



MENTOR•HER

# YOUR BUSINESS POSITION

FINDING WHERE YOUR  
BUSINESS IS AND WHAT'S THE  
NEXT STEP

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PUBLISHED ON  
WEEK TWO

FOR

GROWING A BUSINESS



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# INTRODUCTION

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Welcome to the second week of the Mentor Her programme- by now, you have had your first meeting with your Mentor. We hope you're enjoying the programme so far. Last week was all about introductions and getting to know your Mentor. It was also for your Mentor to understand who you are and what your business does.

This week is about highlighting your business's position so that you can see where you are on your journey in growing your business.

The most important thing in growing your business is ensuring that the **groundwork** is done. That's why the first half of this manual is a checklist that will help you make sure that you've done all the behind the scenes for your business. From first beginnings to online presence and back-end applications- once you have the groundwork laid out, you're ready to grow!

Even if you feel like it's an easy task we do recommend that, if you have access to a printer, you print this manual and physically mark each point with a yes or a no. Just like marking off a to-do list, we believe you'll find it fulfilling to physically mark each point. It might also make you feel proud of how your business has grown so far!

On page 10, you'll find the essence of this manual- and the reason you joined this programme to begin with- to grow your business. Have a think about your business's next steps, how can you grow and get to the next level?

For every box that you tick with a X or a "no", consider questions you could ask your Mentor to figure out how to go about completing the task. Consider the **how** of each business position and how you could customise this to your business. Depending on your industry, whether your business is a product or service, and how far along you are in your journey- every Mentee will have a different position to consider, but when you can highlight where you are and form questions yourself about how to get to the next stage- your Mentor will be better equipped to answer your questions.

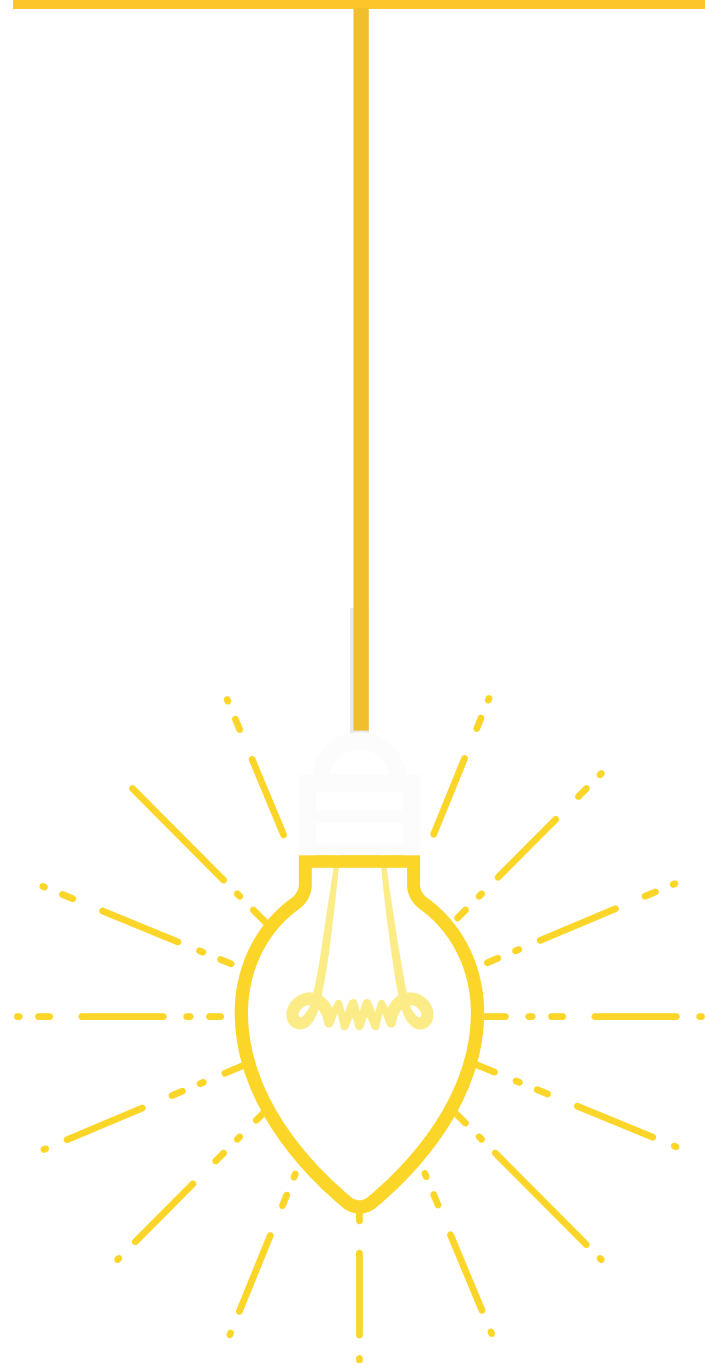
On Week Four and Five, we'll be delving deeper into Sales and Marketing- but figuring out your business position now will help you for next week's subject: "Making a Plan and Setting Goals" which is all about mapping out a way to get your business growing in 2021.



