• Grow Your Business with Like-Minded  
Entrepreneurs

#HerBusinessLIVE2023

6 June 2023



My HerBusiness LIVE Online  
**Workbook**

Your Name \_\_\_\_\_

# Welcome to HerBusiness LIVE

Hello! I am so EXCITED that you are here.

I've been eagerly awaiting this opportunity to be with you so we can connect, learn, and grow together.

Today is a special day.

You get to spend time with other women who are also growing and scaling a business.

I really love this group of women. And I know you will too.

Today is a day to build relationships, make connections and open your mind to bright new ideas for growing your business.

Our guest presenters will inform AND inspire you.

## **Be here.**

The phone calls, emails and social media posts can wait until the breaks ;-).

Today is a day to roll up your sleeves and create the right conditions for your next inspired business breakthrough.

## **Take notes. Share. Ask questions.**

Thank you for joining me. I'm truly honoured.

I can't wait to get started.

Here's to doing what you love,



**Suzi Dafnis**  
CEO, HerBusiness® and Your Host - HerBusiness LIVE



## **Suzi Dafnis**

CEO, HerBusiness® and  
Host of HerBusiness LIVE

**GET UPDATES ALL DAY AT [HERBUSINESSLIVEONLINE.COM](https://herbusinessliveonline.com)**

Share your day using **#herbusinesslive2023** and tag **@herbusiness** for your chance to win great prizes.

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# HerBusiness LIVE Schedule

**Tuesday, 6 June 2023**

**8.30am – Check In**

Use your unique link to check in from 8.30am AEST.

**9.00am – Morning Session**

Opening Presentation

Keynote Presentations

Morning Break

Workshops

**12.45pm – Lunch (and Networking)**

**1.15pm – Afternoon Session**

Keynote Presentations

Panel

Afternoon Break

Business Brainstorming and Networking Sessions

**5.30pm – Close**

**5.30pm - 6.30pm – Virtual Cocktails and Networking**

*All times are approximate and subject to change.*

*All times are in AEST (Sydney time).*





# My HerBusiness LIVE Goals



Name 3 goals that you have for being here at HerBusiness LIVE.

1.

2.

3.

**Notes:**



# The HerBusiness Connection Statement®

Have you ever asked someone what they do... and then five minutes later, they're still talking, but they haven't really engaged your interest or made a strong connection with you?

So, now your eyes are glazed over, and you're looking at how to quickly exit from this conversation.

Or, you've spent time explaining what YOU do only to find that the other person has totally misinterpreted you?

When you don't have a way to communicate what you do in terms of how you help others, you can lose the connection even before you've established it...

You really want to communicate your value in a way that instantly creates a connection. That's why we created the HerBusiness Connection Statement®.

When you use this Connection Statement, it makes your introductions work EVERY time.

No confusion.

No false starts. No re-explaining.

And while at first, this process might seem pretty straightforward, the four critical elements embedded in the process will form an essential foundation for you.

## THE CONNECTION STATEMENT® FORMULA

WHO  
+  
PAIN / PROBLEM  
+  
HOW  
+  
WHAT  
=  
CONNECTION STATEMENT®



# The 4 Elements of a Great Connection Statement®

Before we can create our **Connection Statement**, first, we need to identify these four things.

**The first thing is...**

**WHO** is your ideal client?

And... what is the **PAIN POINT** or **PROBLEM** that they are experiencing that you can help with?

**WHAT** exactly is your offer that is matched to that ideal client?

And... what is the unique way in **HOW** you deliver your product or service?

**So, let's break down what that means...**

## 1. YOUR WHO

Before you can get more clients, it's important to know **WHO** you are going to target.

And even though you may have a number of different ideal clients, likely there's a particular type of person that is most suited to your product or service and the way that you deliver it.

Because when we don't have a specific type of client in mind, we can waste time, energy and attention on the wrong people.

## 2. THE PAIN POINT OR PROBLEM

The second thing we need to know before we can truly communicate our value is the **PAIN POINT** or **PROBLEM** that our ideal client is experiencing that we can help them with.

We also want to identify the results that we can get for that ideal client - the result that alleviates the pain.

## 3. YOUR WHAT

Next up, we look at **WHAT** you are offering that will get RESULTS for your clients. When we know and can communicate the results we can get for a client, we have the makings of our offer. What it is that we want to sell them?

## 4. YOUR HOW

The fourth thing we need to know before we can communicate our value is **HOW** we get results for clients... the specific activity that we undertake or the way in which we deliver our product or service. For example, do you deliver results through an online course, in-person consulting, in your studio or inside of large corporations?

