

# HerBusiness®

## GROWTH GUIDE

### What's Inside

#### YOU FOCUSED

This month is all about you, your mindset, confidence and the inner game of business.

#### SEPTEMBER EVENTS

All your member training and events for this month, including the Get New Clients Coaching Week!

#### TOP CHOICES

Recommended podcasts, webinars and free downloads.

#### SEPTEMBER YOU GROWTH ZONE CHALLENGE

Ready to put more YOU into your marketing? Check out the "Reach More People" challenge.

### September's Featured HerBusiness Growth Zone®



You

#### Welcome

Hey there! How visible are you in your business or in your industry.

If right now it's 'crickets' when you put out your offers, or post on social media... if your emails aren't being opened, or you're not being referred... you're not alone.

This month we'll look at ways to make you AND your business more visible so that you become a magnet for new clients and opportunities.

Here's to doing what you love,

Suzi



#### How does your business rate on the YOU Growth Zone?

Take this simple 2-minute assessment. And share your results in the Facebook Group.

[Get Your Rating](#)

The screenshot shows a grid-based assessment form titled "My 'YOU' Growth Zone Rating". It includes a header with the HER BUSINESS logo and a sub-header "The One Aspect of the YOU Growth Zone". The form is divided into four columns labeled "WORKS", "NEEDS WORK", "NEEDS MORE WORK", and "NEEDS A LOT OF WORK". Each column contains a list of 10 items related to business visibility and marketing, with checkboxes for "Yes", "No", and "Not Sure". At the bottom, there are instructions and a space for the user's name.

## Your September Calendar!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 MONTHLY ROUNDTABLE	2	3
4	5 GET NEW CLIENTS COACHING WEEK DAY 1	6 GET NEW CLIENTS COACHING WEEK DAY 2	7 GET NEW CLIENTS COACHING WEEK DAY 3	8 GET NEW CLIENTS COACHING WEEK DAY 4	9 GET NEW CLIENTS COACHING WEEK DAY 5	10 GET NEW CLIENTS COACHING WEEK DAY 6
11 GET NEW CLIENTS COACHING WEEK DAY 7	12	13	14	15	16	17
18	19	20	21	22	23 EIGHT MASTERMIND Q&A CALLS	24
25	26 Roses Set Day	27	28 MASTERMIND Q&A CALL	29 MONTHLY ROUNDTABLE	30	

**JOIN THE "REACH MORE PEOPLE" CHALLENGE**  
Starts on 12 September

The leaders in any field are usually the most visible. You KNOW who they are, even if they don't know you. And what they say matters and influences the people they communicate with.

Increasing your visibility and being a confident communicator is essential if you want to reach higher and reach new levels of success in your business.

It can be scary to step out and be seen. But, as business owners, it's so important. So, how do you communicate your value to those that matter?

(Because if you **can't communicate your value** it is going to be hard to make the plans you have for yourself and succeed.)

Reaching more people, making more of an impact, reaching more customers... all takes communicating with confidence.

Download your 'At A Glance' September Calendar to check out this month's Member events and plan your month.

[Click here to download your calendar.](#)

## SEPTEMBER CHALLENGE

# September HerBusiness Event Calendar

1 Sept .... [Monthly Roundtable \(YOU!\)](#)

5-11 Sept .... [Get New Clients Coaching Week](#)

12-14 Sept .... [HerBusiness Network is Open for New Members](#)

28 Sept .... [Mastermind Q&A Call\\*](#)

29 Sept .... [Monthly Roundup](#)

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

## The September "Reach More People" Challenge

**IT'S. TRUE. THE LEADERS IN ANY FIELD ARE USUALLY THE MOST VISIBLE.**

You KNOW who they are, even if they don't know you.

And what they say matters and has an influence on the people they communicate with.

Increasing your visibility and being a confident communicator is so important if you want to reach higher and reach new levels of success in your business.

