

HerBusiness[®]

GROWTH GUIDE

JANUARY 2023

What's Inside

SALES & MARKETING FOCUS

What would make 2023 your best year ever? This month we focus on the one thing that makes ALL the difference to your sales and marketing — finding enough of your ideal clients.

January EVENTS

All your member training and events for the month, including the highly popular Think Tank.

TOP PICKS

Podcasts, webinars and worksheets we recommend.



January's Featured HerBusiness Growth Zone[®]



Sales & Marketing

Welcome

Hey there!

Whether you want to get more clients, reach more people or grow your profile, a sound marketing strategy and plan will help get you there.

What will you promote, and when? Will you double down on what you've done before or try a brand new marketing strategy?

I look forward to supporting you in creating a clear marketing strategy. Check out upcoming events and resources inside.

Here's to doing what you love,

Suzi



“The aim of marketing is to know and understand the customer so well the product or service fits [her/him] and sells itself.”

Peter F. Drucker,
Author

Your January Calendar!



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

JANUARY CHALLENGE

The January Sales & Marketing Challenge

Ready to get more results with Sales & Marketing?
CHOOSE YOUR SALES & MARKETING FOCUS.

OPTION 1: The Email Marketing Challenge

Imagine having a list of people ready to buy from you because you've nurtured them and prepared them to want what you offer.

Many small business owners are concerned about being too salesy or hypey in their email or need to figure out what to say so they don't let their email list lay dormant.

In this month's challenge, you apply simple strategies for getting back in touch with your email list, growing your list, and making offers to your list.

Challenge starts Tuesday, 10 January, at the January Roundtable.

ACCOUNTABILITY

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

Aim to progress this month in the SALES & MARKETING in your business.

Check page 4 of the guide for some great ideas on sales & marketing areas to focus on in your business.

OPTION 2:

Or, Choose Your SALES & MARKETING Focus Activities

THE GOAL

The goal is to choose the projects or tasks you'll tackle

January HerBusiness Event Calendar

- 10 Jan [Monthly Roundtable](#) (Sales & Marketing!)
- 24 Jan REACH Up Part 1 - Reflect*
- 25 Jan Mastermind Q&A Call*
- 31 Jan [Think Tank](#)

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

and to access the HerBusiness Resources that can help you.

You don't need to listen to, read, watch and download ALL the resources in this guide. Instead, focus only on those relevant to the few things you'll do this month to make progress in the SALES & MARKETING Growth Zone.

ACCOUNTABILITY

The goal is to progress on your 2023 marketing plans and to hit the ground running this month rather than starting the year off feeling like you need to catch up.

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

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 to commit to all the days you've allocated to working on your marketing.

GOT QUESTIONS?

#speakup and get support. Please post your questions to the Members' Facebook Group.

Your January Inspiration & Growth

Sales & Marketing Resources

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

[Your Back of the Napkin Marketing Plan](#)

[The "Features" Trap – Why You Need to Focus on Benefits vs Features to Make More Sales! - Out 10 January 2023](#)

[Creating a Runway How To Pave The Way For The Sale and Get MORE Results For LESS Cost](#)

[Campaign Thinking Vs Ad Hoc Marketing](#)

[12 Questions to Ask BEFORE You Rebrand Anything! - Out 24 January 2023](#)

WATCH:

Choose from this selection of Sales & Marketing Webinars

[Get a Year's Worth of Content on Auto-Pilot Masterclass with Rachel Miller](#)

[Revolutionary Ways to Enhance Your Powers of Influence](#)

[Make Word-of-Mouth an Engine for Your Business Growth](#)

[How To Tell Your Origin Story And Increase Demand for Your Products and Services – with Jayne Gallagher and Helen Johnston](#)

[Confident Cold Calling](#)



DOWNLOAD:

[Best Books For Content Marketers – 2023 Edition](#)

[5 Essential Elements of Emails that Sell](#)

[5 Up-To-Date Ways To Get More of Your Emails Read](#)

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

[The 8 Subject Lines That Will Get Your Emails Opened Cheat Sheet](#)

READ:

Who Not How – The Formula to Achieve Bigger Goals Through Accelerating Teamwork

Build a successful business effectively while not killing yourself. Immediately free-up 1,000+ hours of work that you shouldn't be doing anyway. Bypass the typical scarcity and decline of aging and other societal norms. Increase your vision in all areas of life and build teams of WHOs to support you in that vision. Never be limited in your goals and ambitions again.

Dive into your BOOK CLUB book, today.



REMEMBER: Choose just the items that will help with your current SALES & MARKETING Growth Zone goals. Turn to Page 7 to note what you'll watch, listen to, download or read, and when.



