



The Ultimate
Fempreneur Success Handbook

How to Start & Grow Your Wildly Successful Business!

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COACH



Hello & Welcome!

Our mission at Fempire is to help you cut through all the noise and help you focus on what matters most when it comes to establishing a sustainable, profitable business.

There are four areas we're going to cover in the following pages that are critical to your business success. If you commit to implementing these strategies and keep plugging away at your business with focus, passion, and determination, you will succeed!

1.

Understanding the 6 Stages of Business Growth.

It's essential that you understand the different phases you have to go through to establish a profitable business. Knowledge of these phases will allow you to pinpoint exactly where you are now so that you can have realistic expectations and you can adapt appropriate strategies for each phase. These stages provide a map of your business journey that will help you figure out where you are now and where you're going.

2.

Master Your Business Mindset - Think & Act Like a CEO.

You've probably heard the saying "Success is an inside job". And when it comes to growing your business, this is 100% true. Your mindset will make or break your ability to establish and run a profitable business. I'll be sharing the top ten mindset qualities you'll need to embrace if you want to succeed in business in the long term!

3.

Essential Tactics to Grow a Profitable Business.

You need to use the right tactics to succeed. Loyal customers and a reliable, growing income are a result of your ability to develop trust and confidence in your brand. There are 10 essential tactics that will help you do just that. These are tried and proven strategies that have helped hundreds of our clients achieve business success. I'm sharing them all with you here.

4.

Master Your Marketing Essentials.

If you're a business owner, then you're in the business of marketing whether you like it or not! Marketing is the process of promoting your business so that people become aware that 1) You exist, 2) That they have a problem you can solve, and 3) They can trust you to deliver that solution in an outstanding manner. Master these marketing techniques and you will thrive!

Are you ready! Let's go!



#1 Validate
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\$ Break-Even

#4 Breakthrough
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#3 Build

#2 Launch
→

#6 Scale
→

#5 Profit
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#1
The 6 Stages of Business Growth

Which phase are you currently in?

1. The 6 Stages of Business Growth

#1 Validate



The first phase is a process of validating your business idea. Before you do anything, you have to make sure that your idea is something that people need and will happily pay for. The number one reason why businesses fail is that “they start making things that people don’t want.” (Arlie Payton, 2018).

In this phase, you need to:

- Develop a prototype of your service or product and ask your target market to try it.
- Get feedback from prospects. Does your idea work? What should you change/tweak?
- Do market research. Get to know your target market, including their challenges and desires.
- Select a business model and figure out how you will monetise your product or service.

Don't invest time and money in your logo, brand, platforms or website until you've done this phase!

#2 Launch



So you've tested your idea and you have sufficient evidence to show you can make money from your idea. Great! Now it's time to get into the fun stuff!

In this phase you should focus on:

- Naming and registering your business.
- Creating your products and services.
- Creating your brand identity - your logo, fonts, and colour palette.
- Creating and launching your website and email database (e.g. MailChimp or AWeber).
- Creating and launching your social networks.
- Begin sharing content on a regular basis to build the following across your platforms.

Time: 6 months - 1 year, depending on how much time you're able to spend on your business. Take the time to do this phase right and launch when you're ready to put your business out into the world and start taking on paying clients - woohoo!

Investment for this phase: \$2000 - \$10,000. If you have another job, don't quit yet! Or make sure you have some backup finances available, because you won't start making much money until you're out of this phase.

1. The 6 Stages of Business Growth

#3 Build

This is where the rubber hits the road as you settle into a phase of 'hustle'. Your goal in this phase is to work hard to grow your audience, grow your leads and optimise your offerings and services.

In this phase, you need to focus on:

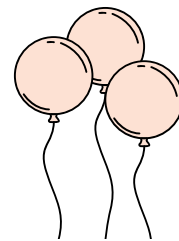
- Growing your connections, your email list, your website traffic, and your social media following.
- Networking, building relationships, and collaboration to build your exposure and connection. Word of mouth referrals are the best way to get your business off the ground initially.
- Creating original content consistently.
- Serving your existing clients really well, refining your offers, getting testimonials and case studies to solidify your credibility.

