

Business Growth Summit FOR WOMEN ENTREPRENEURS

25 February - 1 March, 2019



My Summit Workbook

Your Name





Summits access ends

MIDNIGHT on Friday 1 March AEDT

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Your Exclusive Summit Bonuses



Summit Implementation Workshop

In the online Summit Implementation Workshop we map across the best lessons from ALL the summit speakers, to your own Growth Zone Plan. You'll leave with your own Plan, customised to what you need to do next in your business to grow and scale and to master the inner and outer game of business.— \$297 Value.



HerBusiness LIVE Ticket

Find Connections. Develop Relationships. NEW one-day event for women who are growing and scaling a business. Join us at HerBusiness LIVE, a one-day multi-speaker event that focuses on business growth strategies relevant specifically to women who want to go from being a solopreneur to growing and scaling a sustainable business. May - Sydney. — \$795 Value.





Suzi DafnisCEO, HerBusiness and Host of the Summit

Welcome to the Business Growth Summit for Women Entrepreneurs

Hello and welcome to the Business Growth Summit for Women Entrepreneurs.

I am SO excited to have you here. You are in for an amazing week.

You're about to learn from some of the people that have been great mentors and teachers for me, whose talks I've been inspired by, whose books have been instrumental to my own business success, whose ideas have shaken me into awareness.

Every single speaker brings another piece of the puzzle to growing and scaling a business.

Our overarching theme is *How to Master the Inner and Outer Game of Success for Maximum Profits and Ultimate Happiness*. And, I cannot wait to go on this journey with you.

How to use this workbook

Take notes, create action steps and jot down your key takeaways.

On page 36 you'll find details on the <u>HerBusiness Growth Zones</u>. For over 20 years here at HerBusiness, we've been helping women go from being a solopreneur to growing and scaling sustainable business using these 8 Growth Zones, because they give your business Momentum and help you create the ideal business for YOU.

If you are looking for inspiration in your business...

If you're feeling a little stuck and wondering which way to go next...

If you're ready to grow your business and get out of urgency and stress and move more into loving your business and feeling in "flow" and in momentum...

You definitely in the right place.

Let's have a great Summit.

Here's to doing what you love.

Spitalis

Suzi Dafnis CEO, HerBusiness

PS. Hop on over to our Facebook page to join the daily Summit Implementation Chats. Each day I'll be helping you put the lessons from these Summit sessions into place in your business. Plus we have prizes and network. So head on over.



Your Summit Schedule

Sessions will be announced daily at approximately 8.00am AEDT\ from 25 February to 1 March.

Monday, 25 February

Amy Porterfield — The Inner Game of Becoming A 'Big Deal' In Your Niche
 Jay Baer — Make Word-of-Mouth an Engine for Your Business Growth
 Valerie Khoo — Why Giving in to Your Creative Curiosity is Good for Your Business

Tuesday, 26 February

Robert Cialdini — Revolutionary Ways to Enhance Your Powers of Influence
 Stu McLaren — Turn Your Knowledge or Passion into a Low-Stress, High-Profit Business
 Gretchen Rubin — Declutter and Organise to Make More Room for Happiness

Wednesday, 27 February

Seth Godin — Stop Marketing At Your Customers. Start Marketing With Them

Victoria Labalme — Unlock Your Hidden Genius and Transform Your Business Performance

Guy Kawasaki — Wise Guy: Lessons for Living an Inspired, Creative and Meaningful Life

Thursday, 28 February

Michelle Falzon — How to Create ANYTHING in Your Business... WITHOUT Burning Out!
 Mike Michalowicz — Clockwork: Design Your Business to Run Itself
 Patty Palmer — Becoming the CEO of Your Business - Step into the CEO Role and Transform Your Business
 Jonathan Fields — Doing Work that Makes You Come Alive

Friday, 1 March

Daniel Pink — When: The Scientific Secrets of Perfect Timing

Denise Duffield Thomas — Get Over Perfectionism. Embrace the Flow of the Chillpreneur

Ryan Levesque — How to Choose the Right Market Niche and Validate Your Business Idea





The Inner Game of Becoming a 'Big Deal' in Your Niche

Women start businesses every day. The sad truth is that many of them get to a point and get stuck. On the outside, there can be a lot of factors contributing to that including a lack of skills, networks and knowledge. But what's happening on the inside, and how we manage our thoughts and feelings makes the difference to whether we really show up and become a 'big deal' in our niche.

In this Summit Session:

- · What keeps us from realising our full potential as business owners
- · How to play a bigger game and stop playing small
- · The impact of 'showing up' on our business and our lives
- How to be more relatable (even when you're an introvert)
- · The gift of imperfections in building your profile
- · How you know when you become a 'big deal'
- · Why the comparison game is a losing game



Amy Porterfield
Online Marketing Expert,
Host of the Online
Marketing Made Easy
Podcast



About the Podcast:

Online Marketing Made Easy Podcast

Expert interviews, mini execution plans, and intimate behind-the-scenes secrets from Amy's biggest launches... all tied together by her mission to make EVERYTHING you listen to as actionable and profitable as possible.

