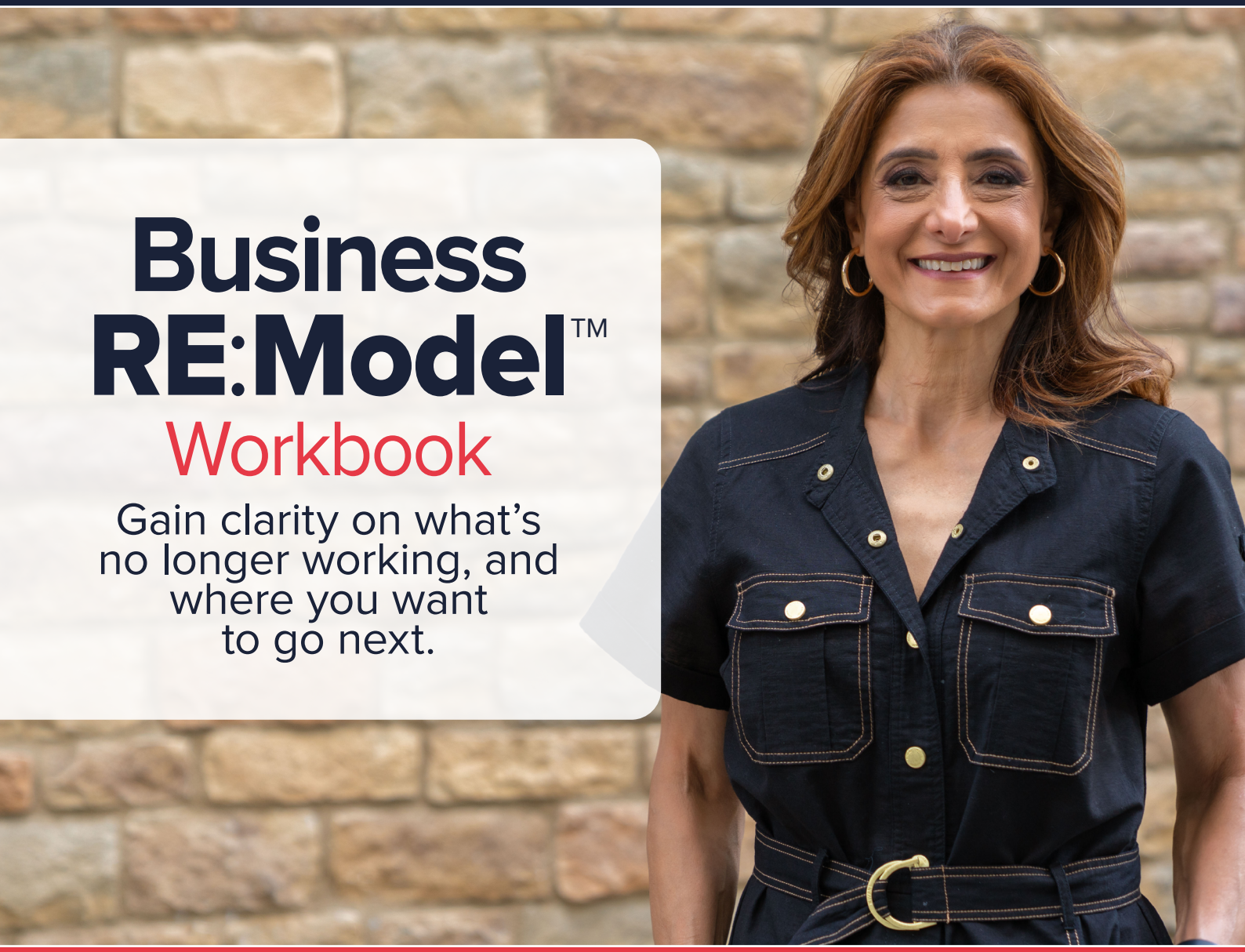


Business RE:Model™ Workbook

Gain clarity on what's no longer working, and where you want to go next.

IT'S NOT BURNOUT

It's a Midlife Business Shift

HER BUSINESS

IT'S NOT BURNOUT
It's a Midlife Business Shift

Welcome to It's Not Burnout, It's a Midlife Business Shift!

Today is all about reimagining your business for THIS season of life. Because you've *done* the work. You've *hit* those milestones. You've *proven* yourself.

But maybe success doesn't FEEL like you thought it would. Today we are solving that problem, together. You're ready to see what a truly fulfiling version of your business looks like... *WITHOUT letting go of everything you've built.*

I know what it feels like to look around at the business you built and wonder if it's still the right fit. I've been there. And I've helped hundreds of women at this exact point in their journey — to navigate it with clarity, grace, and strategy.

So, during this training, let's step BACK to finally get:

- The clarity to stop spinning your wheels...
- The confidence to stop tolerating what no longer works...
- And the first steps to align your business with who you are NOW... so it works for you again.

Thank you for investing in yourself in this way. I'm excited to spend this time with you.

