

HerBusiness[®]

GROWTH GUIDE

NOVEMBER / DECEMBER 2022

What's Inside

PLANNING FOCUS

Need more clarity on your business direction? Find yourself unfocused or overwhelmed? Ready to be more productive and create better results? We've got you covered.

November/ December EVENTS

All your member training and events for the rest of the year! And, a sneak peak into 2023.

TOP PICKS

Podcasts, webinars and worksheets we recommend.

November/ December PLANNING CHALLENGE

Join our PLANNING Challenge and jumpstart your 12-month plans.



November/December Featured HerBusiness Growth Zone[®]



Planning



Hey There!

This is one of my favourite times of year because we get to RESET and CREATE a VISION for the new year.

We get to PLAN for the growth of our business and to DESIGN A NEW DIRECTION that excited us.

I look forward to helping you create a solid plan that aligns to your 2023 Vision and Goals.

Be sure to check out our **2023 Planner Kit and Bonus Planning Masterclass!**

Here's to doing what you love,

Suzi

“Every minute you spend in planning saves 10 minutes in execution; this gives you a 1,000 percent return on energy!”

Brian Tracy,
Author and Motivational Speaker

Your November/December Calendars!



Download your 'At A Glance' Calendars to check out upcoming events and plan your month.

[Download Your November Calendar](#)
[Download Your December Calendar](#)

November / December

HerBusiness Event Calendar

- 8 Nov ... [Monthly Roundtable \(Planning!\)](#)
- 10 Nov ... [Goals Group Briefing*](#)
- 16 Nov ... [From "Stuck to Soaring" Masterclass](#)
- 22-24 Nov ... [Mastermind 2-Day Workshop and BONUS Planning Day*](#)
- 30 Nov ... [Make it Happen](#)
- 6 Dec ... [Monthly Roundtable \(More Planning!\)](#)
- 8 Dec ... [Goal Setting & Planning Masterclass*](#)
- 13 Dec ... [Content Sells Podcast LIVE Broadcast](#)
- 20 Dec ... [RoundUp and End of Year Celebration](#)
- 21 Dec ... [Mastermind Q&A Call*](#)

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

Your November/December Planning Challenge

Ready to get more results with your PLANNING? JOIN the November/December PLANNING GROWTH ZONE® IMPLEMENTATION and FOCUS.

Join the 30-Day Planning Challenge

Ready to make 2023 the year when you finally create your ideal business? The business that gives you the income and the impact and the results that you want?

If you...

- Need more clarity on your business direction
- Find yourself unfocused or overwhelmed
- Want to get a clear handle on your priorities
- Are ready to be more productive and create better results...

... You are going to LOVE our focus on the Planning Growth Zone® (even if you consider yourself a spontaneous creative ;-))

November/ December is an opportunity to design your MARKETING PLAN, your TEAM PLAN, to plan for the new PRODUCTS you want to develop or the SYSTEMS you wish to implement to create a more sustainable business.

Planning NOW means you'll start your new year with momentum and a clear direction.

The Challenge this month is to plan your most important 2023 activities.

Watch for more details on this Planning Challenge, and check page 4 for some suggestions on planning activities that will give you a strong foundation for GROWTH in the new year.

Or, Choose Your PLANNING Focus Activities

Ready to go 'all in' with getting your plans in place for 2023?

THE GOAL

The goal is to choose what YOU want to work on. 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 make progress in the PLANNING Growth Zone.

ACCOUNTABILITY

The goal is for you to make progress on your 2023 plans this month so that you can hit the ground running rather than starting the year off feeling like you're lagging.

We'll be here to keep you on track. Each week, there will be a weekly check-in post in the Member Facebook Group.

YOUR QUESTIONS

What if I can't do something every day?

That's fine. Set yourself up for success by planning time to plan ;-)

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 planning.

GOT QUESTIONS?

#speakup and get support. Please post your questions to the Facebook Group using #planning to help us find your post.

Your November / December

Inspiration & Growth PLANNING 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 **PLANNING**-focused podcasts.

[Stacking Momentum with Your Annual Marketing Plan](#)

[Stop Winging it and Plan for Your Success](#)

[Content Plan: The Can't-Get-It-Wrong Content Marketing Strategy](#)

[The Clear Week](#)

[Your Business Everest: Lessons in Big Goals, Strategy, Preparation and Community \(out 10 November\)](#)

WATCH:

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

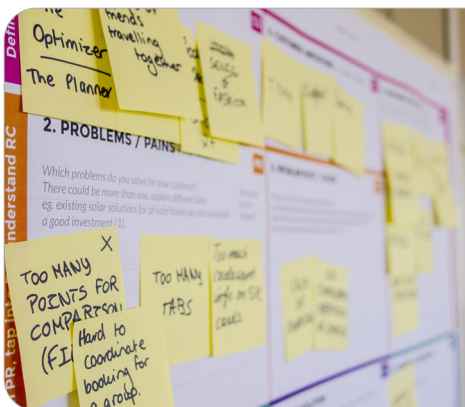
[Clockwork: Design Your Business to Run Itself](#)

[Three Key \(Touch\) Points to Improve Business and Increase the Bottom Line](#)

[Get a Year's Worth of Content On Autopilot](#)

[Becoming the CEO of Your Business](#)

[Declutter and Organise to Make More Room for Happiness](#)



DOWNLOAD:

Grab your free **PLANNING** Worksheets and Cheat Sheets.

