

HerBusiness® GROWTH GUIDE

OCTOBER 2022

What's Inside

SYSTEMS FOCUSED

SYSTEMS FOCUS

This month is all about SYSTEMS. How to create time, reduce errors and create reliable results in your business.

OCTOBER EVENTS

All your member training and events for this month, including the Conversations That Sell Workshop!

TOP CHOICES

Recommended podcasts, webinars and free downloads.

OCTOBER SYSTEMS GROWTH ZONE CHALLENGE

Join me for our SYSTEMS Challenge.

October's Featured HerBusiness Growth Zone®

Systems

Hello NetworkHERs!

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

You can get by with a few simple systems when you're working as a solo operator. But as you employ staff, work on more significant projects, or sell more products, you need to systemise to scale.

And as you grow, the systems for a four-person company are very different from a 12 or 25-person business. Same with having just a few clients vs having dozens or even thousands of clients.

Systems allow us to create predictable results. And nothing takes the pressure off when handing off a task or project than knowing that you've made a turnkey system that works every time.

This month we zone in on the Systems Growth Zone®.

Systems can apply to all areas of business.

- Do you have a system for your customer service queries?



- What are your marketing systems?
- What about your finances or the way you manage receipts and bookkeeping?
- How do you sign off your emails or present your proposals?
- What are the predictable, "done-the-same-way-every-time" elements of your social media marketing?

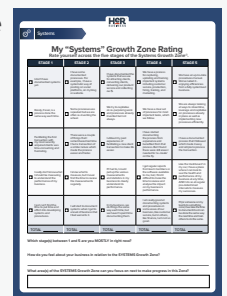
Systems allow us to be consistent and help us train others to work with us in our businesses.

But systems aren't only relevant for those with teams. Any task you'll have to do more than once is worth systemising.

In this month's Growth Guide™, we've curated hundreds of dollars of Systems webinars, podcasts and downloads for you.

Join us for the October SYSTEMS challenge to up-level your business systems. More details inside.

Suzi



Your October Calendar!

October 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3 Label Day Access to Labels Event	4 HER Business Event	5 HER Business Event	6 HER Business Event	7 HER Business Event	8
9	10	11	12 HER Business Event	13 HER Business Event	14 HER Business Event	15
16	17	18 HER Business Event	19 HER Business Event	20 HER Business Event	21	22
23	24 REACH Event	25 REACH Event	26 REACH Event	27 REACH Event	28 REACH Event	29
30	31					

JOIN THE 'FREEDOM SYSTEMS' CHALLENGE - STARTS 6 OCTOBER

What ONE process or system will you create or update this month?
 #theonething in the Facebook group using the #theonething hashtag and to join the Freedom Systems Challenge.
 There will be prizes and support!
 Note: If you're new to creating systems, we've 'got you covered' with our 'Free Yourself Systems Builder' download (check page 3 for details).
 #systems #herbusiness #theonething #freedom

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

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

October **HerBusiness** Event Calendar

5 Oct ... [Conversations That Sell Workshop](#)

6 Oct ... [Monthly Roundtable \(SYSTEMS!\)](#)

12 Oct ... [Mastermind Launch Clinic*](#)

13 Oct ... [Mastermind Welcome & Getting Started Session*](#)

18 Oct ... [Mastermind Q&A Call*](#)

24-28 Oct ... [The REACH Retreat](#)

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

OCTOBER FOCUS

The October SYSTEMS Focus

Ready to get more results with your Systems?

Join the October SYSTEMS GROWTH ZONE® Implementation and Focus.

October "Freedom Systems" Challenge #theonething

A business system is a documented procedure that outlines how to do something in your business to achieve your business goals. Think of a system as a standard operating procedure (SOP) that you either give your team (or a supplier) as a checklist so they can implement it (even without training).

Ideally, they can use it to ensure that no critical steps are missed when answering a customer service query, compiling a proposal, posting on social media, or preparing your next marketing promotion.

The October Systems Challenge is simple.

#THEONETHING

What ONE process or system will you create or update this month that will give YOU more freedom? (If you're new to creating systems, we've "got you covered" with our 'Free Yourself Systems Builder' download (check page 3 for details).

Share your #theonething on this post in the Facebook group for some added accountability.

30-Days of Systems Focus

Choose Your Challenge Activity

Ready to go 'all in' with improving your systems this month?

THE GOAL

The goal is to choose the SYSTEM(s) on which you want to work. You don't need to listen to, read, watch and download ALL the resources in this guide. Focus only on those relevant to the few things you'll do this month to progress in the SYSTEMS Growth Zone.

ACCOUNTABILITY

Each week, there will be a check-in post in the Member Facebook Group where you can let us know your progress.

Some weeks you'll make significant progress, and other weeks may be a little slower. That's okay. Aim to make progress this month on clarifying and documenting the systems that allow you to do more and achieve more with less effort.

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 you've allocated to this project.

GOT QUESTIONS?

#speakup and get support. Please post your questions to the [Facebook Group](#) using #systems to help us find your post.

Your October Inspiration & Growth

SYSTEMS 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 these System-focused podcasts.