Time: 1 - 3 years, depending on how much time you can dedicate to your business.

Investment: \$3000+ (invest in networking groups, a CRM, landing pages, pay per clicks etc.)



#4 Breakthrough



This is where you finally feel some momentum and traction! You have a consistent flow of clients and income and you're finally making enough money to leave your other job if you have one.

In this phase you should focus on:

- Staying consistent with your great content to continue building leads and clients.
- Creating sales funnels for all your paid offerings, allowing clients to up-sell into different offerings.
- Introducing automation to give you more time to focus on growing your business.
- Outsourcing time-consuming activities to part-time contractors (e.g. social media & marketing activities, design work etc).
- Up-leveling your marketing efforts.
- Creating passive income opportunities (e.g. online courses, products).

You'll know you've hit breakthrough when **you're generating enough revenue to hire at least two staff members (even if they're not working full-time)**. This frees you up to accelerate the growth of your business.

1. The 6 Stages of Business Growth

#5 Profit



You're finally making more money than you're spending to run your business (= profit). It's time for celebration! However, try to keep a cash surplus in your business bank account at all times so that you can invest money back to grow even more and generate even more profit. This is a time to streamline, optimise, outsource and automate!

You know you're in this phase if you're earning enough money to hire two staff members full time to help you run your business. Other industry influencers are probably reaching out to you to collaborate.

In this phase you should focus on:

- Taking on more marketing channels (e.g. podcasts, livestreaming, YouTube channels and Facebook groups) to get more exposure and position yourself as an industry leader.
- Injecting paid traffic (FB Ads, Google Ads etc) into your funnels so you can scale them up.
- Upleveling your customer support.
- Streamlining and perfecting your offers.
- Outsourcing even more of your tasks.
- Affiliate marketing and JV opportunities.
- Attending industry events - become a keynote speaker.

#6 Scale



Well done! Amazing effort. Now it's time to scale your Fempire!

In this stage, your business is experiencing huge growth and your focus should be on building your team, increasing your overall efficiency, getting media exposure and scaling your offerings significantly.

You'll know you're in the Scale stage if your team is handling most of the day-to-day tasks in your business so you have time to focus on strategy, business development, and growth strategies. You have a dedicated customer care team. You're considered an 'influencer' in your industry. You're ready to scale to \$500k-1 million dollars in gross revenue.

You're able to take even bigger risks in order to grow, knowing that you've built an established brand and reputation.



#2 Master Your Mindset

How to Think & Act Like a CEO

The Top 10 Mindset Qualities You Need to Embrace to be Successful in Business

#1. Your Business is Not About You.

The number one reason why businesses fail is that “they start making things that people don’t want.” (Arlie Payton, 2018). Obviously you want to do something you love and enjoy so you can go the distance, but you need to make sure you’re selling something that people need, or you won’t get off the ground.

Your job is to figure out the ‘pain points’ that people in your niche struggle with, and then find a way to help them overcome those challenges. And do it in a way that’s different to your competitors.

2. Master Your Mindset



#2. It's a Marathon, Not a Sprint.

If you're going into business for a quick solution to your money problems, you're in for a big disappointment. It takes time and persistence to build a profitable business from the ground up. Statistics show that it takes 3 - 5 years of consistent actions each and every day to get to the point where you're turning a healthy profit. And if you're someone who likes to work hard and see instant results (I can relate!), this can be challenging.

In those start-up years, try to view your time and efforts as a process of planting seeds, with the intention to eventually harvest a crop. You're spending your time sowing the ground, making it fertile, and nurturing your seedlings with the right conditions. Over a period of time, your seeds will start to bloom and you'll eventually harvest the rewards. If you're willing to stick it out with persistence and dedication, you will absolutely get there.