Subscribe Now to Discover Why Hundreds of Thousands of Monthly Listeners Break Their Lunch Plans to Tune into the Marketing Made Easy Podcast



Subscribe to Marketing Made Easy Podcast: iTunes

About Amy Porterfield:

Amy Porterfield is an online marketing expert and the host of the top-ranked podcast, Online Marketing Made Easy. She's worked with mega brands like Harley-Davidson and Peak Performance Coach, Tony Robbins, where she oversaw the content team and collaborated on ground-breaking online marketing campaigns.

Through her bestselling digital courses and popular podcast, Amy's action-by-action approach proves that online entrepreneurs can bypass the overwhelm and self-doubt, and instead generate exciting momentum as they move closer to building a life and business they love.





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Make Word-of-Mouth an Engine for Your Business Growth

For decades word-of-mouth has been an effective way to get new customers. Yet, few businesses have a strategy to spark conversations and get customers talking about them. When you create a "talk trigger", you create a deliberate and unconventional marketing advantage.

In this Summit Session:

- The most effective and least expensive way to grow your business
- Why being the same is lame, and how to stand out without being gimmicky
- · The changes you can introduce to create word of mouth immediately
- · Why being good, or even great, at what you do is not enough to drive new growth
- · How ignoring word of mouth could leave you flailing
- The deliberate choice you can make every day to grow your business
- · What makes customers do tell our stories and market for us
- · The four elements a differentiator that actually works





Jay Baer

The world's most inspirational marketing and customer service keynote speaker. The New York Times Bestselling author. His latest book is *Talk Triggers*.

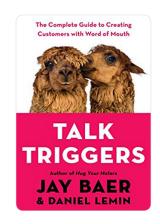
About the Book:

Trigger Talks: The Complete Guide to Creating Customers with Word of Mouth

Talk Triggers is a practical guide on how to use bold operational differentiators to create customer conversations.

Word of mouth influences 50-90% of all purchases. Every human relies on word of mouth to make buying decisions. Yet, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations.

Talk Triggers provides that strategy in a compelling, relevant, timely book that can be put into practice immediately, by any business.



About Jay Baer:

Jay Baer helps businesses clone their customers. He has created five multi-million dollar companies, and is a 7th-generation entrepreneur.

He is the President of Convince & Convert, a consulting firm that helps the world's most iconic brands like The United Nations, Nike, 3M, and Oracle use technology to win new customers, and keep the customers they've already earned.

A New York Times best-selling author of five books, Jay is the host of the award-winning Social Pros podcast. He's also an avid tequila collector, and a certified barbecue judge.

His new book, Talk Triggers, is the complete guide to creating customers using strategic, operational differentiators that compel word of mouth. In the best companies, the customers do the marketing. Talk Triggers is the instruction manual for making businesses grow with customer conversation.





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Why Giving in to Your Creative Curiosity is Good for Your Business

According to Valerie Khoo, giving in to your creative curiosity is good for you. And, there are specific steps you can follow to do so.

In this Summit Session:

- How your creative interests can lead to innovation in your business
- · Why creativity is a vital factor in determining your bottom line
- · How to incorporate creativity into your life
- · The perils of ignoring your 'creative quotient'
- The myth of Creative = Poor (The opposite is true!)
- · How to tap into your inner genius



Valerie Khoo
Visual artist, curator,
entrepreneur, storyteller,
mentor

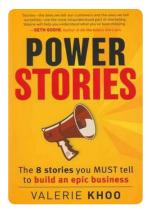


About the Book:

Power Stories - The 8 Stories You Must Tell to Build an Epic Business

Storytelling in business is a skill that's rarely taught—and often forgotten. But it gives those who get it right the power to inspire and engage people more than any pie chart or spreadsheet ever will. Stories foster a deeply human connection, and Power Stories: The 8 Stories You Must Tell to Build an Epic Business gives readers the skills they need to master this lost art to make sales and seal deals. Whether it's in person or online, storytelling is an influential and persuasive tool. This book reveals how to discover the stories sitting under your nose and harness them for your business.

From power stories readers need to know to how to turn prospects into customers, and customers into raving fans, the book covers exactly how and when to employ the power of storytelling, and is packed with proven strategies and real-life examples that bring the key concepts to life.



About Valerie Khoo:

Valerie Khoo is a CEO, author, visual artist and the City of Sydney's Curator of the 2019 Sydney Lunar Festival, one of the city's major arts/culture festivals.

Valerie is also the National Director of the Australian Writers' Centre, a leading national centre for writing courses, and students from all over the world enrolling in its online programs. Over 15,000 students have enrolled in its courses.

A best selling author (Power Stories: The 8 Stories You MUST Tell to Build an Epic Business) and mentor, Valerie also co-hosts the popular So You Want to be a Writer podcast.





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Revolutionary Ways to Enhance Your Powers of Influence

Dr Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation. His first book, Influence, is cited as one of the greatest business books of all time.