Here's to doing what you love,



Suzi Dafnis
CEO, HerBusiness

BRW. HACCI Best of Business Awards EY 7

BRW Young Rich List
HACCI Woman of Influence Award
Telstra Women in Business Award Finalist
Ernst & Young Entrepreneur of the Year Finalist
Featured in Channel 7's *Dragons' Den*



You've Evolved. Your Business Should Too.

Redesign your business to match the woman you are today — with the freedom, fulfilment, and profitability you deserve.

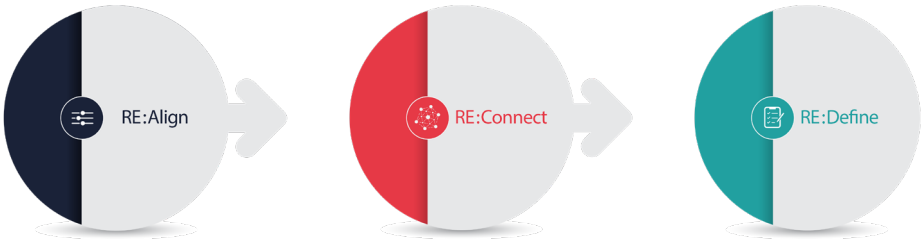
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The Business RE:Model Reset Map

The Business RE:Model™

This model helps you identify and make meaningful shifts across three areas: **RE:Align**, **RE:Connect**, and **RE:Define**. Each opens a new door when you're feeling stuck, enabling you to make simple but powerful shifts — whether you're stuck in a rut, running on autopilot, or ready to expand into something new.



Checking In

Before we dive into shifts and a reset, it helps to take a minute and acknowledge where you're at — honestly, without judgment.

Start by capturing how you're feeling in your business right now.

Choose a word or phrase that reflects your current state — energised, stuck, disconnected, inspired, coasting, overwhelmed... whatever's true for you today.

RE:Align — *With Your Vision*

When things feel off, it's often because what you're doing no longer aligns with what you value or want. This section is about tuning back in to your vision and letting go of what no longer fits.

Reflect on where your vision and actions may no longer match.
Notice what feels heavy, misaligned, or outdated — even if it once served you well.

What have you outgrown but haven't let go of yet?

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What part of your current business model no longer feels like a match for your values or vision?

RE:CONNECT — *With Your WHY*

Sometimes, momentum stalls because we have disconnected — from our passion, our community, our customers, our offers... or even *ourselves*. Reconnecting is about remembering what lights you up, and then allowing more space for joy, ease, and inspiration.

Let's look at where you may have lost connection with the joy, purpose, or people in your business.

1. What no longer feels aligned to your WHY — even if it still "works"?
2. What part of your work lights you up the most?
3. What part of your business used to bring you joy but doesn't anymore — and why? What's draining your energy or dulling your spark?

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4. If you were starting fresh today, in terms of how your business operates and what it offers, what would you...

   • Keep doing?
   • Stop doing?
   • Do differently?

Keep Doing	Stop Doing	Do Differently

What would make your business feel good again (or better, if you are currently on a high point)?

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RE: Define — *Your Role + What Success Means to YOU*

As your business grows, your role needs to evolve. This is where you reclaim your time, voice, and leadership.

1. What role are you still playing that no longer serves you or the business?

2. What do you need to stop doing so you can start showing up more powerfully?

3. If you redefined success for who you are today — as a woman and business owner — what would it look like?

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Your Business RE:MODEL Shift — MOVING FORWARD

Now, let's bring it all together.

One small but meaningful shift I could make in each area:

Area	Shift I Will Make This 90 Days
RE:Align	
RE:Connect	
RE:Define	

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You've Evolved.
Your Business Should Too.

Inside the HerBusiness Network, you'll join a **community of women business owners** who are **redesigning their businesses** to align with the woman they are today — while **building freedom**, **fulfilment**, and **consistent profitability**.

HerBusiness is for **successful women who want more** — women ready to find **more freedom and alignment** through their business.



The **HerBusiness Network** is for successful women who are ready for their *next level of success.*

- **Clarity on your next chapter** — refine your vision, goals, and business model so your work supports the life you want now.
- **Strategies that scale** — proven frameworks and mentoring to design a sustainable business that runs without you burning out.
- **A circle of women who get it** — peers at your level who'll share the journey, celebrate your wins, and have your back.
- **Renewed energy and focus** — step into this season of business with confidence, momentum, and support.



"I don't want to be told what to do. I want to make my own rules."

"I didn't want just anyone to give me random ADVICE. I wanted a STRUCTURED PROCESS. I wanted somewhere that I was a part of, a paid arrangement and that I could really rely on as a SOUNDING BOARD. And that was the start of it."

— Chantel Gilbert, Bluegum Electrical Solutions

Your seat at the table is waiting — apply now and take your place in this powerful community.

Start now for just $197

YES, I'M READY TO APPLY NOW

www.HerBusiness.Network

Our doors are open for a limited time!
Apply now to see if HerBusiness is the right fit for you (+ unlock exclusive BONUSES!)

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