

# HerBusiness® GROWTH GUIDE

MAY 2021

## What's Inside

### MONEY FOCUS

Getting you ready for your most profitable year yet.

### MAY EVENTS

A month of money training and events!

### TOP CHOICES

Recommended podcasts, webinars and free downloads.

### MAY MONEY GROWTH ZONE CHALLENGE

Join me for our brand new MONEY Challenge.



## Welcome

In this HerBusiness Growth Guide™ we focus on the MONEY Growth Zone.

Money, pricing, products, expenditure. It can be a complex part of any business. And as we approach a new financial year, now is the time to prepare for a stronger year ahead.

Not setting yourself some financial targets? No budget? Or, just a funky money mindset?

We'll be addressing all that and more this month.

I can't wait to see what we co-create.

Here's to doing what you love,

**Suzi**

## May's Featured HerBusiness Growth Zone®

\$

Money

### “Money, money, money..”

What you count, counts. If you're not paying attention to the numbers in your business things can get out of hand very quickly.

This month we work to create a simple and powerful plan for you to increase revenue and profit, creating a more reliable and predictable cash flow.

It's going to be a great focus all through May.

### REMEMBER

This is a guide. Choose the recommended resources that suit YOUR business.



# May HerBusiness Event Calendar

4 May.... [Monthly Roundtable](#)

5 May.... [Membership Momentum: My Membership Growth Lessons](#)

6 May.... [Membership Momentum: My First Year Running A Membership](#)

11 May.... [Get a Year's Worth of Content on Auto-Pilot Masterclass with Rachel Miller](#)

13-14 May.... [Virtual Mastermind 2-Day Workshop\\*](#)

27 May.... [Monthly RoundUp](#)

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



# The May Money Challenge

Ready to get more results?

JOIN THE MAY MONEY GROWTH ZONE® CHALLENGE.

## How to Participate

Choose your challenge activity and declare it in the Members' Facebook Group.

### YOUR CHALLENGE OPTIONS:

#### “Back of the Napkin Business Budget” Challenge

This simple challenge helps you create a high level business budget for the new financial year. Details to follow. Starts 3 May.

OR

#### 30-DAYS OF MONEY FOCUS

Choose the area of your money and finances that you'd like to commit to doing something about during May, and make this your focus and Challenge Activity.

#### Accountability

Each week, there will be a check-in post in the Members' Facebook Group.

Some weeks you'll make great progress, and other weeks may be a little slower.

That's okay. The aim of the game is to make some progress this month as it relates to your money.

## Choose Your Challenge Activity

1. Complete the worksheet on Page 5 to set your May MONEY goals.
2. Use the Tracker on Page 6 to note the activities that you complete as you complete them.

### THE GOAL

The goal is to choose what MONEY activities you want to work on.

You don't need to listen to, read, watch and download ALL the resources, only those that are relevant to the few things that you'll do this month to make progress in the MONEY zone.

### YOUR QUESTIONS

#### What if I can't do something every day?

That's fine. Just cross out the days in your tracker that you will not be taking action. Set yourself up for success.

#### What if I miss a day?

That's fine. Pick up again the next day. Try not to miss too many consecutive days that you've allocated to this project.

Got more questions? Post to the Facebook Group.



# Your May Inspiration & Growth Money 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.



## LISTEN:

### Take a listen to the latest marketing podcasts.

[Creating the Money, Business and Life You Want by Doing Less with Kate Northrup](#)

[Take Charge of Your Money, Take Charge of Your Life with Kim Kiyosaki](#)

[Embrace the Flow of the Chillpreneur with Denise Duffield Thomas](#)

[Work Less, Make More with James Schramko](#)

*Listen*

## WATCH:

### Take a look at some of our favourite Marketing webinars\*.

[Know Your Numbers - Peter Johnston \(PJ\)](#)

[Profit First - Mike Michalowiz](#)

[Pricing and Position Your Value - Suzi Dafnis](#)

[Turn your Knowledge, Influence, or Passion into a Low-Stress, High-Profit Business - Stu McLaren](#)

\*Login to Watch.



## DOWNLOAD:

[6 Things You Need to Know About Financial Management](#)

[3 Things You Need to Know About Formulating a Budget](#)

[5 Things You Need to Consider About Your Personal Financial Position](#)

[Know Your Numbers Budget Template](#)

*Download*

## READ:

[How to Calculate Your Take-Home Pay](#)

[3 Simple Rules for Setting a Startup Budget](#)

[3 Key Financial Reports Every Successful Business Owner Uses](#)

[The Benefits of Cloud Commerce for SMEs Explained](#)

**Plus: Check out the May Book Club book. More details soon.**

*Read*



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





# May is the time to focus on Money. What activity or project will you complete?

Below are some thought starters. Choose your own adventure.

Pick and choose any that would take you out of your comfort zone and have you reaching higher.

**Micropreneurs:** Choose from any of the Solopreneur items that are incomplete in your business. Or, choose from the Micropreneur list.



## SOLOPRENEURS

- Watch the May Money Roundtable
- Create your Back of the Napkin Business Budget**
- Plan your revenue activity for the next 6 months
- Work out what it costs to run your business each month
- Review the profitability of your products and services
- Subscribe to an accounting software e.g Xero, MYOB
- Eliminate any revenue streams that have a low or negative ROI (return on investment)
- Review the pricing of your products and services
- Hire a bookkeeper



## MICROPRENEURS / ENTREPRENEURS

- Create a detailed 2021/2022 budget**
- Do cash flow projections for the next 12 months
- Set up regular reporting with your bookkeeper or accountant
- Meet with your accountant to review your 2021/2022 budget
- Evaluate you most lucrative products and services
- Introduce a new revenue stream
- Determine when your financials will allow you to add more resources (team etc.)
- Other \_\_\_\_\_

The list is kind of endless when it comes to Money. Choose your activity and turn to page 5.

# The MEMBERSHIP MOMENTUM SERIES

5-6 May 2021 • 11.30am - 12.30pm AEST



REGISTER



REGISTER



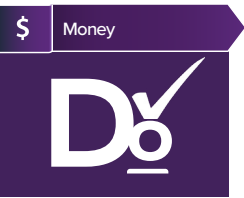

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# My May Money Project Plan

**My vision over the next 12 months for this Growth Zone**

**The MONEY 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 MONEY project is important to my business**

**How I will measure this project's 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 closer to my goals.*

**Resources I will need in order to implement my Action Plan**

**Notes**

**POST A PHOTO OF THIS PAGE TO THE MEMBERS GROUP AND SHARE YOUR GOALS.**

# May 2021 Money Project Tracker

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

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

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

## My May Results:

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