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# GROUNDWORK

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- ☒ I understand my business idea.
- ☐ I have a niche audience, I understand who and what they are.
- ☐ I understand my goals and I have realistic expectations.
- ☐ I have done my competitor research.
- ☐ I know what my start up costs are.
- ☐ I know what my monthly costs are.
- ☐ I understand my business's finance.
- ☐ I know my unique selling point (USP).
- ☐ I believe in myself because I'm fabulous.

- ☐ I have registered my business with the Companies Registration Office (CRO).
- ☐ I have set up a business bank account.
- ☐ I know what my yearly and monthly tax duties are.
- ☐ I have researched and I understand the licenses and certificates required to trade in my industry.
- ☐ I have researched my insurance liabilities and have adequate cover.
- ☐ I have written a business plan.



- ☐ I have developed my product/service.
- ☐ I know my standard price and my discount price.
- ☐ I have researched all suppliers to ensure I'm getting the best price/quality.
- ☐ I have tried and tested this product/service and it works.
- ☐ I have researched and applied for product patents (if applicable).
- ☐ I have researched Intellectual Property rights (if applicable).

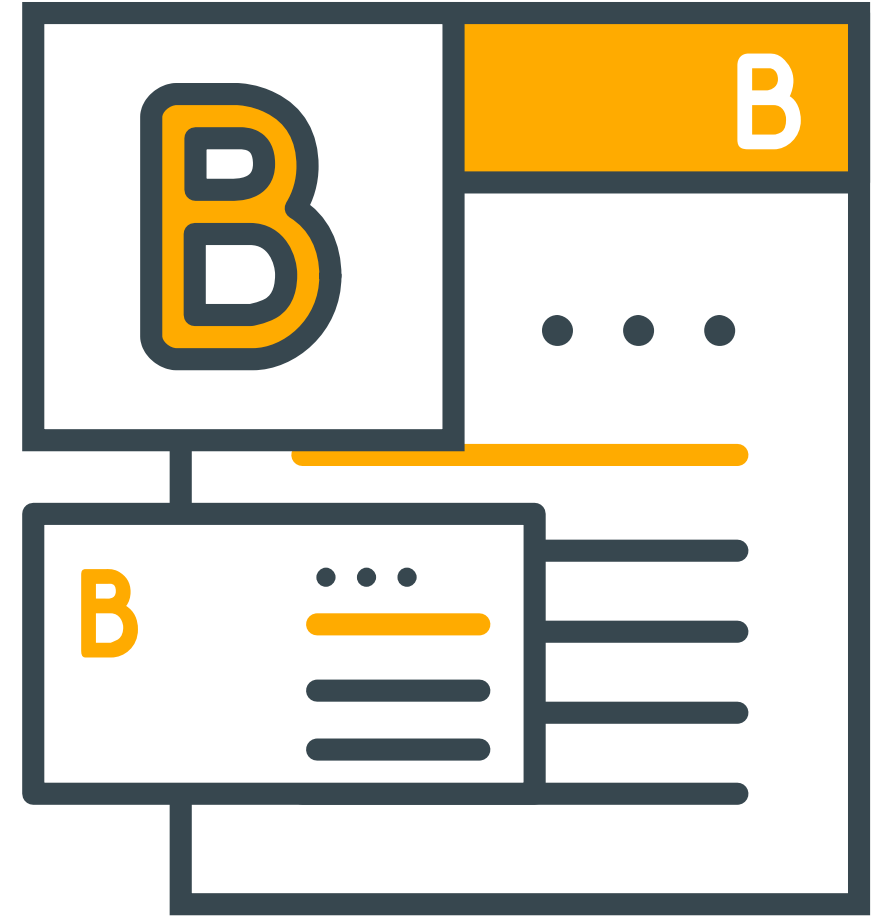


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# BRANDING

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- I have a clear, memorable business name.
- My business name is not already trademarked.
- I have a clear/catchy/informative business tagline.
- I have a business mission.
- I have developed my brand values.
- I have developed my brand personality.



- I have a good logo that clearly states my business name.
- I have chosen a colour palette that reflects my brand to be used on my website and marketing material.
- I have chosen a font that is reflective of my business style.
- I have professional photos of my product (if applicable).
- I have professional photos of myself/my team.
- I have purchased business cards.

- I have a collection of photographs I can use of social media to represent my brand and I have full license/permission to use these images.