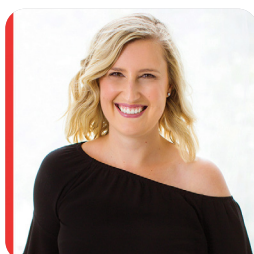


# Examples from the HerBusiness Network

Amey Lee of Heart Content is really clear that her ideal client is a small business owner who is confused about their positioning and messaging.

So in the HerBusiness network, she started speaking up and she got really good at explaining what she did.

**Here's Amey's Connection Statement:**



“My name is Amey Lee. My business is [Heart Content](#) and I help small and medium businesses connect with their ideal customer through brand story consulting, content strategy and copywriting.”

*This led to a waitlist of clients ready to do business with Amey.*

Here are some more great examples...



“I help copywriters and business owners write profitable copy through courses, coaching and mentoring.”

**Belinda Weaver, [Copywrite Matters](#)**



“I help families plan for their children's future in the event of an emergency or death, by protecting their legal rights and interests through our Family Legacy Plan.”

**Jacqui Brauman, [TBA Law](#)**



“I am a Naturopath and Menopause Coach, and I support women as they move through their menopause transition to embrace the changes that are happening in their bodies so that they can have great health as they age. I do this using genetic-based personalised health and lifestyle options via my online embrace program.”

**Angela Counsel, [Menopause Coach](#)**



“I help women proactively optimise their fertility naturally by taking control of their nutrition through our Your Fertile Pantry online program.”

**Tasha Jennings, [Conceive Baby](#)**



# My HerBusiness Connection Statement®

**TIP:** Stay very single-minded when doing this exercise. Create your Connection Statement for one specific WHO, PROBLEM, WHAT and HOW.

Describe your ideal client (your **WHO**).

What is the **PAIN POINT** or **PROBLEM** they are experiencing that you help them solve?

**WHAT** do you sell that helps alleviate that PAIN or gets rid of that PROBLEM?

**HOW** do you offer your products or services? For example - online, brick-and-mortar store, clinic, consulting, courses, a membership, etc.

Now write your 1-2 sentence Connection Statement here:

Congratulations! You're on your way to communicating your value in a way that instantly creates connection.





## The Dopamine Button

How to Inspire People to Change Their Lives

### Marisa Murgatroyd

Live Your Message

As the founder of Live Your Message and Creator of The Experience Formula, Marisa gets people so excited about changing their lives that they stop dreaming and start doing. Learn exactly how to motivate yourself, your team or your audience to finally take action on the things that matter most.

#### Marisa will share:

- How to generate inspiration on demand by pressing a little-known button in your brain (that everyone has!).
- Why most conventional wisdom about how to inspire others doesn't work -- and what to do instead.
- How to motivate yourself, your team or your audience to finally take action on the things that matter most.
- The formula Marisa's used to inspire over 12,000 students, attract over 150,000 audience members and build a life she loves.

### About Marisa Murgatroyd

Marisa Murgatroyd is the founder of Live Your Message, where she turns entrepreneurs into Online Superheroes. At 4'11 and a quarter, she's called the shortest woman in marketing — and that doesn't stop her from having huge ideas.

She's the "go to" brand builder for online marketing industry luminaries and heavyweights such as Justin Livingston, Callan Rush, Danny Iny, Alexis Neely and Susan Peirce Thompson.

Marisa helps entrepreneurs create a business that is authentic and aligned with who they are, to empower them to turn up the dial on their "inner superhero", so they can be the superhero to their tribe, as well as in their own lives.

[liveyourmessage.com](https://liveyourmessage.com)

[Marisa On Instagram](#)

[Marisa On Facebook](#)

## FREE Workshop with Marisa Murgatroyd

How to Use Your Knowledge, Skills or Passions to Create a High-Impact Online Course

**SAVE YOUR SEAT FOR THIS FREE WORKSHOP**





## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## How to Build Unshakable Confidence & Trust in Your Business Direction, Without Overthinking

Even If You've Struggled With Decision-Making in the Past.

**Suzi Dafnis**  
HerBusiness

In the relentless realm of business, where uncertainty lurks at every turn, it's crucial to cultivate unwavering confidence and trust in your chosen path. But here's the secret: overthinking won't get you there. Today, we're unlocking the power within you to build that unshakeable foundation.

### Suzi will share:

- The key principles of unshakable confidence.
- How to build a resilient mindset that will help you weather any challenge, stay focused on your goals, and make strategic decisions with greater ease and clarity.
- The role inspiration plays in realising your big goals.
- How inspiration fuels grit, confidence, and finding the right people.
- The way to grow the confidence that inspires decisive action.

