



Because we are all superwomen

HER Business in a Box Start Up & Marketing Guide

www.herbusinessrevolution.biz

1.0 About 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 – offering both offline events for networking, collaboration, training and empowerment; and online membership, training, support and mentoring.

1.2 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 [Mums Empowerment Movement](#); which connects, supports and empowers mothers in her local community of Norfolk.



1.3 Main features of HER Business Revolution meetings

- Donates to a Charity of the Year
- Women only (with occasional mixed meetings)
- Chilled out and fun networking without the pressure
- Networking for those who don't do traditional networking
- Offers flexibility by way of a variety of locations and times
- A variety of professions, backgrounds and size of business
- Most meetings are free to attend and there is no forced attendance
- The opportunity for members to bring their banners, flyers or products to showcase
- Meeting Speakers sharing their journey to inspire others, or sharing educational content
- Amazing member benefits, discounts, training and support - guests can attend up to two occasions before joining as a member

1.4 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 – 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
- Benefit from our Referral and Affiliate Programmes - contact HER Business Revolution HQ for more information

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.

You/your Area Event Manager should preferably negotiate with your venue; preferably free room hire where your attendees pay for their own refreshments at the meeting.

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. The most preferable option would be that attendees pay for their choice of refreshments directly with the venue at each meeting (should your venue allow this).

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 (although members have priority), 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 your Area Event Manager 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. We do not pay speakers, and they are liable for any of their own expenses and costs associated with speaking at the meeting.

3.0 HER Business Revolution Attendance Fees

3.1 Meeting Entry Fee

Each meeting entry fee is either free (if attendees pay for their own refreshments at each meeting), or individually priced depending on cost and area (if there is a room hire/refreshment charge). To encourage members to sign up it is always advisable to offer members a discounted fee where possible and applicable.

Booking should be made through your area Eventbrite and Speakers are also required to pay any entry fee (if applicable).

3.2 HER Business Revolution Membership

All our meetings are book-as-you-go, and guests can attend three before requiring to join our incredible Superwomen Membership Club.

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

- 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 VIP access and discounts across all events and networking meetings
- Our proven 3 Step Business Accelerator Course Programme (worth over £1,000)
- Access to a qualified and award winning Business Strategist and Development Mentor
- Your business showcased on our members' directory, and promoted online and through PR

Plus, members also benefit from these special marketing and promotional opportunities:

- Speak and showcase at our networking, training, wellbeing and empowerment events
- Be part of our free member only quarterly online virtual networking meetings
- Showcase on live interview in our online community
- Showcase on our members directory
- Showcase in our newsletter
- Blog for our website

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

We also have a Superwomen Membership Club Referral Programme and Affiliate Programme, of which details are always updated on our website www.herbusinessrevolution.biz.

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 send your meeting attendance sheet to your Area Event Manager after each meeting, and 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).

You are encouraged to post and interact in our main Facebook page, which can be found at www.facebook.com/HERBusinessRevolution and 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, Email and Eventbrite

You will have no access to the HER Business Revolution website, email and Eventbrite accounts, therefore you wish to update any details on these please make a request to your Area Event Manager.

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, where you can find meeting and event details, as well as blogs containing valuable information on business-related topics.

There are also additional training videos, tutorials, business strategies, a huge business resource library and featured business experts to support you with running you're HER Business in a Box venture in our Superwomen Membership Club.

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



Because we are all superwomen

You can contact HER Business Revolution HQ via our website

<https://herbusinessrevolution.biz/contact-us/>