



Because we are all superwomen

# *HER Business in a Box Start Up & Marketing Guide*

[www.herbusinessrevolution.biz](http://www.herbusinessrevolution.biz)

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## 1.0 What is HER Business Revolution?

### 1.1 History

The HER Business Revolution offers business strategies, support and empowerment to passionate and ambitious Female Entrepreneurs.

Since launching in March 2015, the HER Business Revolution has grown to be one of the most successful and supportive women's business networks, and Female Entrepreneur training and empowerment platforms.

We are constantly expanding and attracting new members across the UK and beyond – you can join our kick-arse community of passionate and ambitious Female Entrepreneurs [HERE!](#)

#### *Founder & CEO*



Serena Fordham is an expert Business Strategist, Growth/Development and Empowerment Mentor to Female Entrepreneurs; as well as a best selling Author, Speaker, Entrepreneur and successful multiple Business Owner.

In Norfolk, where she was born and bred, she is known for being an “Admin Superwoman” (due to being the Founder of [Glow Virtual Assistants](#)); but most prominently for inspiring and empowering women of all backgrounds locally, nationally and internationally.

In addition, Serena is a keen supporter of child and women-focused charities, and is also the Founder of two social enterprise initiatives – [An Hour or So](#); which brings together businesses to raise funds for charitable causes; and [Norfolk Mums](#); which connects, supports and empowers mothers in her local community of Norfolk.

#### *Meetings*

We offer fun and friendly business networking with no pressure; with a speaker at every [meeting](#) to help you grow your business. Plus, we always have great cake!

#### *Events*

We also hold regular [events](#), including an annual women's Empowerment Conference and yearly relaxing business and wellbeing retreat.

## 1.2 Main features of HER Business Revolution meetings

- Women only (with occasional mixed meetings)
- Offers flexibility by way of a variety of meeting locations and days
- Networking for those who don't do traditional networking
- Chilled out and fun networking without the pressure
- A variety of professions, backgrounds and size of business
- Learning and support (Online forum, social media groups, and business mentoring)
- Meeting Speakers sharing their journey to inspire others, or sharing educational content
- The opportunity for members to bring their stands or products to show case
- [Pay as you go – entry fee made payable in advance upon booking](#)
- [Amazing member benefits and discounts](#)
- Donates to a Charity of the Year

## 1.3 Benefits of being a HER Business Revolution Meeting Hostess

- Reputation – As a group hostess this helps to elevate your reputation in the local and national business arenas
- Leads and Referrals – If you are also a business owner, being a group hostess gives you access to many local contacts who are your potential clients/customers. This also raises your exposure, leading to referrals through group attendees
- Discounted and VIP Events – You receive exclusive discounts and VIP access to HER Business Revolution events (such as conferences, workshops, parties and retreats!)
- Free Meeting Entry – Attendance to all HER Business Revolution meetings for free!
- Advertising and Promotion – Publishing 1 blog post per month on the HER Business Revolution website, showing your logo and bio, with backlink to your site (which is super important for your SEO!), 25% off the price of HER Business Revolution website ads, digital logo to display on your website to show you are a hostess, and inclusion in the HER Business Revolution online directory
- Community – Above all you build strong and loyal business relationships with like-minded women. These women support one another, and provide training and opportunities, to help each other progress and succeed both in business and in personal life. Some of these relationships even blossom into long-lasting friendships
- Earn 50% of all meeting profits – so the more people you get to your meetings, the more money you earn!

## 2.0 HER Business Revolution Group Set Up

### 2.1 Venue

The venue of a HER Business Revolution meeting should be carefully selected to fit into the general brand, and in an area that would benefit from a women-only networking group (either there is no such group in existence, or a similar group in the area does not offer the same days/times).

This area will be previously agreed with HER Business Revolution HQ, which will usually be no less than 3-5 miles from another HER Business Revolution group in urban locations, and 5-10 miles from another group in rural locations.

The venue should ideally be independent with traditional décor, or at least without a corporate feel. Existing group venues have features such as log fires, wooden beams, and beautiful gardens. Details of existing meeting venues can be found through [www.herbusinessrevolution.biz](http://www.herbusinessrevolution.biz).

You should negotiate an all-inclusive refreshment and room hire fee at your venue of below £5 per head, to ensure a good return of profit for yourself. Your venue should invoice HER Business Revolution HQ through <https://herbusinessrevolution.biz/contact-us/> after each meeting with 30-day terms.

Before securing a venue, hostesses should seek approval from HER Business Revolution HQ to proceed.



## 2.2 Date and Time

HER Business Revolution meetings can be hosted on any day of the week, which suits the area in which you are hosting. Generally, the time of 10-12am works well as women with children are able to attend after the school run, however you are welcome to pick a time which suits you and your meeting attendees.

The refreshments of tea, coffee and cake are usually most suitable, however the refreshments can be tailored to fit another time if required.

It is important that you agree dates and times in advance with HER Business Revolution HQ so that they can book your selected venue.

