

MENTOR·HER

MENTEES



WEEK ONE



RUNNING A BUSINESS

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 are not there to give you free advice or take over the running of your company, they're there 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. It's worth noting that a Mentor's journey will probably look a lot different than your own. She is sharing her experiences with you in order for you to gain some insights on how things develop, how businesses grow and the ups and downs that happens with that growth.

FOCUS

Mentor Her supplies manuals every week to give you the opportunity to focus on your journey and understand the task at hand. You may already know all or most 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. Listen to the stories she shares with you and see if you can learn from them or loosely apply them to your own situation. 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.

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Every week we provide manuals to Mentees to help you get ahead in your career. They are not a necessity for your Mentor/Mentee relationship and the information contained within them is not a substitute for advice you may receive from a paid professional. Your Mentor has not been trained on the information provided in the manuals. Our only hope is that by reading these manuals you can get a better idea about your business and form better questions to encourage a stronger bond between your Mentor/Mentee partnership. If the manuals do raise a question in your mind, we encourage you to write it down to ask your Mentor in your one hour session per week.

Here's a review of the things you may have learned in the manual from Week One, "Validating your Business Idea". Write down your answers to focus your mind back on to your business.

Business name: _____

Are you selling locally, nationally or internationally? _____

A

What's your industry? _____

B

Summarize your idea in one sentence: _____

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

What did you chose as your trait for your large target audience? _____

C

What's your unique selling point? _____

D