## About Suzi Dafnis

Suzi Dafnis is the CEO of HerBusiness, a collaborative online membership community of women who are growing and scaling a business.

Her BIG passion is helping women business owners create the impact, the income and the results they want through their business and do what they love every day.

For over 28 years, HerBusiness has provided mentoring and training that has helped thousands of women grow sustainable businesses and move away from hobby businesses to profitable businesses.

Suzi is a keen believer in doing what we love every day and creating a life that is by design.

[herbusiness.com](https://herbusiness.com)

[HerBusiness On Instagram](#)

[HerBusiness On Facebook](#)



## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





## Living Positively, Passionately, Purposefully, and Creating Meaningful Products

**Skye Anderton**  
Ruby Olive

Skye Anderton is the founder of Ruby Olive Jewellery, known for creating purposeful products with stories and soul. In this presentation, she explores the intersection of creativity, purpose, and fulfilment.

Skye will share how to stay inspired during tough times and find the motivation to continually create new products, even when lacking inspiration.

With over 13 years of firsthand business experience, Skye knows all too well the ups and downs that come with running a business. She's been on the entrepreneurship roller-coaster's high and low ends.

Drawing from her own experiences in product development, Skye will unveil essential principles that have been her guiding light during the toughest of times.

These principles encompass the transformative power of mindset and self-reflection, the magic of collaboration, the art of listening to customers, the pulse of industry trends, the wisdom gained from past lessons, and the simple yet profound act of jotting ideas down on paper.

Through exploring these principles, Skye will ignite the spark of inspiration within you, enabling them to unleash YOUR creative potential and forge ahead, undeterred by uncertainty.

## About Skye Anderton

Skye's colourful imagination, thirst for travel, and passion for designing beautiful things gave wings to her dream, and in 2010 Ruby Olive the brand was born! Skye's been around the block a few times. She has over 23 years experience in the Fashion Accessory industry with eight of those years spent working in London as a designer, product developer and accessories buyer. As a result, Skye loves big red buses, has a soft spot for corgis and enjoys the odd glass of Pimms. Skye also is passionate about creating sustainably-sourced products with heart and is a campaigner for International Women's rights.

[rubyolive.com](http://rubyolive.com)  
[Ruby Olive On Instagram](#)  
[Ruby Olive On Facebook](#)

**Save 20% at the Ruby Olive online store.**

Use Code **HERBUSINESS23** for your 20% Discount.

[RUBYOLIVE.COM.AU](http://RUBYOLIVE.COM.AU)



## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





## The “INSPIRED” Sales Page - How To Go From “Stuck & Stagnant” to a “Sales Stampede”

5 EASY Tips To Transform Your Sales Page & Inspire MORE of Your PERFECT Customers To BUY From You!

**Michelle Falzon**  
We Are Content

In this Session, marketing expert, Michelle Falzon shares her experience, distilled from creating Sales Pages for her own products and services and for leading thought leaders over the past two decades, that have generated millions of dollars in sales across a range of industries.

### Michelle will share:

- The crystal-clear FORMULA for creating a high-converting Sales Page (yep, this is totally a recipe ANYONE can follow).
- Why your previous Sales Pages might not have worked like you wanted them to.
- The FIRST thing you need to think about when creating your Sales Page (and it's got nothing to do with copywriting!).
- The big mistake that keeps most people creating uninspiring Sales Pages (AND uninspiring results) and the 3-minute exercise that will save you from EVER making that mistake again!
- And much more.

## About Michelle Falzon

A high-level content strategist, Michelle Falzon has created over 150 digital marketing funnels and high-performing sales pages. In this session, she shares her experience in creating sales pages for her products and services, as well as for leading thought leaders over the past two decades. Her work has generated millions of dollars in sales across various industries.

[ContentSellsPodcast.com](https://ContentSellsPodcast.com)

[HerBusinessMastermind.com](https://HerBusinessMastermind.com)

## Join Michelle and Suzi at The 30-Day Mastermind Experience!

Places ARE Limited - So Apply Today! (This Program Typically BOOKS OUT FAST)

[www.HerBusinessMastermindExperience.com](https://www.HerBusinessMastermindExperience.com)





## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





## How We Turned Fundraising Socks into a Global Business

A Story of Persistence and Adapting to Change

### Brooke McCallum Sockable Fund Raising

Brooke McCallum is an Australian entrepreneur and co-founder of Sockable, a successful manufacturing and fundraising company that expanded globally during the COVID-19 pandemic.