[HerBusiness Success Plan](#)

[3 Things You Need to Know about Vision, Mission and Goals](#)

[5 Fatal Business Plan Mistakes](#)

[Your SWOT \(Strengths, Weaknesses, Opportunities and Threats\) Analysis](#)

[Business Planning Self-Audit](#)

[Your Planning Ratings Sheet \(how strong is your planning?\)](#)

READ:

Check out Denise Duffield-Thomas's *Chill and Prosper*.

You'll discover how to find the business model that works perfectly for your personality, and learn key concepts—such as the Keyless Life—to help you work less and earn more.

Plus, Denise talks you through the small but important details of being an entrepreneur, including how to deal with awkward money situations and find the most effective ways to price offers.



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



November/December is the Time to Focus on PLANNING

Below are some thought starters. Pick and choose any that would take you out of your comfort zone and have you reach higher. Choose your adventure. Go to page 5 to plan your PLANNING Focus.



SOLOPRENEURS

- Order My HerBusiness Planner Kit
- Lock in Dates for Downtime/Holidays
- Set My 2023 Business Goals
- Create a Content Publishing Schedule
- Set My 2023 Strategic Objectives
- Determine My 2023 Marketing Projects
- Run a Customer Survey to Get Insights
- Outsource Tasks I Have Outgrown
- Review My Pricing and Offers
- Other _____



MICROPRENEURS / ENTREPRENEURS

- Order My HerBusiness Planner Kit
- Schedule a Team 2023 Planning Day and Quarterly Team Planning Meetings
- Review Budgets and Cash Flow Projections
- Set Up Project Management Systems
- Create/Update My Organisational Chart
- Conduct An Audit on Systems and SOPs
- Review My Business Model
- Other _____

Solopreneurs. We recommend choosing an item from this column. **Micropreneurs.** Choose from either column

Choose your PLANNING activity and turn to page 5. Need resources? Post in the Members group for guidance on training or downloads on these topics.



Order Your 2023 Planner Kit Now

Your Kit Includes:

- 1 x 2023 HerBusiness Planner
- 1 x Planning Day Guidelines
- BONUS 2023 HerBusiness Planner
- BONUS Goal Setting & Planning Masterclass (\$197 value)

Only \$35 (Free Shipping Included)


“The HerBusiness Planner helps me get an overview at a glance.” — Jai Harvey-Yin

SEND MY PLANNER

\$337-Value. Members Save \$302.



The REACH Retreat is Back in 2023... and You're Invited



GET THE DETAILS

HerBusiness REACH Retreat, Hawaii
30 October - 3 November 2023

REACH
Retreat



My “Planning” 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 a business plan.	I started to make some notes but didn't get far.	I have the elements of a plan but need to pull it together.	I have a documented plan but it needs work/updating.	I have a business plan I keep up to date and reference often.
I spend no time each year planning my business.	I try to book time in to plan but don't get to it as much as I'd like.	I spend a bit of time planning my business at the start of the year.	I plan throughout the year sporadically when I can find time.	I regularly take time out to dream plan and review my business.
I am unclear on my vision.	I've clarified my vision previously, but it needs updating.	I have a clear vision, but it's not documented.	I have a clear, documented vision.	My vision is clear, documented and is driving me and my business.
I find planning a chore. Not sure what I'm doing.	I avoid planning. It's just not my 'thing'.	I am ambivalent about planning (undecided about it.)	I'm warming to planning more. I'm getting clear on the process.	I love planning my business and feel confident doing it.
A business plan is not essential to me. It's a 'nice to have'.	A business plan is a low priority in my business.	A business plan might be useful for the bank manager, but not useful to me in my business.	A business plan is useful and important to my business.	A business plan is essential to my business and a core part of what guides my actions.
I have some ideas about my 12 months goals, but still getting clear.	I have set my 12-month goals but not sure they are all relevant to the vision I have for my business.	I have too many goals for a 12-month time frame. I want to 'do it all'!	I don't write down my goals, but I think they could be better aligned to my overarching vision.	I have big goals, short-term and long-term goals clearly mapped out and aligned with my vision.
I don't have a clear plan of my 12-month projects.	I have some idea of projects I want to execute, but nothing firm.	I feel distracted and unsure where to put my energy next.	I have projects locked into the calendar and I'm stacking momentum from one to the next.	I am clear on the direction and projects for the next 12 months.
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 PLANNING Growth Zone?

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



My November/December PLANNING Focus Plan

My vision over the next 12 months the PLANNING Growth Zone

The PLANNING 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 PLANNING focus is important to my business

How I will measure this month's PLANNING focus success

What are the specific results 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

November 2022 PLANNING Focus Tracker

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

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

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

My November Results:

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

December 2022 PLANNING Focus Tracker

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

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

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

My December Results:

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