In this Summit Session:

- How to guide people to move in the direction of the message that we're going to send, before they experience that message (ie. what to do before asking for the sale)
- Why ethically altering the client's mindset so they are aligned with the message they are yet to hear will **enhance the results you get**
- How people determine what is important to them in any situation (and how to get their attention on YOU)
- How channelling our prospect's attention to a particular feature of what we have to
 offer, our strength or our differentiator takes us above all of our competitors
- · The one word to use to get more people responding to our surveys and customer reviews
- How the visual elements in your marketing influence the decisions your prospects will make
- The three stages of moving a client towards taking action (and what to do in each stage to keep people moving forward)



Robert Cialdini
Bestselling author of
Influence and PreSuasion



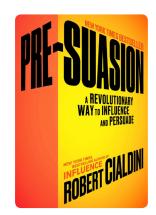
About the Book:

PreSuasion - A Revolutionary Way to Influence and Persuade

The author of the legendary bestseller Influence, social psychologist Robert Cialdini shines a light on effective persuasion and reveals that the secret doesn't lie in the message itself, but in the key moment before that message is delivered.

What separates effective communicators from truly successful persuaders?

Using the same combination of rigorous scientific research and accessibility that made his Influence an iconic bestseller, Robert Cialdini explains how to capitalise on the essential window of time before you deliver an important message.



About Robert Cialdini:

Dr Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University. Harvard Business Review lists Dr Robert Cialdini's research in "Breakthrough Ideas for Today's Business Agenda." He is a New York Times, Wall Street Journal, and USA Today bestselling author.

Fortune Magazine lists his first book Influence in their "75 Smartest Business Books." CEO Read lists Influence in their "100 Best Business Books of All Time."



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Stu McLaren

Creator of the Tribe Experience, entrepreneur,

and host of the Marketing

Your Business podcast

Turn your Knowledge, Influence, or Passion into a Low-Stress, High-Profit Business

You're working hard to get your message out to the world and to grow your business. But you find that your income is great some months and terrible the next. Imagine having a repeatable income that you could count on every single month to grow and scale your business?

Businesses like Netflix, Spotify and Audible use a subscription business model to grow huge profits. And, many small business owners are experiencing similar, huge growth, by adopting a recurring revenue model.

Think about the weekly gardening or pool cleaning service, the air-conditioning maintenance company or the weekly box of fresh organic veggies that you might have delivered.

Your business could be perfectly positioned to jump on this market trend which has seen grown by more than 100% percent a year over the past five years.

In this Summit Session:

- The 3 characteristics of a PERFECT market primed for a membership site
- Why "less" will produce a LOT more profit... and happier members!
- How to use your EXISTING knowledge and passion to win more clients
- The #1 strategy for establishing your expertise in a crowded market... even if you're
 just starting out
- · Why the most effective marketing strategy that has nothing to do with marketing



Launch A Successful and Profitable Membership Site

Ready To Stop Spinning Your Wheels and Wasting Your Time? This is the Guide You've Been Waiting For! So if you'd like to tap into more than a decade of membership site experience, click to <u>download the free guide today!</u> This guide will ensure your site gets off to a rockin' start and stays that way year after year.

YOU'RE ABOUT TO DISCOVER HOW TO:

- Find the perfect market for your membership
- · Establish yourself as the "go-to" expert
- · Attract an awesome TRIBE of followers
- Step off the content creation treadmill
- Choose the best pricing model (so you can make money)





Get Your Free Guide at HerBusinessTribe.com

About Stu McLaren:

Stu McLaren coaches and consults New York Times best-selling authors, top rated speakers, experts and niche celebrities on how to launch, grow and scale high profit recurring revenue streams.

As the former founder of the world's #1 membership platform for WordPress, WishList Member, he had the chance to serve and support over 60,000+ online communities and membership sites. Through that experience, he gained a unique insight into the subtle membership nuances that produce massive results.







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Declutter and Organise to Make More Room for Happiness

In the context of a happy life, a messy desk is a trivial problem—yet four-times New York Times bestselling author, Gretchen Rubin, has found that getting more control of our stuff makes us feel more in control of our lives. We free our mind (and our shelves) for what we truly value.

In this Summit Session:

- · How outer order contributes to inner calm
- · Why it's easier to keep up than catch up
- · One of the worse uses of your precious time
- · Why there's no right way to create and maintain order
- How to free our mind (and our shelves) for what we truly value
- Cultivating healthier habits that have us feel both calmer and more energetic.

Gretchen Rubin is one of today's most influential and thought-provoking observers of happiness and human nature. Her latest book is Outer Order, Inner Calm - Declutter and Organise to Make More Room for Happiness.



Gretchen Rubin

Four-time New York Times bestselling author, podcaster, and speaker, creator of the Four Tendencies framework, exploring happiness and good habits.

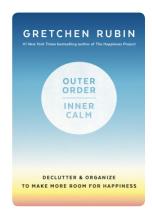


About the Book:

Outer Order, inner Calm - Declutter and Organise to Make More Room for Happiness

In this book filled with insights, strategies, and sometimes surprising tips, Gretchen tackles the key challenges of creating outer order, by explaining how to "Make Choices," "Create Order," "Know Yourself—and Others," "Cultivate Helpful Habits," and, of course, "Add Beauty." At home, at work, and in life, when we get our possessions under control by using the strategies that are right for us, we feel both calmer and more energetic.