- [Campaign Thinking Vs Ad Hoc Marketing - Out 18 October](#)
- [How to Recycle and Repurpose Your Content](#)
- [How to Create Anything In Your Business without Burnout](#)
- [Facebook Groups – The Essential Systems and Processes for Success](#)
- [Stacking Momentum with Your Annual Marketing - Out 4 October](#)

For these and other awesome podcast episodes check out the [HerBusiness Podcast](#) and [Content Sells Podcast](#)
And be sure to subscribe on your favourite podcast app.

WATCH:

Take a look at some of our favourite Systems webinars.

- [Clockwork - Mike Michalowicz](#)
- [Everything is Figureoutable - Marie Forleo](#)
- [Predictable Success - Les McKeown](#)
- [Structures Give You Freedom - Suzi Dafnis](#)
- [3 Easy Steps to Start Systemising Your Business - Kim Wright](#)
- [Virtual Freedom - Chris Ducker](#)



DOWNLOAD:

Grab your free Systems Worksheets and Cheat Sheets.

- [The "Free Yourself" System Builder](#)
- [Breakthrough Marketing Series: Your Sales System](#)
- [3-Part Success Plan](#)
- [Back-Of-The-Napkin Marketing Plan](#)

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



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



October is the Time to Focus on SYSTEMS

Below are some thought starters. Pick and choose any that would take you out of your comfort zone and have you reaching higher. Choose your own adventure. Go to page 6 to plan your SYSTEMS Focus.



SOLOPRENEURS

- Do the October Systems Challenge
- Read *Chill and Prosper* by Denise Duffield-Thomas
- Write a New-Client Email Nurture Sequence
- Create a Social Media Content Calendar
- Design a Template for Your Newsletter
- Document your Customer Service FAQs
- Create a Format for Your Facebook Lives
- Design a Marketing Funnel for Your Best Product or Service
- Streamline Your Quoting Process
- Create a Template for Your Email Signature
- Set up a Record Keeping System for Your Bookkeeping
- Other _____



MICROPRENEURS / ENTREPRENEURS

- Write Role Descriptions for Yourself and Your Team
- Start an Online Operations Manual to Manage Your Systems and Procedures
- Review Your Pricing and Quoting System
- Automate a Marketing Funnel
- Review Your Administration System
- Create an Onboarding System for New Team Members
- Implement Project Management Software for your 2023 projects
- Delegate the Writing of Systems to Your Team Members
- Outsource the Design of Templates for Your Social Media Images
- Other _____

Solopreneurs. We recommend choosing an item from this column.

Micropreneurs. Choose from either column

FREE TO ALL MEMBERS



Conversations That Sell Online Workshop

with Suzi Dafnis

SAVE MY PLACE

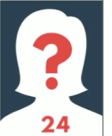
5 October • 10.30am - 1.30pm AEDT

LAST SPOT AVAILABLE!

R·E·A·C·H
Retreat

HerBusiness REACH Retreat, Hawaii
24 - 28 October 2022
TheReachRetreat.com

Are You
Reacher #24



APPLY FOR THE REACH RETREAT



My “Systems” Growth Zone Rating

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

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
I don't have documented systems yet.	I have some documented processes. For example, I have a systematic way of posting on social platforms, on my blog or website.	I have documented the systems that we use for attracting clients, converting clients, delivering our product/ service and collecting our \$.	We have a process for capturing, updating and training important systems including customer service, production, hiring, training, and marketing.	We have an up-to-date procedures manual. We've nailed it - enjoying efficiencies from a fully systemised business.
Rarely, if ever, is a process done the same way each time.	Some processes are repeated but we are often re-inventing the wheel.	We try to capitalise on re-purposing work and processes already invented but not always.	We have a clear set of processes for most important tasks, which we follow.	We are always looking at ways to streamline, leverage and capitalise on processes already in place as well as implementing new processes efficiently.
Facilitating the first transaction with my most recently acquired clients was time-consuming and frustrating.	There were a couple of things that I remembered last time I had a transaction of a similar nature which made the process easier and faster.	I utilised my past experience of facilitating a new client transaction to make life easier.	I have started documenting the process from experience and benefited from that process. But I found there were still areas I needed to 're-create' on the fly.	I have a documented process that I followed which made it easy and simple to process the transaction.
I really don't know what I should be measuring to understand the performance of my business.	I know what to measure, but I never find the time to review the measurements regularly.	If I had to, I could pull up the various measurements and statistics in my business to clearly understand its performance.	I get regular reports from team members or the software available to me, but, I find it difficult to make the time to review and analyse the impact on my business's performance.	Like the 'dashboard' in my car, I have a place where I can look to see the health and performance of my business at any time, AND I do so at regular pre-determined intervals to measure my successes.
I just can't find the time to put time and effort into developing systems and procedures.	I will start to document systems when I get to a level of business that I feel warrants it.	In my business, we do things the same way each time, but we haven't spent time documenting them.	I am really good at documenting systems and procedures in some areas of our business, like customer service, but in others, like finance, I am not so good.	If I (or someone on my team) do something once, I/we take the time to document it so it can be done the same way the next time and train others to do the same.
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 SYSTEMS Growth Zone?

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



My October SYSTEMS Action Plan

My vision over the next 12 months for this Growth Zone

The SYSTEMS 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 SYSTEMS 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 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 TO SHARE YOUR GOALS.

October 2022 SYSTEMS Action Tracker

Make a note of the SYSTEMS Growth Zone actions that you will work on.

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

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

My October Results:

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