



MENTOR•HER

YOUR BUSINESS POSITION

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

PUBLISHED ON
WEEK FOUR

FOR

BEGIN A BUSINESS

INTRODUCTION

Welcome to the fourth week of the Mentor Her programme- by now, you have hopefully learned more about what your business idea is, who your target demographic is and how you will sell to them. We hope that the competitor research and financial planning aspects of last week's manual have given you the groundwork to validate your business idea- now it's time to get you excited about those next steps! Next week, we'll be constructing a plan to help you figure out how to get to the next step before our final week which will give you the confidence and motivation to move forward! This week is about highlighting your business's position so that you can see where you are on your journey in beginning your business.

The most important thing in beginning your business is ensuring that the **groundwork** is done. That's why this manual is more like a checklist to find out where you are in your business' growth. 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 those all important to-do lists, we believe that you'll find it fulfilling to physically mark each point!

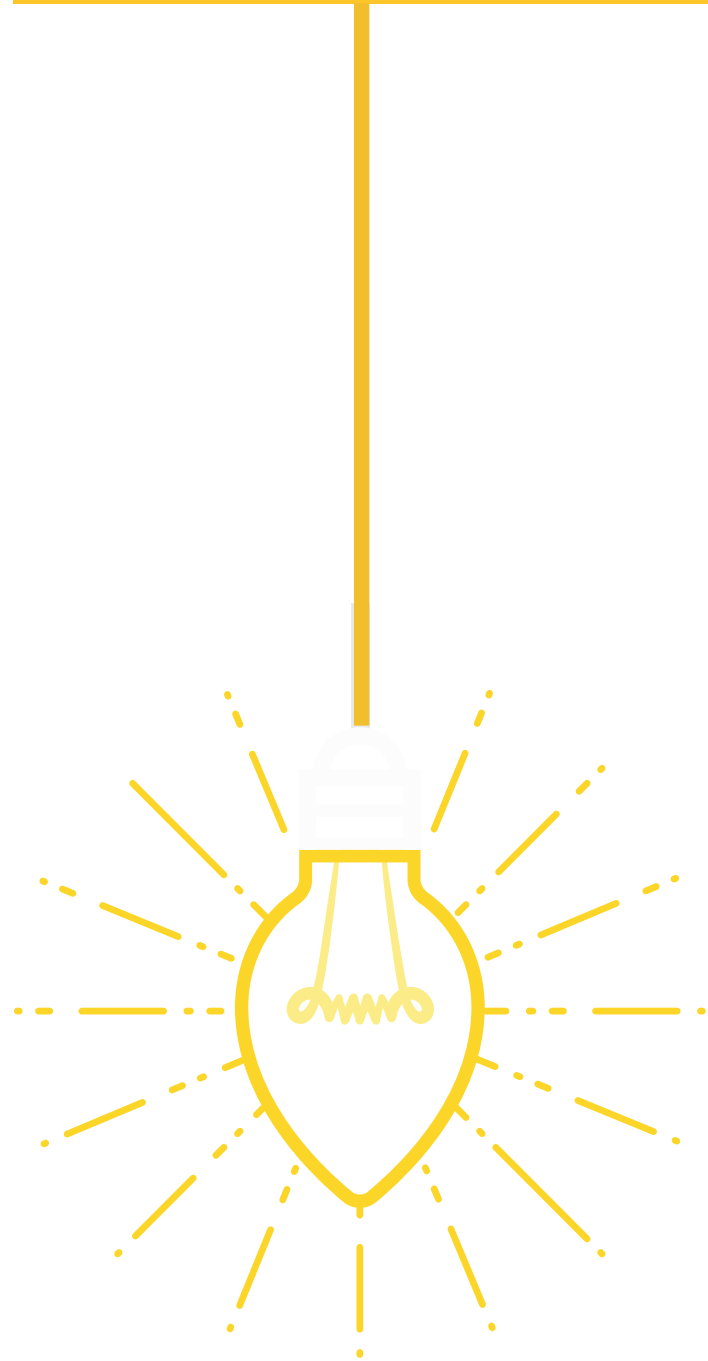
By finding out where you are in your business journey, you and your Mentor can better understand what you need to work on next week for Making a Plan. If you feel a bit overwhelmed by this checklist, don't be! This is just a good indicator of the types of things you need to get done to launch your business successfully.