With a sense of fun, and also a clear idea of what's realistic for most people, Gretchen Rubin suggests dozens of manageable steps for creating a more serene, orderly environment—one that helps us to create the lives we yearn for.



About Gretchen Rubin:

Gretchen Rubin is one of today's most influential and thought-provoking observers of happiness and human nature. She's known for her ability to distil and convey complex ideas with humour and clarity, in a way that's accessible to a wide audience.

She's the author of many books, including the blockbuster New York Times bestsellers The Four Tendencies, Better Than Before, and The Happiness Project. She has an enormous readership, both in print and online, and her books have sold almost three million copies worldwide, in more than thirty languages. (The Happiness Project spent two years on the bestseller list.)

On her top-ranking, award-winning podcast "Happier with Gretchen Rubin," she discusses happiness and good habits with her sister Elizabeth Craft.







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Stop Marketing At Your Customers. Start Marketing With Them

Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, through his blog, online courses, in-person lectures, and bestselling books. His marketing and business ideas that have made their way into the mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip.

In this Summit Session:

- · What it means to really SEE our ideal clients
- Why all we need to be successful is the smallest viable market
- · What stops us from being remarkable marketers and business owners
- Why specificity beats generalities when it comes to your niche
- How to get into the heads of those that we want to make an impact on
- The important difference between brand marketing and direct marketing and why we should be doing both
- · Why discounting our price tells our market we are scared
- · The role of free content vs paid content in our bigger plan
- You can do work that matters for people who care.



Bestselling author, entrepreneur, teacher.

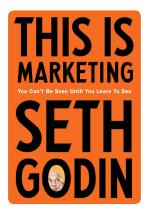


About the Book:

This is Marketing: You Can't Be Seen Until You Learn to See

For the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation.

Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labour instead of attention-stealing ads and spammy email funnels.



About Seth Godin:

Seth is an entrepreneur, best-selling author, and speaker. In addition to launching one of the most popular blogs in the world, he has written 18 best-selling books, including The Dip, Linchpin, Purple Cow, Tribes, and What To Do When It's Your Turn (And It's Always Your Turn).

Though renowned for his writing and speaking, Seth also founded two companies, Squidoo and Yoyodyne (acquired by Yahoo!).

By focusing on everything from effective marketing and leadership, to the spread of ideas and changing everything, Seth has been able to motivate and inspire countless people around the world.



Growth Zones in this Session



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Unlock Your Hidden Genius and Transform Your Business Performance

When you unlock your hidden genius, you transform your business. Your unique background, your experiences and your circumstances are a treasure trove when it comes to distinguishing yourself from others and uncovering your hidden genius. Victoria Labalme is a master at helping you unlock that genius and get it out into the world.

In this Summit Session:

- · Why you already have all the tools you need to stop doing it like everyone else
- What it means to brand with your passion
- · How honouring your past helps you create an incredible future
- · Discovering YOUR unique value proposition
- How to highlight the awesomeness that will draw people to you
- The importance of recognising the 'through line' that keeps trying to get your attention
- Reaching INSIDE to find your OUTER path



Victoria Labalme

Performing Artist / Producer / Performance Coach - helping entrepreneurs, artists, execs, authors and souls of all kinds express their Hidden Genius.



Watch Victoria's Sizzle Reel:

Watch Victoria's Sizzle Reel at: **VictoriaLabalme.com**



About Victoria Labalme:

Victoria Labalme helps people perform at their highest levels by unlocking their hidden genius. She is known for her ability to help people discover and express their unique ideas, distinguish their brand and gain competitive advantage.

With 20 years in the Performing Arts — from Broadway to comedy clubs, landmark films to high-profile television — Victoria's electrifying events awaken innate talents in individuals and teams.

Her systems and strategies have been embraced by C-suite executives at Starbucks, Microsoft, PayPal, as well as Hollywood celebrities, bestselling authors, leading entrepreneurs and top teams in over 700 organizations; and her creative projects have been recognized by The New York Times, The Hollywood Reporter, Variety, BBC, and ABC Good Morning America.

A graduate of Stanford University, Victoria is also a critically acclaimed director and producer, the author of a visual book series and two online learning programs, and an inductee into the Speaker Hall of Fame. She's delivered keynotes around the world, sharing stages with Tony Robbins, Jack Canfield, and Peter Diamandis.

Her proprietary Rock The Room®, Throughline and Risk Forward® strategies and systems have transformed hundreds of thousands of people, helping elite individuals create their life's best "performance."



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Lessons for Living an Inspired, Creative and Meaningful Life

Guy Kawasaki has been a fixture in the tech world since he was part of Apple's original Macintosh team in the 1980s. He's widely respected as a source of wisdom about entrepreneurship, venture capital, marketing, and business evangelism, which he's shared in bestselling books such as *The Art of the Start and Enchantment*.

In this Summit Session:

- Why it's important to provide opportunities for those that come after you
- · How one person can make a difference
- Understand, in the words of Steve Jobs, that you are "denting the universe"
- Why to seek out and embrace the people who challenge you
- · Why a little fear is good
- When to listen and follow instruction rather than question and debate
- · You are always influencing, whether you realise it or not
- · How to discover a new passion at any age



Guy Kawasaki
Chief evangelist, Canva.
Former chief evangelist,
Apple. Marketing specialist
and the bestselling author
of 15 books.