#3. Know your 'Why'.

Do you know why you're in business? There's a reason you're pursuing your business. What is it? What's the specific difference you want to make through your work? Powerful brands have a clear vision that their clients resonate with. Starting with 'why' gives your followers and customers a way to identify with you on a personal level (Ranadive, 2017). It communicates your passion, your vision, what you're working towards as a brand. As the great author and speaker Simon Sinek often says:

"People don't buy what you do, they buy why you do it."

Every business knows what they do, and most businesses know how they do it – their systems, processes, or programs. But few businesses know how to articulate their why – their purpose, cause or belief. And as Simon Sinek says:

"Your WHY is why anyone would care about what you do".

What do you believe? When it comes to your business, finish the sentence:

"Because I believe ...".

Your job as a business owner is to articulate your vision clearly, often. Your sole purpose is to show up and "do business with those who believe what you believe". Forget about anyone else. You're not here to serve them.

2. Master Your Mindset



#4. Be Obsessed With Your 'Why'.

You might have started your own business because you're passionate about making a difference, or doing things on your own terms. But as a business owner, passion isn't enough – you need **obsession** in order to succeed. While it can be a wonderful experience building your own business, you also get knocked down and experience rejection, obstacles, and self-doubt on your path to business success. And your obsession will get you through the tough times and inspire you to keep going. It'll get you back on the horse after it kicks you off.

Without a healthy dose of obsession and a clear, heartfelt connection to your 'why', you'll simply run out of steam and give up. Make sure your business vision is one you're willing to obsess over!



#5. Be Willing to Get Uncomfortable – Often.

To succeed in business, you'll have to become friends with fear and discomfort. You'll be required to step out of your comfort zone and do things you might never have done before. Whether it be public speaking, live videos, networking, or something else you find scary, you'll need to put yourself out there in ways that are bigger than you have before. You'll need to say 'yes' to anything that helps build your brand visibility and awareness. It's completely natural to feel fear – you're literally hard-wired to feel scared whenever you step out of your comfort zone; that's how we've managed to survive as a species for so long. But survival won't grow your business.

If you're feeling scared – great! You're on the right path.

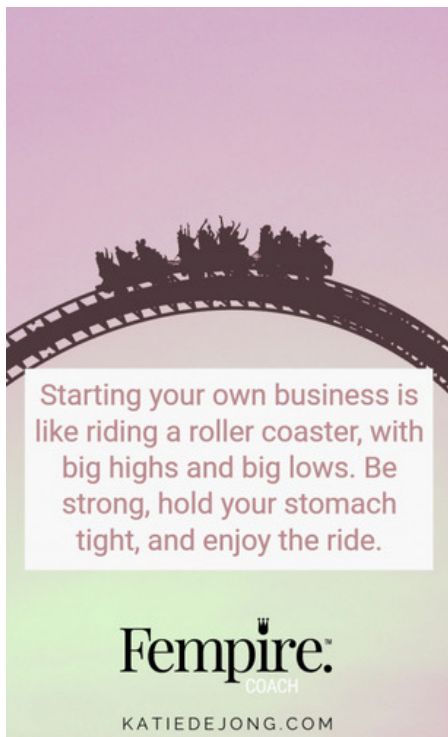
You're growing and expanding. And that's how you get to business success.

2. Master Your Mindset



#6. You've Got This. Develop an Unshakeable Belief in Yourself.

When you're building your own business, all of your inner critics will rise to the surface for you to face. Those little voices in your head that say "You're not good enough" (or other such untrue things) will be right there every time you make a brave decision to step out and put your work out into the public domain. Be prepared to work on your mindset constantly and do whatever it takes to develop a strong mind and an unshakeable belief in yourself and your abilities. Self-belief is absolutely critical to your business success.



#7. Build Your Chicken First. The Eggs Come Later.