If you find yourself not being able to tick many boxes on the list, consider each box and construct questions to your Mentor as to how you can achieve each one. By working in this way this week and next, you might slowly see progression in getting your business off the ground.

Consider the **how** of each point and what you need to do to achieve each check mark and move to the next step. We will be going into more detail on this next week in terms of how to set up a plan to achieve each business level, but while you're going through the checklist you should be writing down questions on every box that you can't mark that your Mentor may be able to help you with. If you have questions or require a professional service (like an accountant or website designer) join our Facebook group "Supporting HER IE" as members of the community may be able to put you in the right direction.



GROUNDWORK



- ☒ 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).

BUSINESS MODEL

- (For services) I know what my business provides each customer.
- (If applicable) I have a list of possible customisations/add-ons available.
- (For products) I know where I'm sourcing my products and have contacted suppliers.
- (For products) I understand lead time, cost and turn around associated with producing my products.



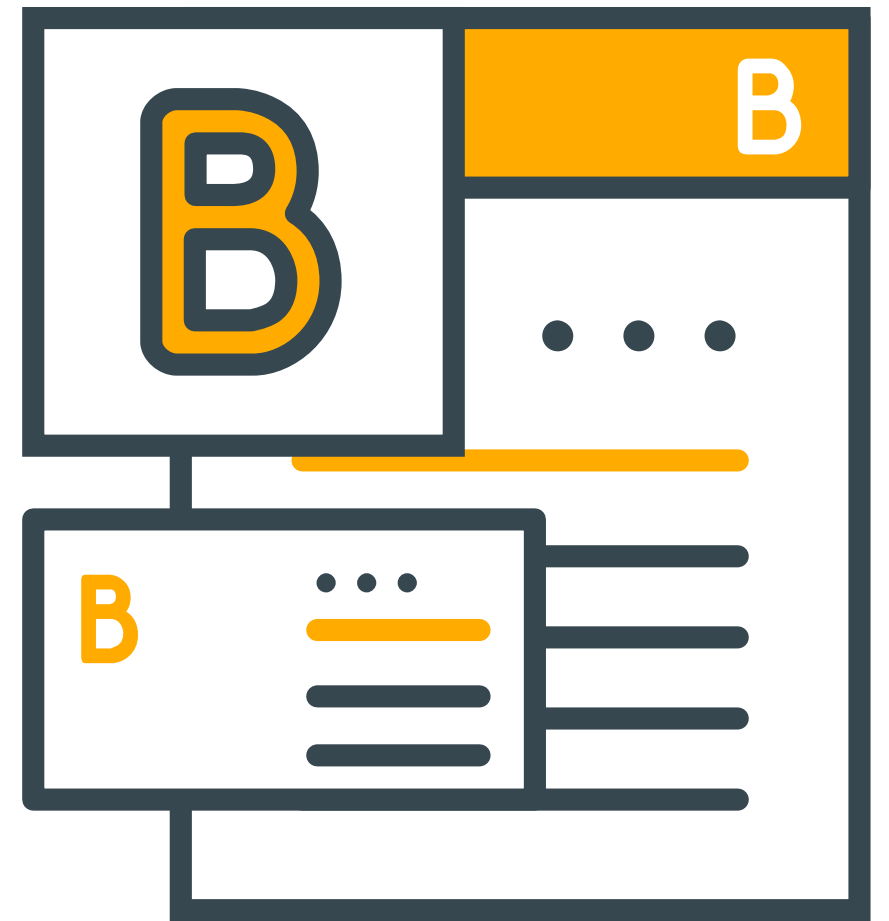
- I know how many products/services I am offering as part of my business.
- I have set these up and they are ready for customers to purchase.
- I have considered teething problems that might go wrong in my first weeks/months trading.
- I have an idea of how many products/services I want to sell in my first few months trading.