About the Book:

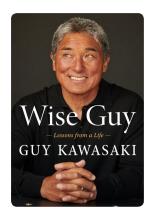
Wise Guy: Lessons from a Life

Wise Guy, Guy Kawasaki's most personal book, is about his surprising journey. It's not a traditional memoir but a series of vignettes. He toyed with calling it Miso Soup for the Soul, because these stories (like those in the Chicken Soup series) reflect a wide range of experiences that have enlightened and inspired him. Guy covers everything from moral values to business skills to parenting.

Wise Guy is Guy's most personal book. It is about his surprising journey. Guy shares everything from moral values to business skills to parenting.

As he writes, "I hope my stories help you live a more joyous, productive, and meaningful life. If Wise Guy succeeds at this, then that's the best story of all."

"I hope my stories help you live a more joyous, productive, and meaningful life. If Wise Guy succeeds at this, then that's the best story of all."



About Guy Kawasaki:

Guy Kawasaki is the chief evangelist Canva, an online graphic design tool. He's also a brand ambassador for Mercedes-Benz and an executive fellow of the Haas School of Business at UC Berkeley. He was previously the chief evangelist of Apple and a trustee of the Wikimedia Foundation. His 14 books include The Art of the Start, Enchantment, Selling the Dream, and The Art of Social Media. He has a BA from Stanford and an MBA from UCLA, as well as an honorary doctorate from Babson College. He and his wife, Beth, have four children.





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How to Create ANYTHING in Your Business... WITHOUT Burning Out!

You've got things you want to CREATE in your business... products, communities, campaigns, ideas... How can you create at an optimal level AND avoid burnout?

Michelle Falzon has discovered a 5-part creation "flow" that makes life and business fun again... and also hugely productive, creative and successful in a way you can sustain and feel great about!

There are more women than ever starting businesses. However, studies show women leaders often have less support, while a higher portion of responsibility is falling on their shoulders. This can lead to overwhelm, exhaustion and even burnout.

But you've got things you want to CREATE in your business... products, communities, campaigns, ideas... how can you create at an optimal level AND avoid burnout?

Michelle Falzon's 5-part creation "flow" makes life and business fun again... and also hugely productive, creative and successful in a way you can sustain and feel great about!



Michelle Falzon
Strategic Content
Marketing Expert, CoHost of the Content Sells
Pedgast, Co-Presenter of

Host of the Content Sells Podcast, Co-Presenter of the HerBusiness Marketing Success Mastermind

In this Summit Session:

- What the "Burnout Loop" looks like (and how to avoid it in 3 easy steps)
- The one vital step you might mistake as "procrastination" (and how it's holding back the quality and quantity of your creative output)
- The 5-part Creation Flow that guarantees you a higher level of productivity (and fun!) in your business and leads to long term, sustained success
- Why "self-care" is WAY more than getting a massage every now and then and the
 powerful rejuvenation strategies that will renew your passion and revitalise your
 business results overnight.
- The two VITAL steps you must take BEFORE creating ANYTHING in your business that will dramatically uplevel your speed, outcomes and growth.
- Why REACHING outside your comfort zone is part of the creative process and the surprising strategy you can do TODAY that will make this feel effortless - literally PULLING you forward to create what you are REALLY here to build in your business and the world.



Listen Now

About Michelle Falzon:

Michelle Falzon is the CEO of We Are Content. Michelle has more than 25 years experience in marketing and communications – from her early days in TV, radio and press (documentary films, TV & radio commercials) through to print (book publishing, magazines, marketing collateral) and on to her early adoption of digital marketing in the late 90s and early 2000s (websites, social media, CPM and PPC advertising, conversion funnels, ebooks, quizzes, online course creation and more).

Combine that with several years specialising in event marketing for globally renowned speakers and thought leaders and she has developed a unique combination of skills and experience to help you leverage your content, communicate your message and reach your market.

Michelle is the co-host of the popular Content Sells podcast and co-presenter at the Marketing Success Mastermind program.







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Clockwork: Design Your Business to Run Itself

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit?

In this Summit Session:

- The main reason business owners are stuck in a cycle of not being able to grow
- · What you're doing that could be leading to burnout
- The important difference between Deciding and Delegating
- How to pinpoint your business's most important function
- How to free yourself from micromanaging and get yourself out of the day-to-day
- The ONE role that is essential for you to own as the business owner
- The behaviours that keep our businesses small, and what to do about them
- · A simple model for gauging where to focus in you business to be more sustainable



Mike Michalowicz
Bestselling author,
podcaster, speaker,
business columnist
and TV host.

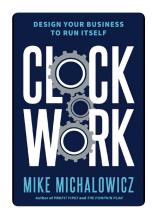


About the Book:

Clockwork: Design Your Business to Run Itself

If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash.

Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient.



About Mike Michalowicz:

By his 35th birthday MIKE MICHALOWICZ (pronounced mi-'kal-o-wits) had founded and sold two multi-million dollar companies. Confident that he had the formula to success, he became an angel investor...and proceeded to lose his entire fortune.

