

HerBusiness®

GROWTH GUIDE

JUNE 2022

What's Inside

TECHNOLOGY FOCUS

The technology you need to do less and achieve more in your business.

JUNE EVENTS

A month of Technology training and events!

TOP CHOICES

Recommended podcasts, webinars and free downloads.

JUNE TECHNOLOGY GROWTH ZONE CHALLENGE

Join in on our June TECHNOLOGY Challenge.

June's Featured HerBusiness Growth Zone®



Technology

Welcome

Technology is the quickest way to get more results with less effort. The key is to know very specifically WHAT technology you need and what you don't.

For example, the idea of a regular marketing schedule might sound overwhelming, but not if you embrace the power of technology for scheduling and batching your content.

Use technology to automate how clients are onboarding into your world and you free up a whole lot of time and effort that you, or your team, might need to put into delivering what you've sold.



This month we look at what tech to zone in on and improve in order to make running your businesses easier.

Here's to doing what you love,

Suzi

PS We've curated some great resources. Remember to choose those that suit YOUR business best.

[Download Your June Events Calendar Here.](#)

Your June Calendar!



Download your 'At A Glance' June Calendar to check out this month's Member events and plan your month. [Click here to download now.](#)



The June Technology Focus

Ready to get more results with Technology? CHOOSE YOUR TECHNOLOGY FOCUS.

How to Join the Challenge

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

"THE TECHNOLOGY CHECKUP" CHALLENGE

This simple challenge helps identify where the tech gaps are in your business.

Details to follow. Starts 2 June.

ACCOUNTABILITY

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

The aim of the game is to make some progress this month as it relates to your TECHNOLOGY.

Check out page 4 of the guide for some great ideas on Tech areas to focus on in your business.

Choose Your Challenge Activity

Complete the worksheet on Page 6 to set your June TECHNOLOGY goals.

Use the Tracker on Page 7 to note the activities that you complete as you complete them.

THE GOAL

The goal is to choose what TECHNOLOGY 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 TECHNOLOGY 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 June Inspiration & Growth

Technology 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:

[6 Content Marketing Tools We're Loving in 2022](#)

[Take Your Offline Business Online with These 5 Content Strategies](#)

[5 Content Marketing Tasks To Outsource Today! - Out 14 June](#)

[Adding a Digital Magazine To Your Content Strategy – With Dale Beaumont](#)

[Pivoting From a Live Event to a Virtual Event](#)

[Evergreen Webinars – Content That Works For You](#)

Subscribe on Your Favourite Podcast App:

[HerBusiness Podcast](#) | [Content Sells Podcast](#)

WATCH:

[How to Start and Grow a Podcast \(that Generates Leads and Sales for Your Business\)](#)

[How to Create Great Webinars](#)

[Kickstart Your Marketing Automation](#)

[The 3 Website Secrets You Need to Know to Connect with Your Ideal Client](#)

**Login to Watch.*



DOWNLOAD:

[10 Low-Cost Ways to Grow Your Email List](#)

[How to Build a Client-Oriented Website \(10 Steps\)](#)

[The 8-Step Sales Video Formula](#)

[The Winning Webinar Template](#)

[The Content Marketing Tools Guide](#)

READ:

Watch your mailbox for a surprise delivery this month.

It's your Book Club book.

Here's what we CAN tell you:

It solves a problem we see all the time amongst women, especially highly ambitious people (hello !!! we see you).

We're excited to enjoy this book with you.



REMEMBER: Choose just the Listen, Watch and Read items to help with your Technology Growth Zone goals. Then, turn to Page 6 to note what you'll watch, listen to, download or read, and when.



June is the time to focus on Technology.