## 2.3 Meeting Format

The format for your meeting should run as follows:

**10:00-10:30am – Meet & Greet – check in & grab a cuppa (& cake!)**

**10:30-10:45am – Introductions – what's your name & what do you do?!**

**10:45-11:15am – Speaker's Slot – member or guest speaker/masterclass.**

**11:15-11:45am – Focus Groups – speed networking in small groups.**

**11:45-12:00am+ – Chit Chat – general networking over a good brew!**

## 2.4 Speaker's Slot

As a Hostess, you can help by filling your 'Speaker's Slot' at each one of your monthly group meetings.

Your speaker could be a guest or member, and their talk could be about their business or personal journey, an educational workshop, or an insight into an area of their business. Whatever the topic, this slot should never be a sales pitch!

It is advisable that you organise your speakers at least 3-6 months in advance to ensure you fill your 'Speaker's Slot' at every meeting, and so we are able to promote these on your meeting invitations.

Speakers are always charged the usual entry fee to each meeting.

### **3.0 HER Business Revolution Attendance Fees**

#### **3.1 Meeting Entry Fee**

Each meeting entry fee is £10 for members and £15 for non members (depending on area – London rates apply) payable in advance by booking at <http://herbusinessrevolution.co.uk/book-onto-a-meeting/>.

Speakers are also required to pay this fee.

#### **3.2 HER Business Revolution Membership**

All our meetings are pay-as-you-go and attendees can attend as many of them as they like. Many people stick to their nearest, others travel around them all. Non-members can attend at a higher cost.

We have an amazing Superwomen Membership Club, which is charged at a monthly subscription, and gives the following benefits:

- Monthly premium business, mindset and wellbeing webinars
- Resource hub, video library, online tools and business templates
- Advice, support and live training masterclasses from featured experts
- Exclusive online hub for connection, advice, collaboration and support
- Member access and discounts across all courses, events and networking meetings
- Your business showcased on our online members directory and a member's web-badge
- Access to a qualified and award winning Business Strategist and Development Mentor

Full information and sign up can be found at: <https://herbusinessrevolution.biz/superwomen-membership-club/>

## **4.0 Marketing and Promotion**

### **4.1 Marketing of your HER Business Revolution Meeting**

As a Hostess, you are responsible for advertising and marketing of your HER Business Revolution meetings.

In order to build the contact list and attract women to your group meeting it is a good idea to put flyers in locations where business women will see them, such as leisure facilities, shopping venues, office reception areas, schools etc.

Word-of-mouth is very powerful, and especially if women are the target customers for your business, remember to tell everyone you meet about your HER Business Revolution group as word will travel fast!

Speaking to local press and magazine providers, and sending out press releases, can also help you attract women in your meeting area.

### **4.2 HER Business Revolution Mailing List**

At HER Business Revolution HQ we use the booking details of your meeting attendees to add them to our database, of which we then send a monthly newsletter about all the meetings happening every month.

Please make sure you keep HER Business Revolution HQ updated with all your meeting details so we can ensure these are on this newsletter.

### **4.3 HER Business Revolution Social Media**

Your access to the HER Business Revolution Facebook page, Twitter, Instagram and any other accounts will be through the HER Business Revolution HQ, therefore you can request content to be uploaded on your behalf (however please note that not all content will be authorised).

There is a HER Business Revolution Facebook group for your area, therefore we encourage you to promote your meetings as events within this group, and to encourage your group attendees to join, to interact with other attendees.

Our main Facebook group can be found at [www.facebook.com/groups/HERBusinessRevolution](https://www.facebook.com/groups/HERBusinessRevolution) which provides information about all our online and offline activities, and provides your attendees with business strategies, education and empowerment too!



You are not permitted under any circumstances to create additional Facebook pages, groups or other social media accounts under the HER Business Revolution brand, or related to your meetings.

#### **4.4 HER Business Revolution Website**

Each Hostess will have a page on the HER Business Revolution area website containing details of their meeting location and a booking link to book their place online. You will then be sent your meeting attendee list prior to your meeting so you can inform your venue of expected numbers (usually 2-3 days before each of your meetings).

You will have no login access to the HER Business Revolution website, therefore you wish to update any details on the website please make a request to HER Business Revolution HQ.

You are not permitted to create another website relating to HER Business Revolution under any circumstances.

#### **4.5 HER Business Revolution Central Database**

You will have no access whatsoever to the HER Business Revolution Central Database.



## 5.0 Documents and Templates

All printable documents and templates for your group and meeting can be downloaded from the HER Business Revolution website using your exclusive login sent to you by HER Business Revolution HQ.

## 6.0 Advice and Support

For guidance when running your HER Business Revolution group please visit [www.herbusinessrevolution.biz](http://www.herbusinessrevolution.biz), where you can find meeting and event details, as well as blogs containing valuable information on business-related topics.

Also, if you would like access to additional training videos, tutorials, business strategies, a huge business resource library and featured business experts to support you with running your HER Business in a Box venture you can join our Superwomen Membership Club at [www.herbusinessrevolution.biz/superwomen-membership-club](http://www.herbusinessrevolution.biz/superwomen-membership-club).

Advice and support within the initial 1-month group set up period is available via email to your HQ contact.



**Because we are all superwomen**

You can contact HER Business Revolution HQ via our website <https://herbusinessrevolution.biz/contact-us/>