



MENTOR•HER

INTRODUCING YOURSELF

INTRODUCTION TO
YOUR MENTOR AND YOU

PUBLISHED ON

WEEK 1

FOR

BEGINNING YOUR BUSINESS

WELCOME

Welcome to the Mentor Her Programme!

Welcome to the Mentor Her programme. On Week One, we're going to be focusing on introducing yourself to the programme and acquainting yourself with your Mentor.

Your Mentor is a wonderful woman who has decided to sign up to this programme so that they can help **you** on your journey in your business. Mentoring and being mentored is all about building up a rapport with one another, getting to know each other's back story and motivations so that you're both on the same page. This will make it easier in the coming weeks for your Mentor to understand the support that you need in getting your business to the next level.

In Week One, we want to focus on three things:

- 1. Finding out more about your Mentor**
- 2. Introducing yourself to your Mentor**
- 3. Introducing your business idea to your Mentor**

THE MENTOR HER SCHEDULE

Every week, we will be providing manuals to each Mentee on the programme to help you with your business and getting it to the next level. This is the schedule for the Mentor Her Programme beginning January 11th for Beginning Your Business.

WEEK TWO **Finding your Target Audience & Unique Selling Point**

Next week is all about identifying the target demographic for your product or service so that you can focus your sales and marketing techniques in the future. We also consider your Unique Selling Point (USP) so that we can highlight how you stand out from the crowd.

WEEK THREE **Competitor Research & Pricing**

WEEK FOUR **Your Business Position**

WEEK FIVE **Making a Plan and Setting Goals**

WEEK SIX **The Confidence to Move Forward**



BEING A MENTEE

ASK & LISTEN

As a Mentee, you've joined the Mentor Her programme because you need help getting your business to the next stage. You've been given the unique opportunity to talk to someone who has already gone on your path before you, who has made mistakes and learned from them the same way you will. Mentors haven't signed up to take over the running of your company, they're here to share their experiences and support your next move. So take advantage of the experience that they have and ask questions, hear their stories and listen to things that they have learned along the way. Your Mentor's journey will probably look a lot different than your own and that's okay! No two journeys are the same, the same way no two businesses are either. The beauty is, there's advice and insights in your Mentor's anecdotes that she might not even know she's sharing! Always listen, always ask to know more and always consider if these stories are applicable to your own journey.

FOCUS

Mentor Her supplies manuals every week to give you the opportunity to focus on your journey and understand the task at hand. Sometimes you might know some of the information provided, as every Mentee is at a different stage in her success story. Most of the time, it's a good idea to re-read the information in order to reevaluate your position and rehash the ideas you had at the start of your journey to get a better understanding of where you're headed. So focus on the goal at hand, take advantage of the information presented every week to ask questions and develop ideas with your Mentor. Remember, we're all part of this programme because we want to see **your** success, by helping you focus and getting you on the path to achievement.

ACHIEVE

As a Mentee, the most important thing you can do is try your best. By connecting with a Mentor that's already running an established business, you're receiving an opportunity your peers and competitors have not had. Take advantage of the time you have with your Mentor, the insights that you are being provided, the information you are receiving. Set realistic goals, be professional, mature and understanding, give your Mentor and anyone else you meet on the Mentor Her programme the best version of you. By the end of the programme, we hope that you will have a better understanding of the journey ahead, have made a plan and are getting on the road to achieving your goals.

QUESTIONS TO ASK YOUR MENTOR

Your first session is all about learning more about your Mentor. You can learn so much from asking as many questions as you can and listening to what they have to say. Your Mentor will have stories to share, advice to give and things to tell you throughout this programme. Every week, before you have a session, you should reflect on what aspects of business you need to improve your understanding on and ask questions to your Mentor while you're on the programme! Your Mentor won't have all the answers to everything, but she might be able to refer you onto a services that does.

QUESTIONS TO ASK YOUR MENTOR:

1. What is your current position and how long have you been doing what you do?
2. How did you begin/get into this business? Did you study a similar subject in a college/university or did you happen in this industry by chance?
3. What was your work experience before you started your own business? Did this help you in understanding more about how to run a business successfully?
4. What do your day-to-day tasks consist of?
5. Has your business been affected by Covid greatly?
How did you pivot your business to make it work for you?
6. What has been your biggest challenge in your career in the past few years? How did you overcome it?



IT'S ALL ABOUT YOU

As a Mentee on this programme, the best thing you can do for your Mentor is tell them everything you can about yourself so they get a better idea of who you are as a business owner starting out. This will help them get to know you and what you stand for- it will also help them answer your questions and understand how to help you in your business journey.



YOUR BACKGROUND

Give yourself time to tell your Mentor your background. From where you grew up to what you wanted to be as a kid, any university or college experience to what you worked as in your past jobs and what you enjoyed or didn't enjoy about these roles. Chatting candidly about your background can really help your Mentor get to know you better.