#### Brooke will share:

- How she turned fundraising socks into a global business during the pandemic.
- How persistence helped her overcome the hurdles and setbacks that have crossed her path.
- The importance of being open to change and willing to adapt your business model.
- The role of customer feedback and market research in making changes that can impact your growth and expansion and,
- How to shift your mindset from entrepreneur to CEO while maintaining an entrepreneurial spirit.

## About Brooke McCallum

Brooke McCallum spent many years jumping out of planes and was the Australian Freestyle Skydiving Champion in the early 2000s. After arranging a huge tour for two basketball teams in the US, Brooke returned to Australia in December 2019 and officially launched Sockable in February 2020 - right before the nationwide lockdown!

By September 2020, Brooke was able to refocus on Sockable Fundraising, which was created to provide a fun, affordable fundraising solution with a novelty product that everyone needs.

Brooke's resilience shone during the COVID-19 pandemic. She introduced a "Do It For Me" service to help fundraisers navigate restrictions and raise funds online.

Sockable Fundraising experienced remarkable growth, becoming Australia's first full-service fundraising provider with multiple methods available, from in-person to fully online campaigns.

Brooke and her team have since expanded the business internationally.

[sockable.com.au](https://sockable.com.au)

[Brooke On Instagram](#)

[Brooke On Facebook](#)



## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





## Navigating Tough Talks: How to Handle Difficult Conversations

**Louise Davis**  
Louise Davis Consulting

As a business owner, challenging conversations are inevitable and essential. Do you...

- Tend to shy away from confrontation and struggle to address critical issues?
- Ever find yourself tiptoeing around the 'elephant in the room'?
- Get nervous about how to start the tough conversation?
- Get stressed about dealing with pushback from the conversation?
- Stew on a topic because you don't want to rock the boat?
- Tackle the situation head on, but the conversation goes pear-shaped?

### Imagine if you knew how to...

- Overcome your fear and have the confidence and certainty to address issues sooner?
- Manage your emotions, so that you feel calm and composed?
- Have healthy conversations that forged stronger connections in your professional life?

In this workshop, Louise will share practical tips so you can confidently start conversations sooner, manage your emotions effectively and navigate tricky situations with grace, even if you are afraid of confrontation.

## About Louise Davis

Louise Davis is a transformational facilitator and coach with a passion for unlocking human potential. With a background in leadership development, she has helped numerous organisations, including Westpac Group, Dairy Australia, Pacific National, CHANEL and Nike and The Estée Lauder Group facilitate behaviour change and improve performance.

What sets Louise apart is her authentic and practical approach. She uses clear, caring conversations to cut through corporate jargon and tap into people's wisdom and brilliance. Her humorous and down-to-earth style creates a positive and productive learning environment.

Louise's creativity and innovation drive her work, resulting in skills and tools that benefit all areas of people's lives. She is a certified trainer of Neuro-Linguistic Programming and Accelerated Learning, with accreditations in DiSC behavioural profiling and LSI 360 Feedback tool.

When she's not facilitating or coaching, Louise enjoys spending time with her family, including her dog Pinot. She's also a dedicated CrossFit enthusiast with a goal of achieving an unassisted pull-up, making daily micro-improvements to get stronger and fitter with each session.

[louisedavisconsulting.com](https://louisedavisconsulting.com)

Email Louise Davis

[Louise Davis On LinkedIn](#)



## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





## The Social Media Content Plan That Inspires Your Clients To Buy

**Tina Hay**  
Puzzle Media

Social media is vital for connecting with your audience and building brand awareness. But it's not enough to post random content. You need a strategy that aligns with your purpose and values.

Get ready to unlock your social media potential and create a powerful online presence.

In this workshop, Tina Hay of Puzzle Media arms you with the tools and strategies to create a personalised social media content plan that is easy to follow. Never wonder what to post again.

### In this workshop, you'll discover:

- Why connecting with your "Why" should drive our content strategy
- Social Media Content Pillars and why you need them
- Easy way to generate content ideas
- And lots more!

## About Tina Hay

Tina Hay is a dynamic and highly-experienced marketing expert with over 20 years of experience in the field. As the CEO and founder of Puzzle Media, a Gold Coast-based digital marketing agency, she has worked with thousands of clients worldwide, helping them grow their businesses through effective marketing strategies.

Tina has a deep understanding of what it takes to connect brands with consumers and drive business growth through digital marketing. She has worked across traditional media and has immersed herself in the digital and social media marketing world since 2010, staying on top of the latest trends and best practices.

As a sought-after speaker and trainer, Tina's commitment to excellence, deep industry knowledge, and ability to deliver results have made her a sought-after speaker and trainer in the marketing field. Her training programs and coaching cover various areas of marketing and business, providing valuable insights and actionable strategies that businesses can implement to achieve their goals.