One of the big stumbling blocks for many small business owners is the mindset that you need to invest time and money in order to grow a business. Some people go into business thinking they'll be making great money within 12 months, with little investment. But this is rarely the case. I'm going to use a chicken and egg metaphor here to describe what I mean and compare it to being an employee.

As a new employee, you're joining a company that already has a profitable 'hen' (business structure) that's laying eggs (generating income). Therefore as an employee, you show up and do your work, and you get paid (you receive some eggs). But when you're starting out in business, your job is to first build your 'hen'. You need to go through the process of establishing profitable programs, structures and systems to bring in reliable revenue streams. You can't expect your chicken to start laying eggs immediately. It's impossible!

Be prepared to build your chicken first. Then the eggs will come!

2. Master Your Mindset



#8. Adapt a CEO Mindset.

The mindset of a business owner is drastically different from an employee mindset. As CEO of your business, you know that the onus is on you to bring in clients, deliver great customer service and develop a base of raving fans. You need to develop an entrepreneurial mindset. Here are some of the qualities you'll need to develop to succeed as the CEO of your business:

- Be constantly on the lookout for opportunities and follow them up rigorously.
- Get out and network and build strategic relationships.
- Stay on top of industry and market trends.
- Get connected with other leaders in your field.
- Be optimistic but realistic.
- Take calculated risks.
- Develop great communication skills.
- Learn from your mistakes.
- Be an inspiring leader.
- Think outside the box.
- Be flexible and adapt quickly.



#9. Develop a Positive Relationship with Money.

Starting a business requires money to start, to operate and for you to live on as you get established. If you're not good at managing money, those bad habits will follow you into your business. Your ability to generate profit requires the discipline of tracking every cent and reviewing your numbers as you go, so you can start to see patterns and be on the lookout for ways to reduce your operating costs and increase your profit margins. Especially in the early years, you have to be frugal. Which is not something a lot of business owners want to hear! You'll need to get into the habit of saving as much as you can so that you always have a cash surplus. The number two reason why most businesses fail is they "run out of cash".

The fact is, business growth requires investment.

Become friendly with the concept of Return on Investment. Don't look at something as an 'expense', but view it as an 'investment' instead. And how much are you likely to save or get back in return by investing that money? Are you prepared to spend now to save later?

2. Master Your Mindset



#10. Fall in Love with Planning.

If you're someone who likes to fly by the seat of your pants, you're going to struggle in business. Business success requires solid forward planning and strategy. Successful business owners have their entire year of marketing and service activities mapped out, and they have budgets and income forecasts to accompany it. You'll need to embrace the habit of sitting down at the beginning of each month and mapping out what you need to create, achieve, and deliver. I can tell you from experience that planning is something you can learn to love, especially when you experience how much easier it can make your life – and not to mention profitability!





3. Essential Tactics to Grow a Profitable Business.

You have passion, a huge vision and a burning desire to get your work and message into the world through your business – but how do you navigate your way through the mountains of conflicting business advice out there?

How do you know which steps to take and what to focus on first?

Here are our recommendations for the 10 most critical elements you need to implement for business success.

#1. A Professional-Looking Brand.

Don't cut corners when it comes to your brand image. Remember, first impressions count, and in business it's all about developing trust and confidence in you and your brand. Take the time to find a good, professional designer to create your logo, your brand colour palette and your brand fonts, and stick to your brand style consistently. It takes time to build brand awareness among your potential buyers, but it will be so much easier if your brand looks and feels professional.

3. Essential Tactics to Grow a Profitable Business



#2. A Professional Website.

There's a lot of advice out there about how you can build a business without a website and just do all your marketing and sales through social media. But if you take this approach you're limiting yourself. Consumers searching for business in search engines will never find you if you don't have a website. And most people will want to stalk your website before they do business with you because they're trying to establish whether they can trust you.