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 June Technology Roundtable
- ☐ Choose a CRM and Get Started
- ☐ Automate a Marketing Funnel
- ☐ Create a Naming Convention for Your Files and Folders
- ☐ Create a 3-Month Content Calendar
- ☐ Move Your Finances to a Cloud-Based Financial System
- ☐ Automate Your Appointment Scheduling
- ☐ Develop An Online Quiz
- ☐ Other _____



MICROPRENEURS / ENTREPRENEURS

- ☐ Automate Your Main Marketing Funnels
- ☐ Move Your Projects to a Project Management Software
- ☐ Upgrade Your Automation
- ☐ Upgrade Your Team Communication and Collaboration Tools
- ☐ Move Your Team Procedures and Training to An Online Platform
- ☐ Set up an Online Help Desk or Ticket System to Handle Customer Issues
- ☐ Use An Online Survey to Get Up-To-Date Client Feedback
- ☐ Other _____

Choose your TECHNOLOGY activity and turn to page 5. Need resources? Post in the Members group for guidance on training.

You're Invited: Free LIVE Training

HOW TO FINALLY CONVERT YOUR PROSPECTS INTO CUSTOMERS WHO LOVE YOU AND WANT TO BUY FROM YOU AGAIN & AGAIN...

(Without Getting "Pushy" or "Salesy", Even If You're Frustrated With Your Results So Far, Don't Know Where To Start, or You've Been Trying all the "Guru" Strategies and Nothing is Working")



Join Suzi Dafnis & Michelle Falzon for a FREE LIVE 90-minute Training.

GET YOUR FREE ACCESS PASS

7 June 2022 • 11am AEST

Join Us at The Mastermind Experience!

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



**ONLINE • 28 June, 12 and 26 July
9.30am - 1.30pm (AEST)**

Includes Exclusive Online Participants Group and Weekly Check-Ins

EMAIL US TO LEARN MORE



My Technology Growth Zone Rating

Rate yourself across the five stages of the Technology Growth Zone®.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
My technology is pretty much non-existent	My technology is outdated.	My technology is doing an okay job.	Technology helps me grow, save time and provide great customer service.	Technology is revolutionising my business.
I do not use social media to promote my business.	I have a social platform for promoting my business.	I have a consistent social media schedule and plan.	Social media is a source of sales and grows my email list.	I'm a social media maven.
I manage email enquiries via my personal inbox.	I manually email replies to customer service enquiries.	I have an online helpdesk platform for replying to customer enquiries.	I have a team member replying to our client enquiries.	Our customer service team manages all client email interactions.
I do not have a system for managing client data.	I have a manual client data capture system.	I use Mailchimp or similar CRM for my client data.	I have an integrated CRM for managing client data e.g. Keep, Active Campaign etc.	I have my integrated CRM automation working smoothly with all of my other tech
I manage my projects on my computer.	I manage my projects using cloud programs e.g. Google docs.	I use basic online tools to manage my projects.	I use professional online project management software.	I have a Project Manager/Integrator managing projects and task allocation.
I don't have a website.	I have a basic website but little traffic.	I have a basic website that works well for me.	My website is a primary source of leads and sales	My website underpins my marketing strategy.
I do not have a backup system. Help!	I back my information sporadically.	I regularly back up essential data in most places.	I have good backup processes in place and competent support.	I manage security and risk with great intent. I have a reliable and well-trained tech support team.
I do not have adequate tech tools in my business.	I have a few tech tools in place but they are outdated/not optimal.	I am making good progress in integrating tech across all areas of business.	I have CRM, accounting, website and marketing tech working well for me.	I am a tech-first company. This is our main growth driver.
My tech hardware e.g. computer/production tools are inadequate.	I have some hardware but it really needs to be updated.	I have adequate and effective hardware in place.	I have all hardware covered and regularly updated.	Up-to-date tech hardware is essential to my business. I am all over it!
My communication platforms are not coping.	My communication platforms are outdated.	My communication platforms are adequate for right now.	My internal and external relationships thrive because of my communication platforms.	My communication platforms allow us to consistently have peak performance.
TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____

Which stage(s) are you **MOSTLY** in right now?

How do you feel about your business in relation to the Technology Growth Zone?

What area(s) of the Technology Growth Zone can you focus on next to make progress in this Zone?



My June Technology Focus Plan

My vision over the next 12 months for the TECHNOLOGY Growth Zone.

The TECHNOLOGY 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 TECHNOLOGY 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 me closer to my TECHNOLOGY goals.

Resources I will need in order to implement my Action Plan

Notes

June 2022 Technology Focus Tracker

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

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

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

My June Results:

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