Tina's commitment to staying up-to-date with the latest trends and best practices in digital marketing has helped her build a team of experts at Puzzle Media who are passionate about helping clients achieve their marketing goals. The agency has worked with a wide range of clients, including professional service firms, listed ASX companies, global organisations, and small to medium-sized enterprises.

[puzzlemedia.com.au](https://puzzlemedia.com.au)

[Puzzle Media On Instagram](#)

[Puzzle Media On Facebook](#)





## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





# It's true! You CAN have a profitable and scalable business without overwhelm or exhaustion.

Running a business by yourself can be lonely. Add to that the pressure of always having to bring in new business, and it can feel overwhelming.

What if you could solve both challenges at once?



## That's the HerBusiness Network.

Inside the Network, you'll immediately access our proven process for finding and developing high-quality business relationships. The good news is that these relationships are already waiting for you inside our community.

Plus, you'll discover more effortless ways to make more sales (without spending a ton on ads), reach more people and get off the rollercoaster of good and bad months.

Imagine being able to stop being stuck on 'low-level' tasks and finally have a path for growing a sustainable and profitable business that gives you the impact and results you want.

If you have yet to realise your vision but know you have the potential, then **the HerBusiness Network is for you!**

Note: Price increases apply from 1 July. Last chance to join for less than \$20 a week.

**HERBUSINESS LIVE  
SPECIAL OFFER includes  
HerBusiness LIVE  
recordings!**



Limited-time chance to join the HerBusiness Network and get your bonuses.

**\$97 a month** (cancel any time)  
Or **\$970 for 12 months** (save \$194)

**Special Offer and BONUS ends  
Friday, 9 June.**

Join at [herbusinessnetwork.com](http://herbusinessnetwork.com) or speak to one of our customer service team today on 1300 720 120.

Join at [HerBusinessNetwork.com](http://HerBusinessNetwork.com)



# HERBUSINESS LIVE SPECIAL OFFER

Finally create a **profitable business** that gives you the **impact, income and results** that you want.

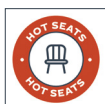
Join the most collaborative and supportive network for women entrepreneurs who are ready to grow and scale their business.

## What's Included:



### Monthly Roundtable Sessions

Online networking and collaboration



### Hot Seats

Behind the scenes tips and strategies



### Masterclasses and Training

So that you're always up to date



### Private Member-Only Online Group

Networking and connecting



### HerBusiness Hub

Online Resource Area with Templates + Worksheets



### RoundUp Calls

More networking and support



### Book Club

We send you 3-4 books a year



### 100% Money-Back Guarantee

Get Started With Peace Of Mind

— Your 30-Day Money-Back Guarantee

## Over \$32,259 in BONUSES!



### FREE! Grow Your Network

Course (\$795 value)



### FREE! Online Learning Library

of over 300 trainings

(\$29,100 value)



### FREE! Goals Groups

(\$2,364 value)



### FREE BONUS FOR THE ACTION TAKERS

### From "Stuck to Soaring Masterclass"

(\$1,800 Value)

Include in this experience are:

The HerBusiness Growth Audit — an in-depth diagnostic that takes out all the guesswork of what to focus on next and gives you an EXACT step-by-step crystal clear 59-page personalised PLAN for what you need to focus on now.

The "Stuck to Soaring" Coaching Masterclass — Once you have your Business Growth Audit results, you're all set for this Masterclass where I'll help you to decipher your personalised results to move forward faster.

## HerBusiness LIVE SPECIAL OFFER

Limited-time chance to join the HerBusiness Network and get your bonuses.

\$97 a month (cancel any time) or \$970 (save \$194)

**Offer ends Friday, 9 June**

Join at [herbusinessnetwork.com](http://herbusinessnetwork.com) or speak to one of our customer service team today on 1300 720 120.

Note: Price increases apply from 1 July. Last chance to join for less than \$20 a week.



Join at [HerBusinessNetwork.com](http://HerBusinessNetwork.com)



## The “Inspired” CEO Panel

You'll love hearing from three inspiring women business owners who have had major business breakthroughs and have grown their businesses and their impact in BIG ways.

They're getting more clients (think 10Xing the number of clients), becoming more visible within their niches, growing their teams, launching new products and services, and being more connected to their purpose and missions.

They're also stepping into their own power as business and industry leaders.



**Cat Matson,**  
Impactful Presenters

Cat helps business owners, leaders and change makers who ramble or lose their words when they need them the most to speak with confidence, authority and impact through her online Impactful Presenters Program.