Then he started all over again, driven to find better ways to grow healthy, strong companies. Among other innovative strategies, Mike created the "Profit First Formula", a way for businesses to ensure profitability from their very next deposit forward.

Mike is now running his third million dollar venture, is a former small business columnist for The Wall Street Journal; is the former MSNBC business makeover expert; is a popular keynote speakeron innovative entrepreneurial topics; and is the author of Profit First, Surge, The Pumpkin Plan and The Toilet Paper Entrepreneur, which BusinessWeek deemed "the entrepreneur's cult classic."







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My 3 Key Takeaways:	
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Becoming the CEO of Your Business Step into the CEO Role and Transform Your Business

Moving from the state of self-employed/solopreneur where all key responsibilities lay in your hands, to running a growing and scalable business with a team, systems, and a business that runs itself - takes a headshift as well as a change in what YOU do as the business owner on a day-by-day basis. When you can step into the CEO role in your business you start to create a business that can really have the impact you dream of.

In this Summit Session:

- What it means to go from solopreneur to CEO in your own small business
- · The mindset change that helps you transition your thinking and play a bigger game
- How stepping into the CEO role helps you impact more people
- The practical changes to make in your business so that you can grow and scale
- · How to step out of the day-to-day into the most important role
- · How to maintain being the face of the business while stepping away from all the doing
- The ONE thing that you must keep doing in your business to support its the ongoing sustainability



Patty Palmer
CEO and Founder of The
Sparkle Club, an online
community of over 6,000
art teachers around the
world

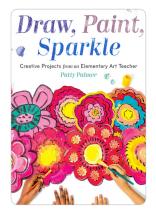


About the Book:

Draw, Paint, Sparkle

Art made easy--25 kid-tested lessons in drawing and painting. Perfect for children ages 5 to 10. Encourage and empower kids to make art. The 25 art lessons in this book present detailed drawing instructions paired with a range of painting techniques and styles for endless creative exploration. Especially helpful for those overwhelmed by the blank page or unsure of where to begin, each lesson provides concrete methods for getting started using clear steps for drawing, and then invites kids to unleash their creativity through color and paint.

Along the way, learn tips on using different art materials and discover art techniques to add variety and ease to the projects. More than just a simple how-to draw and paint book, Draw, Paint, Sparkle guides parents in feeling confident in their ability to have a role in their child's artistic development. Developed by an experienced art teacher, Palmer holds your hand from the beginning all the way to displaying your child's finished artwork.



About Patty Palmer:

Patty Palmer taught elementary school art in California for 12 years before trading in her paint-splattered apron to help teachers teacher art to kids.

Through her website, Deep Space Sparkle, Patty offers insight into what it's like to teach art inside a classroom through video tutorials, lesson plans and art resources.

Her membership site, The Sparklers' Club, a community of over six thousand teachers, is dedicated to providing art lesson bundles, curriculums and teaching resources. Patty loves to chat about art through in person and online workshops and her weekly podcast, Art Made Easy.







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Doing Work that Makes You Come Alive

Ever wonder if the path you've chosen is the right one for you? What if you could figure out what kind of work will fill you with a sense of purpose and meaning, let you fully express yourself, your gifts, passions and skills, and drop you into that transcendent state of flow where you just know, deep down, you're doing the work you were put on the planet to do? (This is a non-woo woo session that'll have you feel more on purpose in your business than ever before.)

In this Summit Session:

- · How to discover the 'imprint' for work that makes you COME ALIVE
- The clues that you're doing what you're REALLY here to do
- How to FEEL MORE ON PURPOSE and fully-expressed while doing MEANINGFUL work
- The pathway to MORE CONNECTION AND JOY and doing work that 'sparks' you
- · What it looks like to live into YOUR POTENTIAL AND POSSIBILITY



Jonathan Fields

Entrepreneur, awardwinning author and creator of the *Sparketype*™ Assessment



About Sparketype:

We're all born with a certain "imprint" for work that makes us come alive

Work that lets us wake up in the morning and know, deep down, we're doing what we're here to do. Work that sets us ablaze with purpose and, fully-expressed in a healthy way, becomes a mainline to meaning, a pathway to that transcendent state of flow, and a gateway to connection and joy. Put another way, work that "sparks" us.

We call this imprint your "Sparketype™."

Your Sparketype reveals the essential nature of the work you're here to do. Once you discover it, there is an immediate, intuitive knowing. An undeniable truth that explains so many past choices and outcomes, and empowers you to contribute to the world on a very different level. To spark your life, and ignite those around you.



Take the Sparketype™ Assessment Today

About Jonathan Fields:

Jonathan Fields is a dad, husband, entrepreneur and award-winning author. He founded mission-driven media and education venture, Good Life Project®, where he hosts the top-ranked Good Life Project podcast, with millions of downloads and a global audience, and leads an international community in the pursuit of live well-lived. He is also the creator of the Sparketypes™, a set of archetypes designed to reveal the source-code for the work you're here to do.