- I know what style and tone my brand will use on its text copy on both social media and across my website.
- My style and branding is consistent across all platforms.





# YOUR WEBSITE



I have purchased a website domain. For businesses trading in Ireland, your domain should end in ".ie", if your business is trading internationally it should be a ".com". If ".com" is not available consider ".global", ".org" etc.

I have a terms and conditions for the use of my product/service.

I have a privacy policy that clearly outlines how I use the data of my customers on and offline.

I have a business email address that is @(mywebsite.ie).

I have a contact information section that includes this email and my phone number.

I have considered purchasing a landline number for my business.

My website is easy to navigate and does not contain a surplus of pages that could be condensed to one.

My brand is reflected in every text, image and item on my website through the use of colour and font.

I have a clear sales funnel that attracts people to the page where they can actively purchase my product/service.

I have an about/mission page that lets people know who I am and why I'm doing what I do.



I have spell-checked my website thoroughly.

I have linked my social media to all icons on the site (and double-checked that they work).

I have asked a family/friend to scrutinize my website and have considered some improvements for User Experience.

I have tested the speed time of my website and it loads well. If it does not load quickly, consider condensing images on your website or using text that Google can read faster and therefore load your website faster.



# ONLINE PRESENCE



- I have submitted my sitemap to Google to improve Search Engine Optimisation (SEO).
- I have set up Google Analytics.
- I have researched keywords for Google Search.
- If your business is hosted on Wordpress, ensure you have installed the SEO plugin or that your tech person has done so for your website.

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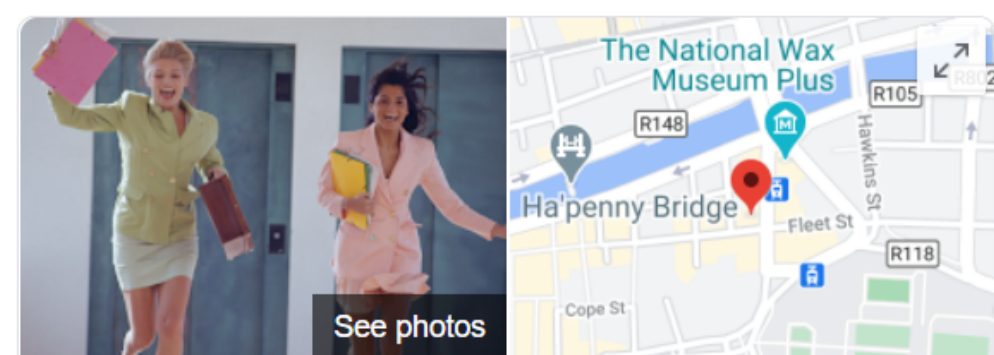
For every category in **Mentor Her**, we produce 6 manuals to help our Mentees in succeeding in life. . These are divided into Freelancing (Journalism and ...