[impactfulpresenters.com](https://impactfulpresenters.com)



**Angela Counsel,**  
Menopause Coach

Angela is a Naturopath and Menopause Coach and supports women as they move through their menopause transition to embrace the changes that are happening with their body. She does this with her 10 week Personalised Health & Lifestyle program called embrace.

[angelacounsel.com](https://angelacounsel.com)



**Katy Abbott,**  
The Artists' Mentor

Katy supports established and mid-career artists and arts leaders to create vibrant long-term careers that have impact and meaning. She does this through her signature program CATAPULT as well as through other professional development programs for creatives.

[theartistsmentor.com.au](https://theartistsmentor.com.au)

We'll unpack how they've tapped into inspired action and moved into great momentum and how you can too.

## Special Thanks To Our Workshop Hosts



**Anne Maree Wilshire,**  
[Vibrant Voices](#)



**Michelle Pascoe,**  
[Optimum Operating Procedures](#)



## Notes

## Action Steps

## 3 Key Takeaways

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





# Business Brainstorming Session



**My Brainstorming Session Question**

**My Brainstorming Session Notes and Action Steps**

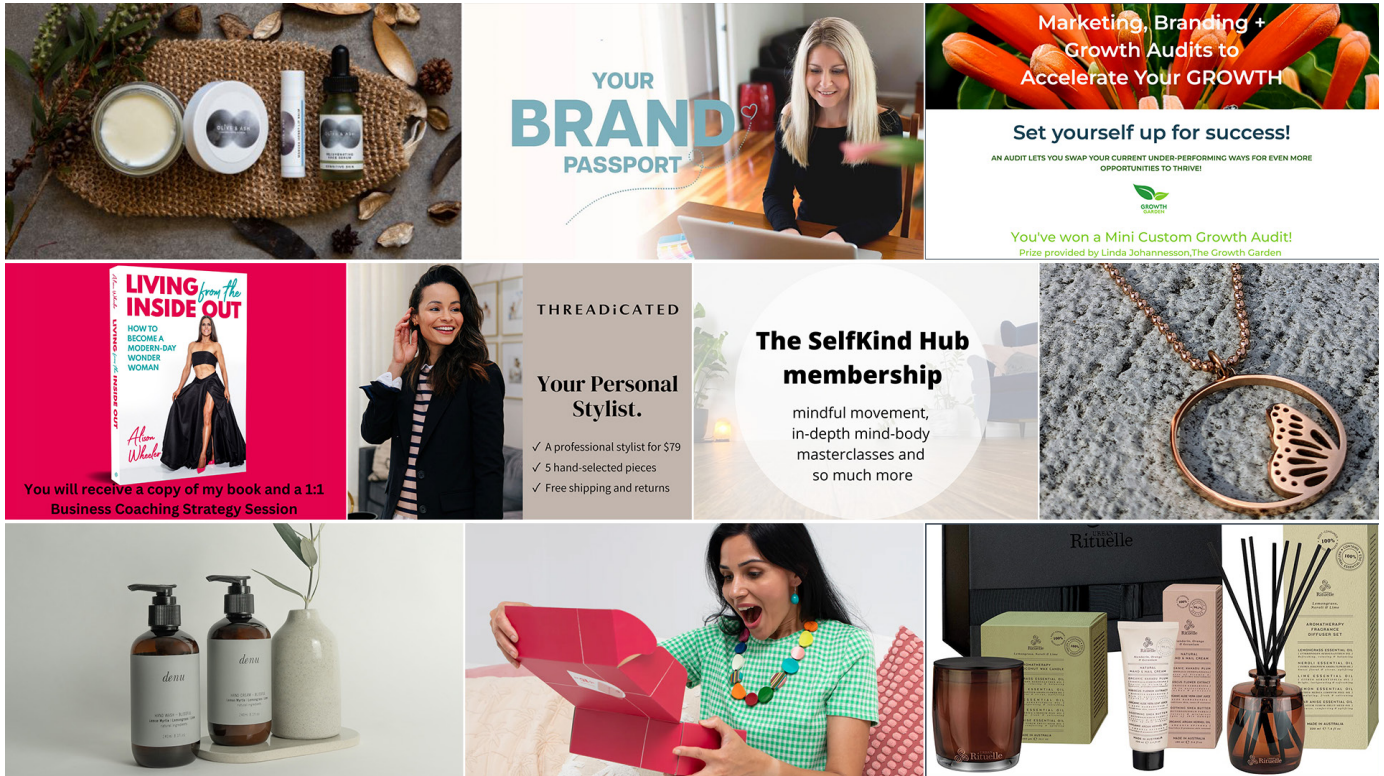
**Follow-Up Notes**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# WIN DOOR PRIZES

Share your HerBusiness LIVE highlights using **#herbusinesslive2023** for your chance to win one of these great prizes



## Alison Wheeler, Alison Wheeler

*1:1 Business Coaching Session + Living from the Inside Out Book by Alison Wheeler, Valued at \$597*

In this 1:1 Individualised Coaching Session, Alison will help you identify the five key areas in your business that can be improved to immediately increase revenue and save your energy. Alison will analyse your current strategies, and provide actionable recommendations to help you take your business to new heights without burnout and stress.