Your website builds brand awareness, allows you to be discover-able in search engines, establishes your credibility, and allows you to stay connected with your potential buyers. Also, a website gives you the ability to do blogs, videos or podcasts – which can get you upwards of 4.5 times more leads! In this day in age, a website is a 'must' for your long term business success.

#3. Compelling Social Media Profiles.

In this modern age it's essential that you have an online presence across multiple social media platforms. Your social media profiles display your credibility and authenticity. Choose at least two platforms that you will commit to and show up there consistently. You don't have to be posting every day, but choose a consistency that you can commit to and maintain. Consistency and transparency shows that you are reliable and professional.

#4. Make Your Business Find-able.

Take some time to research the important long-form and short-form keywords that people are searching for in your niche and use these keywords across your website so that Google and other search engines can find you. Invest in your website SEO (Search Engine Optimisation) because you want to show up in search results when people are searching for services like yours. There's a funny – but true! – saying:

Where's the best place to hide a dead body? On page two of Google search results.

– Anonymous.

You won't get found without good SEO! Also, use appropriate hashtags so that you can be found across platforms like Instagram, Twitter and Pinterest. SEO is essential for gaining paying customers.

3. Essential Tactics to Grow a Profitable Business



#5. Show Ample Social Proof.

Social proof is validation of you and your brand by your clients, business partners or colleagues. It establishes your credibility. You might have great marketing materials and strategies, but if you don't show your potential customers evidence of where your service or product has worked for other people, they won't be convinced. Social proof includes testimonials, customer reviews, brand associations, partnerships, accreditations or awards that you've won. It's essential that you find a way to show genuine, compelling social proof of your product or services.

#6. Provide Attractive Lead Magnets.

A lead magnet is something of high value that you offer for free via your website or social media, in exchange for someone's contact details. Your lead magnet might be an E-Book, a downloadable checklist or guide, a free video series, or a free training. Choose a lead magnet that allows you to showcase your expertise in your niche and allows people to experience you and your brand – for free.

This approach allows you to build a database (email list) of potential buyers, which then allows you to nurture the relationship with them, build trust and confidence in your brand, and eventually offer your services to them so that they become paying clients. This is hands-down the most effective marketing strategy to build your business.

#7. Establish an Automated Email Database.

Once you have a lead magnet that allows you to collect the contact details of your potential buyers, you'll need a mechanism to store all those contacts somewhere and have a way to communicate with your leads regularly. For that you'll need an email database manager (or CRM – Customer Relationship Management) such as MailChimp, or AWeber, or ConvertKit or InfusionSoft.

Did you know that on average, people require around 20 touch points with you and your brand before they'll consider buying from you? This is why it's so important that you begin a process of communication with your subscribers so they can get to know you and trust you. Implement a welcome campaign that includes around 2 – 5 welcome emails (spread out over 1 – 2 weeks) that provides your subscribers with information and valuable resources that showcase your expertise and establish you as an authority and leader. This will make them more likely to buy from you when you finally make your offers.

3. Essential Tactics to Grow a Profitable Business



8. Offer and Deliver Great Services and Products.

This one goes without saying. In order to be successful in business, you obviously need to deliver services and products of a consistently high standard. Focus on delivering outstanding service and you will get great word of mouth referrals. Statistics show that 85% of small businesses get customers through word of mouth, which means you can spend less time and money on marketing and more time on doing what you do best – serving!

Find a way to package and price your services and products in a way that's compelling and encourages repeat, long-term business with you. Develop an effective business funnel to move clients through the different offerings you have. Try to move away from charging per session or a time-for-dollar model. It's essential that you find ways to package and leverage your services so that you can serve more people more effectively.

9. Produce Great Content, Consistently.

'Content' is the term for any original material you produce to educate or connect with your audience. Content includes blog posts, video trainings, social media posts, podcasts, or downloadable workbooks and checklists to name a few. You need to create content to build your brand awareness, to generate and nurture leads, and ultimately to generate sales.