People also ask

What is a mentor supposed to do? ▾

What is a female mentor called? ▾

How long should you mentor someone? ▾



**Mentor Her**

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Women's organization in Dublin

A 4-min walk from the [Ha'penny Bridge](#)

**Address:** 8/9 Westmoreland St, Temple Bar, Dublin, D02 NW22

**Hours:** **Closed** · Opens 11 a.m. Mon ▾

**Phone:** (01) 254 9846

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Google My Business (available here <https://www.google.com/business/>) is an important thing to have for any business. It helps improve search results online and helps more customers find you. We have included Mentor Her's profile to show you how it looks. If you have an operating business that has a presence online or offline you should apply for your profile at the link above. To get a Google Business, you may need to provide an address/landline number. Think twice before providing your home address and consider if there's another building you can use. To get a landline number, Skype offers a service that allows you to purchase a landline number that redirects to your mobile phone which helps improve your business professionalism.

When you have set up your Google Business ensure that you have included your website link, photos and logo, opening hours and description.



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# ONLINE PRESENCE

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## facebook

- I have chosen a Facebook handle that clearly reflects my business name, like facebook.com/MentorHerGlobal.
- I have uploaded a profile photo (my logo) and a cover photo (my product/service).
- I have updated my "About Section" with relevant information including General, Hours, Business Details, Contact Info and More Info.
- I have chosen which tabs to include and not include on my Facebook page. Including Home, Events, Reviews, Photos, Shop, Offers, Groups, Community, Videos, About, Services, Notes and Live. For every tab I chose to include, I have personalised it to the business.
- The button on my Facebook page links back to my website and brings people to purchase my product or service. It is also correctly labelled to reflect my business goals, i.e. "Sign Up" or "Follow" or "Shop Now" among others.
- If my products/service are available to purchase on my website, I have uploaded these items to the "Shop" tab.
- I have invited all my personal Facebook friends and family to like the page.
- I have indicated this is my business by personalizing my personal profile to say I work here.



- I have chosen a Twitter handle that clearly reflects my business name, like twitter.com/MentorHerGlobal and my Twitter name is the name of my business/myself.
- I have uploaded a profile photo (my logo) and a cover photo (my product/service).
- I have updated my 160 character description with a clear description of what I do that includes my business tagline.
- My website address and location are correct.



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# ONLINE PRESENCE

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- I have chosen an Instagram handle that clearly reflects my business name, like [instagram.com/MentorHer.ie](https://www.instagram.com/MentorHer.ie) and my account name is my business/my own name.
- My profile photo is myself (if your business is personal to you, like a coach) or my logo (if my business is about the overall brand).
- I have updated my 150 character description with a clear description of what I do that includes my business tagline.
- I have the correct website link for my business or have taken advantage of a Linktree feature.
- I have updated my Public Business Information and synced my business Instagram to my business Facebook Page.
- I have added an Action Button to shop now, order food, get gift cards, book now or reserve.
- If your products/services are available to purchase online, ensure you have set up "Instagram Shopping".



- For businesses that have more than one person, I have set up a company LinkedIn account and I have connected it to my personal account.
- My company LinkedIn is connected to my website and contains easy and clear information about my business.
- My personal account is up to date with all the relevant information including a description about who I am and what my business does.
- My profile photo, work experience, education, skills and endorsements are all up to date.



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# BACK END APPLICATIONS

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■ I know my monthly accountancy duties for my business and have purchased a bookkeeping software to keep all my affairs in order.

We recommend Xero or QuickBooks. Software like these allow you to synchronize your spending with your bank account with an app on your phone. It allows you to be aware of what you're spending, who owes you money and keeps you on track on how to manage your business as it grows.