Don't miss out on this valuable opportunity to receive personalised guidance and a copy of Alison's Amazon Best-Selling Book.

[thealisonwheeler.com](http://thealisonwheeler.com)

## Danielle Johansen, Threadicated

*Personal Styling Gift Voucher, Valued at \$250*

Discover the joy of having a personal fashion stylist curate and deliver outfits that perfectly match your unique style, shape, and budget.

Use your voucher to take the online style quiz, and find the right clothes to suit your body shape. After you've completed the quiz, your stylist will get in touch with you to

learn more about your individual style and body shape.

Your stylist will find you a variety of clothing choices based on your results and within your gift voucher amount of \$250!

Threadicated cover 100s of brands and women's sizing across petite, plus size, maternity, and unisex styles.

Threadicated is the ultimate style solution!

[threadicated.com.au](http://threadicated.com.au)

## Deb Bower, Olive & Ash

*Skincare gift voucher, valued at \$100*

Handmade Environmentally conscious, uncomplicated skincare. When a product contains the right ingredients it is suitable for all skin types and all of the family. Olive & Ash helps women rediscover what Luxurious skin feels like with our range of pure olive Soaps & Skincare.

Use this gift card to explore the range of handmade Olive Oil Soaps & Skincare, and select exactly what is right for you!

[oliveash.com](http://oliveash.com)



# Share your day using #herbusinesslive2023 for your chance to win!

## Erica Webb, SelfKind Hub

*6-Month Membership to SelfKind Hub, Valued at \$594*

The SelfKind Hub takes a body-mind approach to well-being, supporting you to experience more physical and mental peace through movement, self-kindness, and community. Erica is a registered counsellor and experienced mindful movement coach.

Included in this 6-month membership to the SelfKind Hub:

- A library of mindful movement classes to support you to move well, often
- A curated Class of the Day library to make it easy to get started
- In-depth monthly Masterclasses
- Additional resources to help you in navigating the barriers to self-care and self-love
- Guided audio recordings and printable sessions
- Regular livestream classes.

[ericawebb.com.au](http://ericawebb.com.au)

## Leanne Haining, Urban Rituelle

*Urban Rituelle Hamper, Valued at \$137*

Inspire your senses and adorn your home with a scented ambience with this deluxe hamper. A gorgeous gift of optimism & the perfect way to show you care.

The Hamper includes a Scented Soy Candle, Fragrance Diffuser and Hand Cream.

*Note: We have two hampers to give away.*

[urbanrituelle.com.au](http://urbanrituelle.com.au)

## Melissa Horvat, Graphika

*A 6-month Membership Subscription to Your Brand Passport™, Valued at \$300*

Your Brand Passport™ – it's a simple subscription for business owners to learn how to confidently create graphics for their brands, reduce the overwhelm and save time.

You will learn the fundamentals of design, colour, font pairings, layout, and selecting photography for your brand.

You can use these principles when designing in Canva, InDesign, Photoshop, Illustrator or any design platform.

[melissahorvat.com](http://melissahorvat.com)

## Linda Johannesson, The Growth Garden

*A Mini Custom Growth Audit, Valued at \$950*

Set yourself up for success! Determine what's working/ what's not. Swap your current underperforming ways for even more opportunities to thrive!

This custom Mini Growth Audit Package includes a digital footprint scan, a custom questionnaire, a 1:1 virtual discussion of your responses, and finally a personalised Growth Highlight Report with recommendations.

You'll gain:

- Fresh perspectives on the current state of your business
- Improved focus + clearer priorities
- New ideas + strategies for faster/more efficient growth
- A greater sense of control over your growth
- Feedback on current + past marketing activities

[www.growthgarden.au](http://www.growthgarden.au)

## Sarah Fisher, Denu

*Hand Care Collection, Valued at \$124.95*

Find joy in the simple pleasures of your everyday.

This hand care collection includes an elegant dish, handmade specially for denu by Melbourne ceramist State of Permanence. Plus their gorgeous new vase, is for your favourite fresh cuttings and also ideal for denu's Room Fragrance and Reeds.