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When: The Scientific Secrets of Perfect Timing

As business owners, we will often think about WHAT we want to achieve in a given day. We have a sense of what our priorities are, and we work, often very long hours, towards an end. We want to be more productive and efficient.

We often ask: What we will, how will we and even WHO will we do it with. What we fail to ask is WHEN we should do it.

In this Summit Session:

- The PERFECT TIME for YOU to make better decisions, ask better questions, and be MORE creative
- When to schedule your IMPORTANT work so that it takes advantage of universal principles of timing
- The best time to START your new project or business
- What your doing with your time that reduces your PRODUCTIVITY and your creativity
- How to keep yourself and your team ENGAGED AND MOTIVATED, even when you're working on long-term projects
- The powerful thing you can do at the END of a sales transaction to have your customers give you 'FIVE-STAR' REVIEWS
- What time of day to hold your most important meetings (and what types of meetings work BEST in the late afternoon)



Daniel Pink
Author of six provocative books about work, business, and behavioral science, four of which are New York Times best-sellers

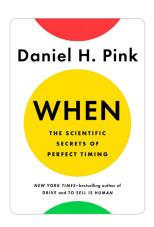


About the Book:

When: The Scientific Secrets of Perfect Timing

Everyone knows that timing is everything. But we don't know much about timing itself. Our lives are a never-ending stream of "when" decisions: when to start a business, schedule a class, get serious about a person. Yet we make those decisions based on intuition and guesswork.

Timing, it's often assumed, is an art. In *When: The Scientific Secrets of Perfect Timing*, Pink shows that timing is really a science.



About Daniel Pink:

Daniel H. Pink is the author of six provocative books — including his newest, When: The Scientific Secrets of Perfect Timing, which has spent four months on the New York Times bestseller list and has been named a best book of 2018 by Amazon, iBooks, Goodreads, and several more outlets. His other books include the long-running New York Times bestseller A Whole New Mind and the #1 New York Times bestsellers Drive and To Sell is Human. His books have won multiple awards and have been translated into 39 languages. He lives in Washington, DC with his family.





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Get Over Perfectionism. Embrace the Flow of the Chillpreneur

If the 'hustle and grind' culture of your industry and your business are wearing you down, we have good news. There's a better way! It's time to get over your perfectionism and embrace the flow of the Chillpreneur.

In this Summit Session:

- The mindset (and clever strategies) that help you create MORE SUCCESS, while working LESS and 'chillin' more
- How to create more FREEDOM and abundance of time, money and all the good things, on YOUR terms
- Discover the business model that works perfectly for YOUR personality
- · Why it's possible to WORK LESS and EARN MORE
- Becoming a marketing pro without feeling like a sleazy car sales(wo)man
- The most effective ways to PRICE your OFFERS
- Identify hidden money blocks that could prevent your from having MORE wealth and ABUNDANCE (You'll be surprised how common this is, especially amongst women)
- · How to move from an economy class mindset to a FIRST CLASS mindset



Denise Duffield-Thomas

Self-made millionaire, unbusy mum, and bestselling money mindset mentor and author



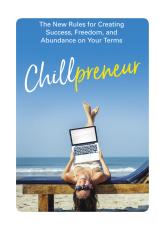
About the Book:

Chillpreneur

You might be scrolling through Instagram, seeing bloggers lounging on a beach with their laptop and thinking ... why isn't that me? Well, probably because you're letting negative money beliefs hold you back.

Denise Duffield-Thomas made herself a millionaire by helping women realise that they could manifest anything they dreamed of if they took consistent action. In Chillpreneur, she teaches women how to align their goals with the universe and earn six figures (or more!) without losing their minds! In this book, you'll learn:

- How to find your true calling instead of jumping on the first 'good idea' you get
- Why caring is such a huge part of being a successful (and happy) entrepreneur
- How to quit procrastinating and get stuff done
- How to let go of the guilt you have around money and accept that you deserve to be a kickass, successful businesswoman



About Denise Duffield-Thomas:

Denise Duffield-Thomas is the money mindset mentor for the new wave of entrepreneurs. Her books *Lucky Bitch*, *Get Rich*, and her now book, *Chillpreneur* (Hay House), give a fresh and funny road-map to create an outrageously successful life and business. Denise helps women create wealth through her mindset courses and practical wisdom on releasing money blocks.







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How to Choose the Right Marketing Niche and Validate Your Business Idea

Most business owners ask "What Should I Sell?" or "What Should I Build?" when, instead, you should be asking WHO?. As in, who should I serve? The WHO is the foundation upon which all other things can solidly be built. Whether you're refining an existing market or launching into a new marketing, the first decision you will need to make choosing WHO.

In this Summit Session:

- How to CLARIFY and REFINE your existing market so that you can grow and scale
- The one avoidable MISTAKE people make when EXPANDING into a new market
- The market size that most profitable for your business (and how to find it)
- The four product categories to explore BEFORE creating your next OFFER
- What TYPE of ENTREPRENEUR are you? Knowing this will help guide your choice of BUSINESS MODEL, product and market
- · Why having competition could actually be GREAT for your business



Ryan Levesque
Inc. 500 CEO of The ASK
Method® Company,
and the #1 national
best-selling author of
ASK, Inc. Magazine's #1
Marketing Book of the Year



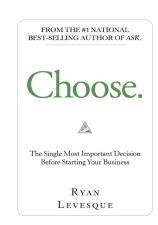
About the Book:

Choose: The Single Most Important Decision Before Starting Your Business - In his new book, Choose, Ryan Levesque shares his step-by-step methodology designed to help both new and seasoned entrepreneurs choose a market for their new ventures that will be predictably profitable and enable them to make a big impact.

