
WEEK TWO

Welcome to the second week of Mentor Her programme. Week One was all about introducing yourself and your Mentee to the program and getting to know one another a bit better. On Week Two, for Growing Your Business Mentees, she is exploring where she is in her business and what she needs to do next to grow her business to the next level. As a Mentor, this week you should be helping her figure out how she can get to her next step by sharing your experience in scaling your own business.

WEEK TWO MANUAL INCLUDES:

- A beginner's checklist to make sure your Mentee has all the groundwork laid down before she grows her business to the next level. She is considering Business Basics, ensuring that her business is online and operating and that she has all the back-end applications that are required for business growth.
- Figuring out what she needs to do to grow her business: how she can attract more customers to get money into her business.
- In attracting more customers, we look at the ways she wants to go about this either by cold-calling, marketing to/reaching customers online or finding out more about paid marketing options.

QUESTIONS YOU CAN ASK HER:

- Is there anything in the first 10 pages of this manual that you feel you forgot to do or need to work on? Can I help with anything in regards to this?
- How do your customers currently find out about your business?
- Do you find that you're time-rich and money poor or vice-versa?
- What avenues do you want to pursue in attracting more clients? Are you going to work on cold calling, posting more on social media, finding out more about paid marketing options or something else?
- Let's make a plan to get you started, what is the first thing you need to do in order to get this plan off the ground?

Next week is all about constructing this plan and how to go about making a smart plan that helps your Mentee work on her business rather than in it.