The Hand Wash is gentle on frequently washed hands and the Hand Cream leaves skin soft and smooth. Fragranced with a pure essential oil blend featuring Australia Native Lemon Myrtle, Lime, and Lemongrass for a light scent that helps uplift your spirits.

[denu.com.au](http://denu.com.au)



# Share your day using #herbusinesslive2023 for your chance to win!

## Shilpa Mehta, Plain Jaya Jewellery

*Rose Gold Plated Butterfly Wing Charm Necklace and Bracelet Set, Valued at \$150*

From their Charmed Collection, elevate your jewellery collection with this stunning Stainless Steel Butterfly Wing Charm Necklace and Butterfly Charm Bracelet, the perfect combination of elegance and charm.

This necklace features a beautifully crafted 27mm butterfly wing charm with 18ct rose gold plating that adds a touch of sophistication to any outfit. The stainless steel bead bracelet boasts a sleek and sophisticated design that's perfect for all occasions. The adjustable 18cm length with a 3cm extension ensures a comfortable fit for all wrist sizes, making it the perfect addition to any jewellery collection.

[plainjaya.com.au](http://plainjaya.com.au)

## Skye Anderton, Ruby Olive Jewellery

*Ruby Olive Gift Set, Valued at \$130*

This lovely gift set includes:

- Andrea Smith "In The Garden" 1000 piece puzzle - Every puzzle uses artwork designed by Australian Female Creatives and is made with premium recycled paper.
- Andrea Smith "In The Garden" Shopper Bag - The Garden Shopper is SUPER durable and will hold up to 25kg. They have an enormous (and seemingly endless) amount of room inside.
- Maiocchi Heart Fan - Each fan comes lovingly packaged in a reusable drawstring bag in this gorgeous heart print by the talented Brisbane fashion label Maiocchi.
- Maiocchi Heart Earrings and a Maiocchi Heart Pin

[Rubyolive.com](http://Rubyolive.com)

## Play HerBusiness LIVE Bingo for Your Chance to Win our Major Prize valued at \$1,000



This acrylic canvas painting by member CeeCee Righetti is 92cm x 92cm acrylic on canvas painting is inspired by the beach and will be painted in the winner's choice of hue combination, either blues or greens. The artwork comes signed, stretched, and ready to hang. The sides of this beautiful painting are finished, so no framing is required.

**Thanks to CeeCee Righetti, [Pete+Chrissy Angelheart](#)**

**[Download Your Bingo Card for Your Chance to Win](#)**

**Thank you to our Donors for their generous door prize donations.**





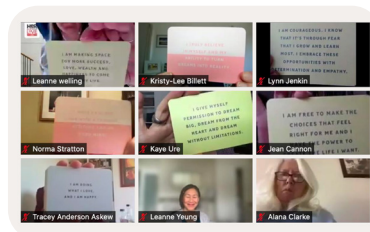
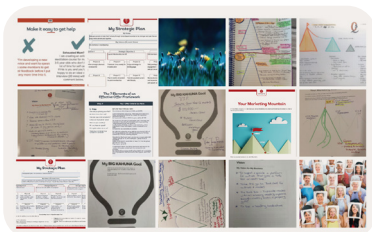


# HOW TO GET CLARITY AND FINALLY HAVE A MARKETING PLAN THAT WILL GROW YOUR BUSINESS!

(Even if You've Struggled To Get Clients or to Take a More "Strategic Approach" in the Past)

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- Demystify Your Product Set (and Know EXACTLY What to Offer WHEN!).
- Get the Time and Space for FOCUS and Create a Marketing Plan that WORKS!
- Broaden Your Network and Find MORE Like-Minded Business
- Owners Who Can Be Your Supporters, Suppliers, Clients and Business Besties!



**"Now I can tackle my plans with a new approach."**

"The Mastermind Experience has been wonderful for creating the space and support for me to follow a new approach to planning, then deciding on my areas of focus, and how I will tackle them."

**Pia Argiratos**, Maximise Technology



**"Just one tip increased conversions on my website by 50%."**

"This program is PERFECT for anyone feeling like they need fresh ideas on their business and a roadmap for the journey ahead."

**Eleni Mitakos**, Galmatic

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## “I had to make the mindshift first”



“ I had ideas about where I thought I wanted my business to go, but hadn’t really thought about the mindset shift I had to make first.

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**Amanda Paul**, Brand Injection

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Imagine effortlessly harnessing the power of technology tools and solutions tailored to your needs.

Get excited, because our new Tech Help Service is coming your way soon!

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# *I<sup>♥</sup> Inspired!* Thank You

**“Stay hungry. Stay inspired.”**

**Melanie Perkins**  
Co-founder and CEO of Canva



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