It may be instinctual to ask "What should I sell?" or "What should I build?" when, instead, you should be asking who. As in, who should I serve? The who is the foundation upon which all other things can solidly be built.

In his #1 national best-seller Ask, Ryan Levesque, founder and CEO of The ASK Method® Company, shared the method he used to successfully enter 23 different markets online. But he didn't reveal how he chose those markets in the first place. In Choose, Levesque demystifies that secret process, taking you through his three-tiered method to brainstorm, test, and choose the right market so you can find the right who that needs to be served and ultimately decide what business to start.

Click here to get your Free copy of Choose.



Get your Free copy of Choose

About Ryan Levesque:

Ryan Levesque is the Inc. 500 CEO of The ASK Method® Company, and the #1 national best-selling author of ASK, which was named by Inc. Magazine as the #1 Marketing Book of the Year. His latest book, CHOOSE is set for an April 2019 release. Ryan is also a co-founder and investor in Bucket.io®, the leading marketing funnel software for building quizzes, assessments, and segmentation funnels.



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The 8 Growth Zones

With so many demands on your time and with so many challenges coming up every day needing your attention, where is the best place to focus your energy? That's where the 8 Growth Zones can really help.

It's a structure that helps you focus on what's going to get you across the Tipping Point in your business.

And what we've found is there are 8 Growth Zones in any business.

And, as a business owner, you need to have a plan for each of the Growth Zones.

Sometimes you will need to focus on one Growth Zone more than the others, at certain stages in your business, but they are all important.

Here inside of the Business Growth Summit Workbook we have tagged each speaker to show you which of the 8 Growth Zones is most relevant to their session, to allow you to really focus on those areas of business you need to work on most.

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PLANNING

The ability to create a plan and then work to it is one of the most fundamental secrets to the success of any project or venture.



SALES & MARKETING

Sales are the lifeblood of your business. But for many businesses sales can be very "ad hoc" and marketing is very often reactive, rather than proactive — meaning you can be really busy one month and quiet the next, and suffering from a real peak and trough in your cashflow as a result. And that can be hugely stressful.



PRODUCT

When we refer to product, we mean products and services. Think about how clearly defined your products or services are in terms of their pricing, packaging and design. And what should you consider when creating a new product?



SYSTEMS

One of the main reason a business stays in chaos is because of a lack of systems.

When you're working as a solo operator, you can get by with a few simple systems. But as you employ staff and work on bigger projects or sell more products, you need to systemise to grow and scale your business.





PEOPLE

This Growth Zone incorporates how you hire people, train them, motivate them and even how you make the decision when it's the right time to grow or shrink your team. It also relates to your extended team — consultants, designers, copywriters — your bookkeeper — all the people that support you in getting things done and whom you need to lead and motivate.



MONEY

What you count, counts. If you're not paying attention to the numbers, things can get out of hand very quickly. And if you're not setting yourself some stretch targets when it comes to your financials, it can be very easy to get stuck in the rut.



Also, the way you think about money is important – your mindset.

TECHNOLOGY

Technology refers to all the infrastructure in your business – the hardware, software and other tools you use to grow and manage your business.



YOU

You are such an important asset to your business. To keep the business growing you need to keep growing – and on multiple levels – your mindset,



your skill set and you need to take care of yourself, too.



About Her Business

Join the Most Collaborative and Supportive Community of Women Who Are Growing and Scaling their Business

HerBusiness is a membership community that provides education, training, resources, mentoring and support for women who want to:

- · Grow their businesses
- Connect with other business owners and expand their network
- Learn from world-leading role models and experts
- Be inspired and encouraged through every stage of their growth, from the startup phase to established business and beyond
- · Create the business and life they love

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Summits access ends

MIDNIGHT on Friday 1 March AEDT

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Just \$79/month, no lock-in contracts. Cancel any time.

Your Exclusive Summit Bonuses



Summit Implementation Workshop

In the online Summit Implementation Workshop we map across the best lessons from ALL the summit speakers, to your own Growth Zone Plan. You'll leave with your own Plan, customised to what you need to do next in your business to grow and scale and to master the inner and outer game of business.— \$297 Value.



HerBusiness LIVE Ticket

Find Connections. Develop Relationships. NEW one-day event for women who are growing and scaling a business. Join us at HerBusiness LIVE, a one-day multi-speaker event that focuses on business growth strategies relevant specifically to women who want to go from being a solopreneur to growing and scaling a sustainable business. May - Sydney. — \$795 Value.





Business Growth Summit FOR WOMEN ENTREPRENEURS



PO Box 122 Rosebery NSW 1445 Australia 1300 720 120 www.herbusiness.com

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