YOUR PERSONALITY

What makes you stand out from the crowd? Consider what makes you **You**! Are you passionate, determined and confident, introverted or extroverted, organised or a last-minute kind of girl? Do you love the spotlight or are you better behind the scenes? If you struggle with how to describe your personality, consider how your friends describe you and what people would say is your best characteristic.



YOUR AMBITION

Consider what made you apply for the Mentor Her programme. You need help with your business- but where do you want it to go? On your application, we asked you where you wanted to be in five years. Consider what your end purpose is- do you want to have more time and flexibility, do you want to make more money, do you want to do something big in your personal life like buy a house? What motivates you every day?

YOUR BUSINESS IDEA

The last thing you and your Mentor should consider discussing is your business idea. After all, it is why you're on this course to begin with! Allow the last bit of your session for your Mentor to understand your business idea. Next week, we'll be looking at your business further by identifying your customer demographic and unique selling point- an important aspect in beginning any business. You might be a bit further along than the below, but it's important to consider your answers to each question to make sure you understand where you are and where you're going.

1. What's your (preliminary) business name?

2. Where are you going to sell **IN THE FIRST 3 YEARS?**



OR



OR



?

3. What industry are you in?

Everyone fits into an industry. Some industries are worth billions of dollars, some are more niche- some are very broad and incorporate a vast amount of different businesses, and some are self-explanatory. Finding your industry is important as it will let you see where you fit in the world. It's also going to be the main source of research- for your competitors and for your suppliers. Here are some ideas:



YOUR BUSINESS IDEA

Here are some questions that will help you understand your business idea in more depth, from this you can see where you fit in your industry and location and consider some sales and marketing techniques that you might need along the way.

IS YOUR
BUSINESS
A



OR



?

ARE SALES
MADE



OR



OR



?

WILL YOU
MAINLY
SELL



OR



?

ARE YOU
BUILDING
AN IMAGE
AS...



OR



?

YOUR BUSINESS IDEA

Here are some more questions that will help you understand your business in more depth, from this you can see where you fit in your industry and location and consider some sales and marketing techniques that you might need along the way.

DO YOU
NEED A
LICENSE TO
OPERATE IN
THIS
INDUSTRY?



OR



?

WHY ARE
YOU
DOING
THIS?



OR



OR



?

HAS YOUR
IDEA



OR

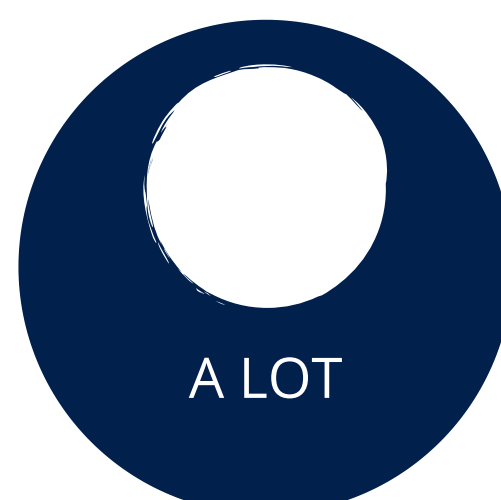


?

HOW
MUCH
WORK
WILL IT
TAKE?



OR



OR



?

YOUR BUSINESS IDEA

Here are some questions for service businesses that will help you understand your business in more depth, its scalability and how much it will cost to get it off the ground.

**DOES
YOUR
BUSINESS**

RELY ON YOUR
EXPERTISE

OR

IS IT EASILY
TRAINABLE

?

WILL YOU



NEED A
SPACE

OR



WORK FROM
HOME

?

**WILL YOU
NEED
EQUIPMENT?**

YES!

OR

NO

?

**WILL YOU
NEED A
TEAM?**

YES!

OR

NO

?

YOUR BUSINESS IDEA

Here are some questions for product based businesses that will help you understand your business in more depth, its scalability and how much it will cost to get it off the ground.

WHO WILL
DESIGN
YOUR
PRODUCT



OR



?

WHERE
WILL YOUR
PRODUCTS
BE MADE



OR



?

WHERE
WILL YOU
STORE
YOUR
PRODUCTS



OR



?

IF YOU
SELL
ONLINE
WHERE
WILL YOU
SELL?



OR



OR



?

REVIEW: BUSINESS IDEA



YOUR IDEA

The provisional name: _____

Are you selling locally, nationally or internationally? _____

What's your industry? _____

Summarize your idea in one sentence: _____

What's your motivation behind turning this idea into a business?

Next Week 

MENTOR•HER

TARGET AUDIENCE & USP

FINDING YOUR DEMOGRAPHIC
AND UNIQUE SELLING POINT

PUBLISHED ON

WEEK 2

FOR

BEGINNING YOUR BUSINESS