
WEEK FOUR

Welcome to the fourth week of the Mentor Her program. The past few weeks have been helping your Mentee to validate her business idea by outlining what it is, who will buy it, why they will buy it, who her competitors are and how her business fairs when compared against them. This week is all about finding out what your Mentee's next step is by providing her a checklist of business basics she needs to get up and running .

WEEK FOUR MANUAL INCLUDES:

- Laying down the groundwork: from registering with the CRO to setting up a business bank account, what does your Mentee need to do next?
- Understanding her business model: are your Mentee's products/services ready to go or do they need more time in research and development?
- Setting up branding like having a logo, tagline, photographs etc.
- Making sure her website is easy to navigate and includes all the necessities people need to understand her business.
- Setting up an online presence on Google, Facebook, Twitter, Instagram and LinkedIn.
- Ensuring she has all the back-end applications required to keep her business going on a day-to-day level.

QUESTIONS YOU CAN ASK HER:

This week is very much about the questions your Mentee will ask you. Next week, our Making a Plan manual will go through in greater detail finalizing what she needs to do to get her business off the ground in terms of setting timelines and budgets.

This week is for her to get a better understanding of where she is on the list of her business checklist. If you need to ask your Mentee a question, ask her where she found she had to stop on the checklist and find out where she needs help. This way, you might be able to offer her advice on how you dealt with these aspects in your own business or what you can recommend from your own experience.