**IT CAN BE SCARY TO STEP OUT AND BE SEEN.**

But, as business owners, it's so important.

So, how do you communicate your value to those that matter?

(Because if you **can't communicate your value** it is going to be hard to make the plans you have for yourself and succeed.)

Reaching more people, making more of an impact, reaching more customers... all takes communicating with confidence.

And confident communication means you are visible — you can be seen.

**This month's Challenge invites you to show up more and to really be seen by your ideal clients.**

**WE'LL LOOK AT:**

- How to connect authentically with your audience in your emails, social media, on your website AND in person
- What stops us from connecting (and what to do when that block shows up)
- The role that fear plays in being visible (and what to do about it)
- How having a big vision can inspire action instead of being a hurdle

**Starts 12 September.** Watch the Facebook Group for more details.

**GOT QUESTIONS?**

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

# Your September Inspiration & Growth YOU 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 YOU-focused podcasts.

[“Staying in Your Lane” – How To Avoid Distractions and Accelerate Your Marketing Results](#)

[Chill and Prosper: Make Your Marketing “Effort-Less” with Denise Duffield-Thomas From 30 to 700 products and a 122K year! How jewellery retailer Karina Pellicone shifted her business model to see a record year.](#)

[How to Stop Being the One Making EVERY Decision in Your Business](#)

[My Business Breakthrough Success Strategy](#)

Listen

## WATCH:

Take a look at some of our favourite YOU-focused webinars.

[Doing Work that Makes You Come Alive](#) with Jonathan Fields

[The Confidence Habit](#) with Suzi Dafnis

[Grit: The Power of Passion and Perseverance](#) with Angela Duckworth

[Fear is NOT the Boss of You](#) with Jennifer Allwood

[The Inner Game of Becoming a ‘Big Deal’ in Your Niche](#) with Amy Porterfield

[Beat the Imposter Syndrome with Confident Action](#) with Suzi Dafnis



Watch



## DOWNLOAD:

[5 Ways to Outsmart Imposter Syndrome and Create Your Dream Business](#)

[My Breakthrough Growth Plan - You](#)

[How to Live More On Purpose Worksheet](#)

[Get Past Self-Imposed Limitations Worksheet](#)

[Get Known Worksheet](#)

[Your Business Success Habit Tracker](#)

Download

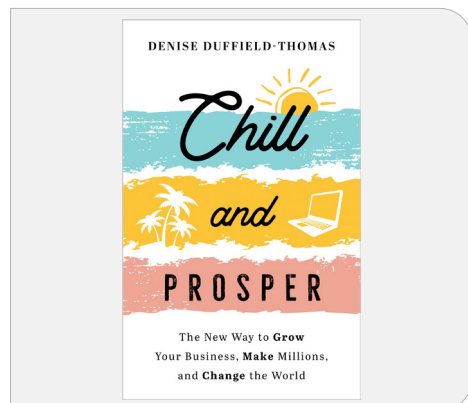
## READ:

We hope you're loving your Book Club book - *Chill & Prosper* by Denise Duffield-Thomas.

We can't wait to hear your insights.

And, [check out Suzi's interview with Denise, at herbusiness.com/194](https://herbusiness.com/194)

Read



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



You



# September is the Time to Focus on YOU

Below are some thought starters. Pick and choose any activities that would take you out of your comfort zone and have you reaching higher. Choose your own adventure.

- Do the "Reach More People" challenge
- Set a health/fitness goal (and start)
- Reward yourself with a facial/massage
- Take a day off midweek (yikes)
- Inject more YOU into your marketing
- Do one thing that inspires you, daily
- Get a mentor or coach
- Read a self-help book (we recommend *The Big Leap* by Gay Hendricks)
- Deal with money blocks (read *Chill and Prosper*)
- Ask for support in the Facebook Group on any area you feel 'stuck'
- Ask for a referral (you deserve it)
- Speak to (\_\_\_) new people about your business
- Start a fun hobby
- Approach a potential strategic alliance
- Do (\_\_\_) Facebook or Instagram LIVES during September (if that is a stretch for you)
- Start a gratitude journal
- Connect with 5 members
- Make your offer (\_\_\_) times a week
- Notice negative internal dialogue and reach for a better-feeling thought
- Create a healthier end-of-day routine
- Create a healthier morning routine
- Other \_\_\_\_\_

The list is kind of endless when it comes to YOU. Choose your activity and turn to page 6.



