

HerBusiness® GROWTH GUIDE

JULY 2021

What's Inside

PRODUCTS FOCUS

All the help you need to boost the effectiveness of your products and services, and to make compelling offers.

JULY EVENTS

All your member training and events.

TOP CHOICES

Recommended product podcasts, webinars and free downloads.

JULY PRODUCT CHALLENGE

Join me for our PRODUCT Challenge.



Welcome

Welcome to this edition of the HerBusiness Growth Guide. This month we focus on the Products Growth Zone. When we refer to products, we are also referring to services.

When you start to make compelling offers – you open the door to creating a business that allows you to serve your ideal clients at the highest level.

I can't wait to see how your focus on your Products moves your business forward over the next 30 days.

Here's to doing what you love,

Suzi

July's Featured HerBusiness Growth Zone™



Products

This month we look at how clearly defined your products or services are in terms of their pricing, packaging and design and who they are designed for.

We also take into account your customer service and delivery and the depth and breadth of your product range.

And, we look at whether you have TOO many products or if there's an opportunity for you to serve more clients with new offers.

We cannot wait to explore this Growth Zone with you.



July HerBusiness Event Calendar

14 July.... Monthly Roundtable

20 July.... Conversations That Sell Workshop

22 July.... TRIBE Coaching Call Part 1*

28 July.... Mastermind Q&A Call*

29 July.... Monthly RoundUp

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

JULY
CHALLENGE

The July Products Challenge

Ready to get more results with your products and services?
JOIN THE 30-DAY PRODUCTS CHALLENGE.

How to Participate

Choose your challenge activity and declare it in the group in the post called:

YOUR JULY PRODUCTS CHALLENGE ACTIVITY

OPTION 1: New Product Offer

Create a new product or service offer and take it to market by the end of July.

Get support to craft your offer and design a pathway for prospects to turn into clients.

OPTION 2: 30 Days of Product Focus

Choose the Products/Services you'd like to work on in July, and make that your focus and Challenge Activity.

You may want to audit your product pricing, inclusions, naming, bonuses, offers. Now may be the time to upgrade some products and eliminate others that are not working.

Choose Your Challenge Activity

1. Complete the worksheet on Page 5 to set your July Products goals.
2. Use the Tracker on Page 6 to note the activities that you complete each week.

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?

No Problem. Pick up again the next day. Try not to miss two consecutive days that you've allocated to this activity.

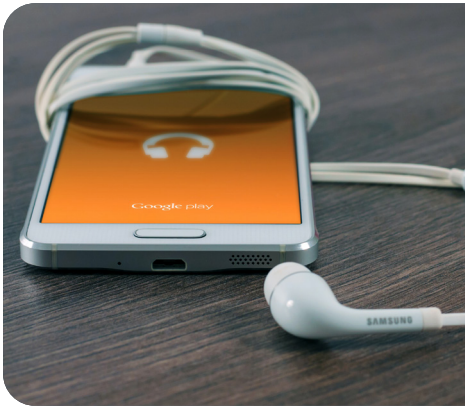
GOT QUESTIONS?

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

Your July Inspiration & Growth

Product Resources

Here is a selection of resources from the HerBusiness Hub. Choose the item(s) that suit your stage of business, and your goals.



LISTEN:

Take a listen to these Products-focused podcasts in the Content Sells Podcast series.

[Why and How To Demonstrate Your Product or Service](#)

[The Power of a Niche with Shelley Brander](#)

[7 Ways To Make the “Invisible” Visible in Your Marketing Offers](#)

[The Rule of One - How to Get More Focused Results With Your Content Marketing](#)

Listen

WATCH:

Take a look at some of our favourite Products webinars.

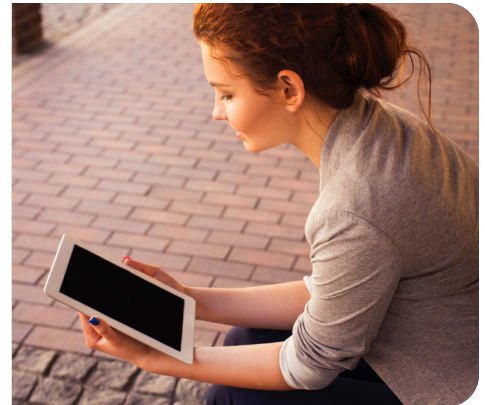
[7 Elements of an Offer](#)

[Meant for More - Turn Your Knowledge into Profits](#)

[How to Effectively Name Your Brand or Product](#)

[How to Choose the Right Marketing Niche and Validate your Business Idea](#)

[How to Create ANYTHING in Your Business... WITHOUT Burning Out!](#)



DOWNLOAD:

Grab your free Products Worksheets and Cheat Sheets.

[How to Craft an Offer That Sells Worksheet](#)

[How to Name Things Checklist](#)

[How to Use Surveys to Discover Exactly What Your Customers Want](#)

[The Marketing Mountain Checklist](#)

[Effective Guarantee Worksheet](#)

[The Volume/Value Matrix™](#)

Download

READ:

Dive back into your copy of the latest Book Club book:

You want to raise your prices, but you're not feeling confident. You know that you could reach a LOT more people but you don't want to stand out too much.

That's what author Gay Hendricks calls 'upper limit' thinking.

Dive into your Book Club book, *The Big Leap* and follow his strategies for saying 'goodbye to upper limit thinking.



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



July is the time to focus on Products.

What activity or project will you complete?

Choose your own product adventure(s). Go to page 5 to plan your marketing focus.

- Add a GUARANTEE to my existing offer(s)
- Add eCOMMERCE to my WEBSITE
- Add SCARCITY to my offers
- AUDIT my existing PRODUCTS
- BRAND my offer(s)- colour, type, images etc.
- Create a new HIGHER-PRICED offer
- Create a new LEAD MAGNET that leads to my offer
- Create a new LOWER-PRICED offer
- Create a NEW product offer
- Create LANDING PAGES for my offers
- Design a series of BONUSES
- Determine product VIABILITY
- Increase my PRICES
- Negotiate better WHOLESALE prices
- RENAME an existing product
- Review my product MARGINS
- Review my PRODUCT RANGE
- Source new SUPPLIERS
- Update my PRODUCT DESCRIPTIONS
- Update the INCLUSIONS in my offers
- Upgrade or refresh an EXISTING product offer

The list is kind of endless when it comes to Products. Choose your activity and turn to page 5. Need resources? Post in the Members group for guidance on training.

HerBusiness LIVE Online: Australia's Premier Event for Women Business Owners



Join our annual gathering of women business owners from all around Australia

HerBusiness LIVE Online
NEW DATE! Tuesday, 24 August 2021



SAVE THE DATE



Conversations That Sell Workshop

20 July, 2021

FREE TO ALL MEMBERS



My July Products Project Plan

My vision over the next 12 months for the PRODUCTS Growth Zone

The PRODUCTS 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 PRODUCTS 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

July 2021 Products Project Tracker

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

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

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

My July Results:

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