- I know my pricing model and have validated it against my competitors.
- I know how often customers will pay me.
- I know how I will get paid (via bank transfer, online, cash etc.)
- I know what price I can afford to discount my business for new customers/early adapters (And I will still make a profit/break-even).



BRANDING

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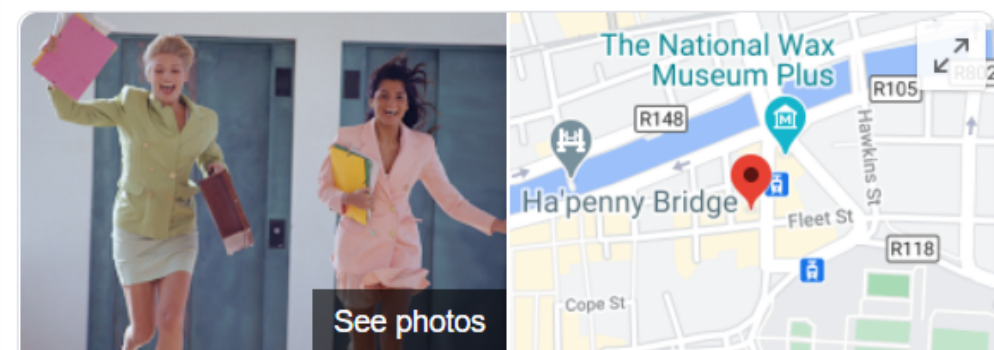
For every category in **Mentor Her**, we produce 6 manuals to help our Mentees in succeeding in life. . These are divided into Freelancing (Journalism and ...

People also ask

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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.

ONLINE PRESENCE

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.

ONLINE PRESENCE



- I have chosen an Instagram handle that clearly reflects my business name, like [instagram.com/mentorherglobal](https://www.instagram.com/mentorherglobal) 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.

BACK END APPLICATIONS



■ 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.

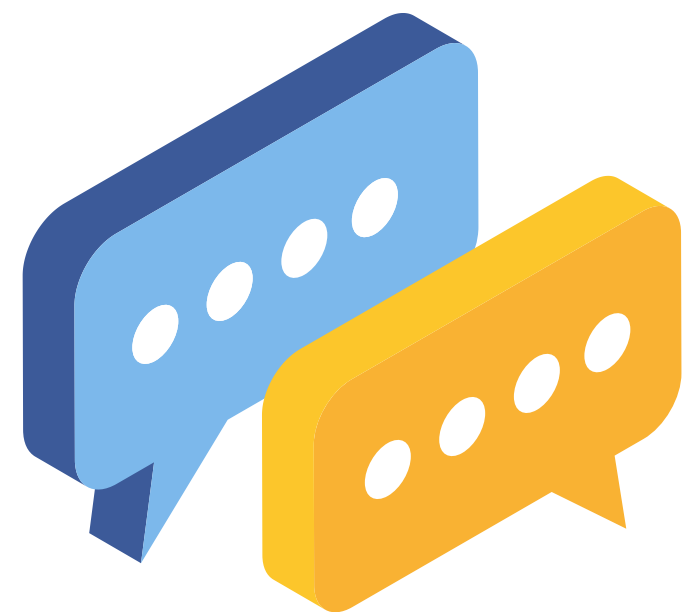


■ I know how often I will be sending newsletters to my current or potential clients and customers. I have designed a newsletter email format that works well with my business. *If you have not yet signed up to an email marketing platform we highly recommend Hubspot, Sendinblue or MailChimp for your marketing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

Next Week



MENTOR•HER

MAKING A PLAN

HOW TO GET TO YOUR NEXT
STEP

PUBLISHED ON
WEEK FIVE

FOR
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