
WEEK FOUR

Welcome to the fourth week of the Mentor Her program. Week Two and Three was all about finding your Mentee's business position and making a plan to get to that next level. On Week Four, for Growing Your Business Mentees, she is evaluating (or re-evaluating, depending on what her business stage is) her Business Pitch. For this week and next, we're focused on the business basics of having a sales pitch and marketing online in the hopes that these two subjects will help her business to grow and thrive now and after the program has ended.

WEEK FOUR MANUAL INCLUDES:

- Finding her Business Pitch, understanding that most customers make purchases based on emotions that they desire to feel during or after using her product or service.
- Teaching her how to construct a business pitch and how to tailor it, keep it real (as much as possible) and include comparisons to competitors where appropriate.
- Going through four types of possible business/sales pitches that she could use in her business' sales strategy including:
 - The Solutions Pitch: what solution is her business solving?
 - The Origin Pitch: where did this all start?
 - The Sourcing Pitch: where does it come from?
 - The Impact Pitch: does it positively impact the environment or society?

QUESTIONS YOU CAN ASK HER:

- How do you want to make a customer feel during or after the use of your product/service? (We recommend brainstorming adjectives and emotions with your Mentee and writing them down.)
- Will these emotions differ depending on what customer demographic you're engaging with?
- What is your Unique Selling Point?
- How can you make your Unique Selling Point into a story that customers can relate to?
- What is your Business Pitch?