January is the time to focus on Sales & Marketing.

What activity or project will you complete?

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.



SOLOPRENEURS



MICROPRENEURS / ENTREPRENEURS

- Build out your Jan-March social posts
- Schedule your 2023 marketing promotions
- Set up a Project Plan for your next big marketing promotion
- Outsource the most frustrating part of your marketing
- Clean out your email list of 'dead' names
- Conduct a client survey
- Reach out to a potential strategic alliance
- Create a lead magnet
- Write an email nurture sequence
- Read a great marketing book
- Other _____

- Stop doing marketing that is not working
- Interview five ideal clients
- Craft a compelling new offer
- Raise the price of at least one product/service
- Revamp the About Us page on your website
- Engage with at least one follower a day on your Grow a Facebook Group or Page
- Read Who Not How
- Spend an entire day planning your marketing
- Send out at least one email a week to your list
- Complete your [Back of the Napkin Marketing Plan](#)
- Automate a marketing process
- Other _____

The list is kind of endless when it comes to SALES & MARKETING. Choose your activity and turn to page 7.

JOIN A GOALS GROUP

Focus. Stay on Track. Build Friendships.

Meet and work with other members who give you support and encouragement and accountability to achieve your goals.



REQUEST TO JOIN A GOALS GROUP


Marketing Success
MASTERMIND

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



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 TODAY
HerBusinessMastermind.com



My Sales & Marketing Growth Zone Rating

Rate yourself across the five stages of the Sales & Marketing Growth Zone®.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
I'm unsure who my ideal client is or where to find them.	I'm pretty clear on my ideal client but don't have a reliable way of attracting them.	I am bringing in leads, but struggling to convert them.	I am getting sales, but don't know how to get more clients and sales without being exhausted.	I am able to attract and convert the right level of clients when we need them.
I do not have a Connection Statement®.	I have started my Connection Statement, but it's not quite done.	I have a Connection Statement that I like.	I use my Connection Statement to open doors and in my marketing.	My Connection Statement often opens up doors to new relationships and opportunities for me.
I don't do much marketing.	My marketing is sporadic, not strategic.	I have a few marketing activities each year but I find my focus is split.	I have regular, strategic marketing activities.	I have a comprehensive marketing strategy for my key products/ services.
I don't use social media.	I have social media accounts but don't know what to do with them.	I post to social media regularly but don't feel like I'm seeing a good return.	My social media drives sales and leads.	My social media is my main vehicle for sales and leads.
I don't have an email list.	I have an email list that I don't use.	I have an ad hoc relationship with my email list.	I email my list regularly and derive enquiry and sales from my emails.	My email list is an important source of sales and clients.
I don't have a marketing plan. I'm not sure where to start.	I have started a marketing plan but didn't get far.	I have elements of a marketing plan but need to pull it together.	I have a documented marketing plan that needs updating.	I have a marketing plan that I keep updated and reference often.
My marketing strategy is pretty non-existent.	I have poor marketing results and feel like I waste money.	My marketing results are "hit and miss".	My marketing is getting better and I can often predict results.	My marketing is very effective and I'm getting more and more clients.
I do not run ads for my business.	I run ads occasionally but struggle to get a result.	I'm starting to see results with my ads.	Paid ad promotions are a consistent part of my marketing strategy.	Ads rule! They are an essential part of my marketing.



My Sales & Marketing Growth Zone Rating

Rate yourself across the five stages of the Sales & Marketing Growth Zone®.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
I do not have a website.	I have a website that I don't love.	I have a website that brings in leads and sales.	My website is a reliable source of leads and sales.	My website is the main driver of leads and revenue in our business.
I have never tried strategic alliances or collaborators.	I've tried alliances / collaborations but they didn't seem worthwhile.	I occasionally partner with others, but it's not part of my regular marketing plan.	I often partner with others to leverage my marketing efforts.	I love strategic partnerships. They are an essential and effective part of my marketing.
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 Sales & Marketing Growth Zone?

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

My January Sales & Marketing Focus Plan

My vision over the next 12 months for the SALES & MARKETING Growth Zone:

What do you want your sales and marketing to look like?

The SALES & MARKETING 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 SALES & MARKETING focus is important to my business:

How I will measure this month's SALES & MARKETING focus 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 SALES & MARKETING goals.

Resources I will need in order to implement my Action Plan

Notes

January 2023 Sales & Marketing Focus Tracker

Make a note of the SALES & MARKETING Growth Zone actions that you will work on.

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

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

My January Results:

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