Good content showcases your expertise, establishes you as an expert in your field, and builds that much-needed trust and confidence in you and your brand. You'll need to find a way to new, original create content regularly in order to establish yourself as a credible brand.

#10. Invest in Systems, Processes and People.

You won't be able to do everything in your business if you want to do all of the above and focus on growing your business. You'll need to invest in a good CRM that automatically captures and nurtures your new leads, and you'll need to automate things such as your calendar bookings, your social media post scheduling and payment procedures so that clients can easily pay you.

It's key that you learn to work on your business and not in your business in order to grow. As you grow, find good people to outsource your time-consuming activities to so that you can focus on serving your clients and growing your business.



4. Mastering Your Marketing Essentials

If you're running your own business, then you're in the business of marketing! No matter what kind of small business you own, the following steps form a complete map for marketing and sales success. Master the following essential marketing strategies (courtesy of InfusionSoft) and you will thrive in business!

#1. Attract Traffic using Social Media, SEO & PPC

Attract leads to your website with compelling content that solves your client's problems. Common content strategies that drive traffic are blogging, free video trainings, challenges, courses, and informational posts on social media.

Use Search Engine Optimisation to get your website found by search engines and use PPC (pay per click) strategies to boost traffic to your website by paying a certain amount to get clicks through to your site.

4. Mastering Your Marketing Essentials



#2. Capture Leads.

If you're driving traffic to your website, then you need to capture that traffic on your email database! Provide valuable content in exchange for your visitors' contact details using an attractive lead magnet (as described in Section 3 above). Use compelling landing pages that speak directly to your target market. Make sure you provide something rewarding that your prospect can use straight away to solve some or all of their problem. Provide testimonials and other social proof to show your service/product works. This inspires trust and confidence in you and your work and encourages people to stay connected with you.

#3. Nurture Prospects

Communicate with your captured prospects on a regular basis. Choose a frequency that you can stick to since regularity and consistency inspires trust in your brand. Make your emails personal and highly relevant to your target audience. The general rule of thumb is provide value 80% of the time and pitch your offers (sell) 20% of the time.

#4. Convert Sales

The next step is to convert your leads into buyers. Once you've nurtured your leads and established your credibility by offering them great value, now it's time to pitch your compelling offer that solves a specific problem they have. If your clients are buying your services online, be sure to have an automated sales process that sends them a receipt, follow up emails and check-ins to see how they're going with their purchase. Also make sure you have secure E-Commerce procedures so that buyers are comfortable buying from your sit.

5#. Deliver & Satisfy

Your top priority is to serve your clients really well. Around 60% of customers will pay extra for better service (ref 1). Happy customers are loyal customers and repeat customers are where you'll start to break through and generate consistent income without spending too much on marketing!

4. Mastering Your Marketing Essentials



6. Upsell Existing Customers

Take the time to develop a relationship with your clients so that they will want to continue working with you. Always provide opportunities for your clients to purchase different offerings after they've finished working with you. Make your products or services flow from one program to another. Once you've solved one pain point for them, what's likely to be the next pain point and how can you solve it?

7. Get Referrals.

Ask your existing happy customers to refer your services on to their friends and families. Happy customers are likely to refer you to 4-6 people on average (ref 1). All you need to do is ask them! Be sure to reward your customers' referrals with a gift. You can encourage referrals by implementing official referral programs. This has been shown to work more effectively than basic referrals, since there's a financial incentive for people to refer your services.



Woohoo! You did it!

You're now armed with all the strategies and insight you need to run a profitable business!

Are you struggling to make the money and impact you desire?

Claim your FREE, obligation-free 30-minute strategy session so we can get your business where it needs to be!

[Click here to apply for your free 30-minute strategy session!](#)

Wishing you so much success and happiness on your fempreneur journey!



Warm regards,

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Let's Connect!