■ I understand what items I will need to use to market my business online and have researched the platforms on how to create content for my business.

For marketing material, we recommend using Canva which allows you to utilize a variety of templates that are perfect for small businesses.



■ I know how often I will be sending newsletters to my current or potential clients and customers. I have designed a newsletter email format that works well with my business. *If you have not yet signed up to an email marketing platform we highly recommend Hubspot, Sendinblue or MailChimp for your marketing material.*

*For businesses with a large amount of clients that they need to keep track of and follow up on.*

■ I have purchased a Customer Relationship Management (CRM) software that will help me keep track of all the clients, products/services that I am offering.

Although CRM tools can be quite expensive, they can work amazingly well for businesses that have too many leads to manage with normal email marketing. We recommend Hubspot and Salesforce for all your business needs.



*None of the above companies are affiliated with Mentor Her, these are suggestions based on business owners experience*



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# GROWTH

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Now that you have the groundwork laid down, consider what your business position is so that you can tell your Mentor what you need to work on and we can all help you get to the next stage. If you tick yes or no to a check that your Mentor can help you with, take time to write down a list of questions that you might have about the ins and outs of getting to the next level. Your Mentor will have experience in her own business in completing tasks similar to this and may have interesting insights for you to consider in your own business.

## What is your current position?

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☐ I have enough customers/I have conquered my industry —————→ [ask us for our scaling checklist](#)

*If you are able to tick this box "yes", then congratulations! If you're a market leader (your business operates <50% of the market share) then the next stage is to consider how to scale your business to reach even more customers- which could be stepping into another industry, entering another market or developing an additional product or service.*

☐ I need to get more customers —————→ [go to the next page](#)

*Like most business owners, can you ever get enough customers!? Probably not! Getting customers and retaining them is the most important thing for every business. If you ticked yes on this box, welcome with the other 99% of women on the Mentor Her programme.*

☐ I need to get more money into my business —————→ [go to the next page](#)

*The best way to raise money in any business earn it from paying customers i.e. by getting more customers who pay you for your product or service. This is why you might have ticked both this box and the one above it. If you need money to help you grow consider these options:*

- *Getting a Microfinance Business Loan*
- *Applying for a bank loan*
- *Applying for a Local Enterprise Office grant*
- *Looking at Investors, VCs, or Angels*
- *Talking to your accountant*



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# GETTING MORE CLIENTS

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For your business to grow, you'll need to attract clients whether that's in your locality, at a national or even international level. When you're trying to get more business, always start locally. In Ireland, it's worth remembering that a lot of small businesses gain more customers by word of mouth, so always let people know who you are and what you're doing.

There are two types of ways to gain more clients for your business- you're either going to have to **spend time** (and gather clients organically) or **spend money** (on a marketing campaign). If your marketing budget is low or you feel like you could put more hours into your business to use your time more efficiently to reach more people, consider what your next step is to **find new customers organically** which means spending time going through possible leads, networking online (as most people do now due to Covid) or in person (post-Covid) and talking to people about who you are and what your business does.

