
WEEK THREE

Welcome to the third week of the Mentor Her program. Week Two was all about finding your Mentee's business position so that she had a better idea on what she needed to work on in the future in order to get to that next level. On Week Three, for Growing Your Business Mentees, she is making a plan to grow her business and take it to the next level by making a plan to reach that step. This week, we want to help her get her business to the next stage by breaking down her goals and writing out a clear pathway to success!

WEEK THREE MANUAL INCLUDES:

- Choosing a goal, considering the next goal her business needs to achieve in order to get to that next step.
- Breaking down this goal into money and time and finding out whether she is time or money rich. If her goal is more complicated (i.e. afford to hire an employee or spending money on a marketing plan to afford a sale) we break that down in to the euro equivalent.
- Turning the euro goal into a sales goals that could be represented in the amount of new clients she needs to bring into her business in order to break even on her goal. Where this will be instrumental to some Mentees more than others, understanding how much an expense is worth to a business could help her figure out if pursuing this goal is really worth it.
- Transforming that goal into a time equivalent so that she can break down the number of weeks and days she needs to spend in order to achieve the goal.

QUESTIONS YOU CAN ASK HER:

- From last week, what goal have you decided to work on in your business?
- How long are you giving yourself to achieve this goal?
- Is there anything you need to do first, before you can achieve this goal?
- Will you spend more time or more money?
- Will this goal be worth the investment?
- What does this goal mean to you?

Over the next two weeks, we'll be going over Sales and Marketing ideas to help your Mentee construct better strategies to move her business forward.