Marketing Success  
MASTERMIND

## JOIN THE LEADING WOMEN'S BUSINESS MASTERMIND IN AUSTRALIA...



NOTHING IS IMPOSSIBLE

This is How You ESCAPE Overwhelm and Get The Support You Need - Along With a Focused Plan That ACTUALLY Works to Get MORE of Your Ideal Clients, Make a Difference and Create the Business You LOVE

[JOIN THE WAITLIST](#)

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

REACH  
Retreat



Get More Clarity and Focus. Design that Exciting New Direction you KNOW is Waiting for You and Your Business.

**"The REACH Retreat in Hawaii is BACK!"**

The Program People Have Called "Life-Changing," "Transformational," and "The Best Gift I Ever Gave Myself"

Join our Most-Loved Retreat for Women Business Owners

HerBusiness REACH Retreat, Hawaii  
24 - 28 October 2022

[APPLY FOR THE REACH RETREAT](#)

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





You

# My “You” Growth Zone Rating

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

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
I feel uninspired in my business.	I need more inspiration for my business.	I feel like I've stagnated in my business.	I feel good about my business and its success.	I am SO excited about my business and where it's going.
I lack confidence, often second-guessing myself.	There are days when I could take on the world, and others when I want to go back to bed!	My confidence is improving and I can feel the progress I'm making.	On balance I am mostly confident, however, there are times when I get surprised and feel off balance.	I feel like I am in the 'zone' and am confident about now and the future. I know how to manage my internal dialogue.
I feel direction-less and lack clarity.	I need more clarity about my direction.	I am fairly confident with my direction but it's time to make some changes.	I am clear and would like even more clarity and direction.	My direction is clear and drives my daily decisions.
I don't have much work/life balance.	My work/life balance could do with a change.	I am getting there. I'm getting better at work/life balance.	I'm quite happy with my work/life balance.	I'm really happy with my work/life balance. It's going great.
I am not getting enough personal or professional development to run my business right now.	I get some personal and professional development, but nowhere near enough.	I am getting enough personal and professional development right now.	I'm getting the right level of personal and professional development, and I'd like some more.	Yes! I am fully supported and getting the personal and professional development I need to run my business right now.
I don't like to lead and I don't think I'm good at it.	I don't think I'm a good leader but I'm keen to improve.	I feel that I'm okay at leadership but it's not my strength.	I feel good about my ability to lead my lead.	I am an excellent leader.
I am part of a network or industry association that supports my business.	I have a peer mentoring or a peer-accountability group (e.g. Goals Group).	I have a mentor that works with me to make progress in my business.	I have a board of advisors.	I have board members.
TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____

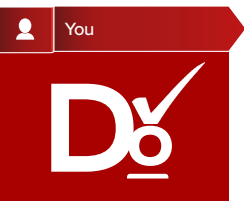
Which stage(s) between 1 and 5 are you MOSTLY in right now?

---

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

---

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



# My September YOU Focus Plan

**My vision over the next 12 months for the YOU Growth Zone:**

**The YOU 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 YOU focus is important to my business:**

**How I will measure this month's YOU Focus success:**

*What are the specific numbers and details that you'd like to achieve?*

**My Action Plan**

*For the next month, 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.**

# September 2022 YOU Focus Tracker

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

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

We'll be looking for your updates inside the Facebook group EVERY FRIDAY. **The check-in days are highlighted in the calendar above.**

## My September Results:

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