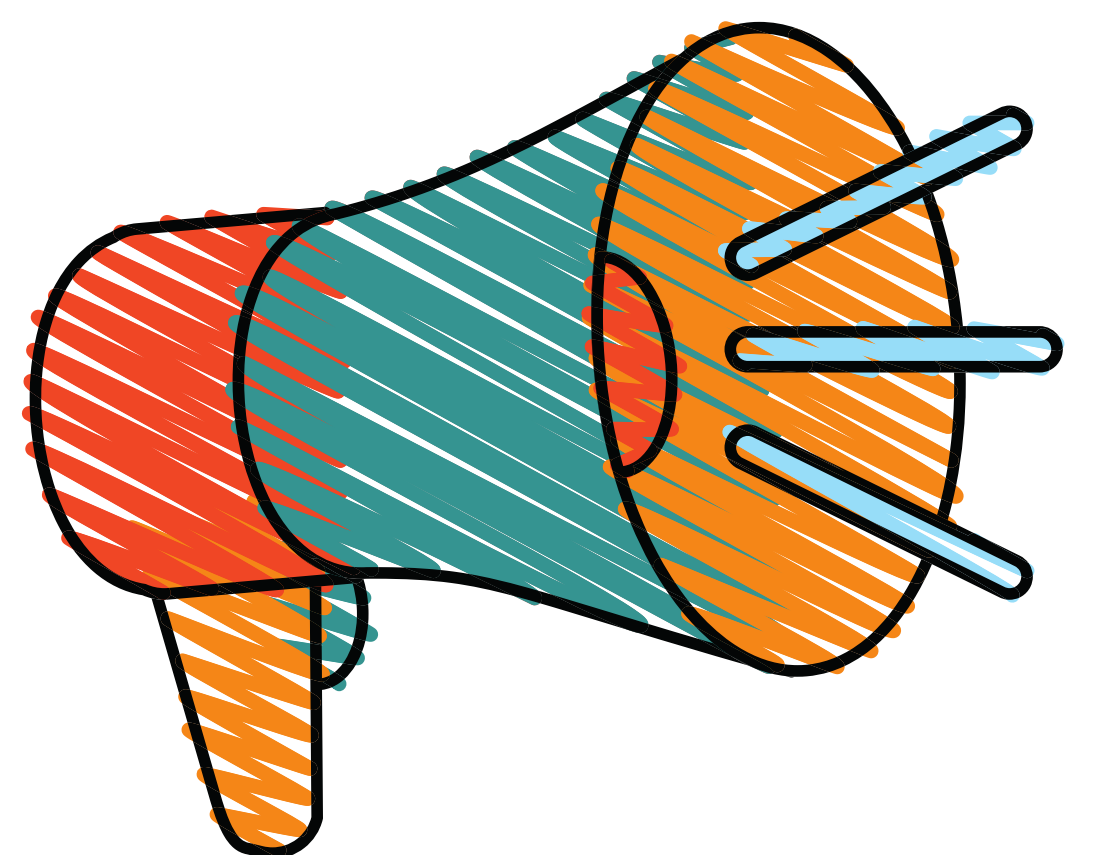
When you're ticking off the below, consider where your Mentor may be able to help you- gather questions on the what, where, why and how so that you can ask your Mentor at your next meeting.

To acquire more customers organically by reaching out and asking them if they're interested in your business, the first thing you need to work on is your Sales Pitch. We'll go into greater detail on this in Week Four, but it's important to find out what stage you're at now so your Mentor can find out how to help you.

## YOUR SALES PITCH

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- I have a clear description of my business that is easy to understand for potential customers.
- I know what the benefits of my business are, and that these benefits may change depending on what type of customer I'm talking to. I.e. if you have different demographics of your customer base some may be more interested in one benefit above another.
- I know why I'm unique in my field and I can easily get this across to potential customers that I speak to.





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# COLD CALLING

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Cold calling can be a very effective way of finding new customers without spending a lot on a marketing budget. Cold calling is the act of reaching out to customers who have not previously shown an interest in your product or service. Consider this- if your potential customers don't know you're there, how can they find you? By reaching out to people directly, you can identify your business to these people and let them know you're available. Despite the name, cold calling encompasses more than just phone calls- it can also refer to emails and messages sent to people. Here's some checkpoints that will get you going in the right direction if this is a business tactic you would like to pursue.

- I have identified potential customers whom I can reach out to.
  - These are mainly suppliers who may be interested in supplying my product.
  - These are organisations that may have a department within their companies who will be interested in taking on my service/product.
  - These are individuals with roles in large organisations who could be interested in taking on my service/product.
  - These are sole individuals who may be interested in using my product/service themselves.
  - It's something else.
- I know how to reach these customers (via email, phone or online i.e. LinkedIn Inmail or Instagram Direct Messaging).
- I have researched and compiled a list of potential clients.
- I have developed an intro sales pitch that has been tried and tested that succeeds in getting the conversation going with a client.
- I have tested and understand the best language to use and the most appropriate points to make when I'm selling my product/services in an email text.
- I know what to say over the phone that helps customers get a better understanding of what myself and my business offers.





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# ONLINE EXPOSURE

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## SOCIAL MEDIA

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Gaining exposure online is probably the most used method for running a business in this day and age. There's a reason it's so popular, it works! We will be going into this in more detail during our Marketing manual in Week Five. In the mean time, if you find your biggest issue with finding more clients is that you are not posting enough on social media and this is what you want to work on in the coming weeks- include this in your discussion next week for "Making a Plan" with your Mentor. For now, this is an outline on what you could be thinking about in order to allow your business to get to the next step.

■ I need to post more on social media.

■ I need to work on a social media schedule.

■ I need to post more on Facebook.

■ I need to tweet more on Twitter.

■ I need to post more on Instagram.

■ I need to post more on LinkedIn.

■ I need to post more on another social media platform:

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■ I need to engage more/get engagement on social media, mainly:

■ On Twitter

■ On Instagram

■ On Facebook

■ On LinkedIn

■ Or another social media platform:

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■ I need more content for social media.

■ I need to write more blogs.

■ I need to gather more imagery.

■ I need to record more videos.

■ I need to optimise graphic designs.

■ I need to "go live" more often.

■ I need to host a competition.

■ I need to provide other content for social media like:

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# ONLINE EXPOSURE

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## MORE MARKETING IDEAS

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Alongside social media, there are other things you can do to get more customers in the short and long term that will help grow your business and get to the next step. We will also cover these aspects in Week Five: Marketing, but you could use your time with your Mentor to ask about ways you can achieve this to get your business to the next step between now and then.

- I need to reach out to friends and family to let them know what my business is in order to gain more customers via word-of-mouth.
- I need to ask my past customers for a testimonial on Google or Facebook Reviews.
- I need to find ways to re-engage my past customers in order to allow them to buy from me again.
- I need to improve my email marketing so that I will get more opens and clicks from my email campaigns to possible customers.
- I need to follow up emails better in the future.
- I want to find a way to collaborate with a brand or individual that will allow me to gain more exposure for my own brand.
  - I will do this by finding brand ambassadors.
  - I will do this by offering a discount/referral fee for a brand.
- I need to find a way to get the attention of media and/or influencers
  - I will do this by working with a PR company.
  - I will do this by offering a freebie to someone with a lot of followers.
  - I will do this by developing my own PR strategy.



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# MARKETING

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## PAID MARKETING

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For businesses big and small- putting aside a marketing campaign is an important factor in attracting a large amount of clients to your brand.. Whether it's via billboards or TV spots, you can see large brands attempting to attract more clients every single day. For small businesses, improving your paid marketing strategy can also be extremely beneficial in reaching the right consumers. If you already know what you want to focus on learning and developing in order to find more new leads, then consider including one of the following in your "Making a Plan" for next week's subject. If you have a lot to work on in using social media to gain online exposure organically, revisit this page afterwards if you want to consider your options.

- I need to do some research to understand how paid marketing works.
- I need to set a budget for online marketing.
- I need to find a way to market my product/service so that I can run advertisements/a marketing campaign.
  - I will do this by developing a deal/discount.
  - I will do this by offering a freebie.
  - I will do this by developing an attractive marketing campaign.
- I want to explore ways to expand my brand by learning how to set up paid advertisements:
  - On Twitter
  - On Google
  - On another platform:
  - On Instagram/Facebook
  - On LinkedIn

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- I want to explore other ways to invest money in my marketing plan so that I can improve my brand awareness by looking at:
  - Sponsoring events.
  - Investing in printed materials.
  - Considering sponsored posts.
  - Something else:
  - Working with a PR company.
  - Looking at print/press advertisements.
  - Exploring product placements.

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Next Week



**MENTOR•HER**

# MAKING A PLAN

HOW TO GET TO YOUR NEXT  
STEP

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**PUBLISHED ON**  
WEEK THREE

**FOR**  
GROWING YOUR BUSINESS