



Because we are all superwomen

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



2.1 HER Business Revolution Franchise

2.2 Benefits of being a HER Business Revolution Franchisee

1. Reputation, leads and referrals
2. Discounted and VIP events and free meeting entry
3. Training and support
4. Fixed investment
5. No limit to your financial return
6. Community and yearly event for all franchisees.

2.2 Income and Targets

You have been sent separately your agreement and targets relating to your area, therefore it is important to use these as a guide when conducting activities in your area.



3.0 Marketing and Promotion

3.1 Marketing of your HER Business Revolution Area Meetings and Events

As a Franchisee, you are responsible for the advertising and marketing of your HER Business Revolution area meetings and events, including the costs incurred.

You should support your HER Business in a Box meeting hostesses in the promotion of their meetings as the more attendees to their meetings means the larger your contact list for your larger events will become.

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 meetings and events as word will travel fast! To support this you can create flyers about your events and make sure these are distributed where your target market hang out within the area you cover.

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

3.2 HER Business Revolution Mailing List

Please use your area website sign up bar to sign up any new email addresses to subscribe them to our central monthly newsletter containing all the details of your area meetings and events. Failure to do so will breach your terms as a Franchisee.

You will have no access to the HER Business Revolution central mailing list or any other central data, however you can request for your area mailing list to be sent to you to be used to personally contact your area subscribers, or invite them to your events by importing and sending invitations from Eventbrite.

3.3 HER Business Revolution Social Media

Your access to the HER Business Revolution social media 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). Please refer to the separate social media guidelines for up-to-date details on our social media procedures.

Please do not create additional Facebook pages and groups, or Twitter accounts related to your area under any circumstances.

You are encouraged to post and interact within our main HER Business Revolution Facebook group at www.facebook.com/groups/HERBusinessRevolution.

3.4 HER Business Revolution Website

You have access and control over your own area HER Business Revolution website, where you will update your event and meeting details (of which will be supplied to you by you HER Business in a Box hostesses).

You will have no login access to the main HER Business Revolution website.

You are not permitted to create another website relating to HER Business Revolution under any circumstances, or supply your login details to anyone else inside or outside of the company.



4.0 HER Business Revolution Meetings

4.1 HER Business Revolution Group Set Up and Meetings

For your HER Business in a Box Hostesses to set up and manage their meetings please refer to the HER Business in a Box Guide.

In order to increase your network numbers and income you need to be promoting the HER Business in a Box Hostess Opportunity to increase the number of meetings in your area. All information about this can be found at www.herbusinessrevolution.biz/business-opportunity, and this opportunity is available only by signing up through this webpage.

You should book all speakers and venues on behalf of your Hostesses and you should be the contact for these. Your Hostess might want to suggest venues and speakers and pass you their details to make contact.

Bookings and Payment to attend the meetings should be made through your own area Eventbrite account (which you should set up and link to your own bank account details), and the separate meeting event pages should be integrated into your area website as buttons on your bookings page.

Eventbrite will take payment and record attendees details so you can advise your Hostesses of these, and inform the venues of numbers at least two days prior to each of the meetings.

After each meeting you will then use the funds gained to pay the venue refreshment cost (from their invoice which should be sent directly to your area email address), and then pay 50% of the profit made directly to the Hostess (on receipt of them sending you an invoice for such amount, which you will use for your bookkeeping and accounting purposes).

It is crucial that you support your Hostesses with the set up and marketing of their meetings to ensure that they gain as many attendees as possible, as this then feeds your larger events meaning a more profitable and enjoyable experience for all parties. Please ask HER Business Revolution should you require any support with this.

4.2 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 (you can also offer new

attendees free entry to encourage more new people to be introduced to the business), but it is encouraged that attendees become members after they have attended three meetings as non-members.

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 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 of over 3,500 members
- Showcase on our members directory of over 1,000 visitors per month
- Showcase in our newsletter of over 2,500 readers per month
- Blog for our website with over 1,000 readers per month

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

Remember, the more women that sign up as members means the more that are loyal to attending your meetings and events!

5.0 HER Business Revolution Large Events

It is important to mention at this point that the following events are the minimum of large events we would expect each area to undertake, however in all areas there is scope and potential to organise and run many more larger events, depending on the needs and requirements of your meeting attendees and members.

As examples you could additionally host speed networking events, training workshops, masterclasses, business showcase events, fundraisers, recreational networking event, women's empowerment evenings, etc. The key with all of HER Business Revolution events is to always serve your customers and to think outside of the box and do things differently and in a fun way (because a boring business isn't a sustainable business!)

HER Business Revolution HQ can support you with ideas and help with the organisation of your events should you require it.

5.1 HER Conference

To celebrate International Women's Day 2019, as a Franchisee you will organise and host the HER Business, Body & Life Conference in your main town or city. This event takes place in various locations on or around 8th March 9:30am-4:30pm (local time) every year and its main aim is to be the biggest women's empowerment event, and connect, inspire and support local women from all backgrounds.

Each event has sponsorship opportunities, 3 headline speakers (Business, Body and Life), three-six afternoon workshops/sessions/speakers, business stands, as well as lots of entertainment to empower women on the day. Lunch and parking should be provided to attendees, however other refreshments and extra are included under your own requirements.

Use the HER Conference Master Planning Spreadsheet to plan your event, and Eventbrite is the preferred option to sell your tickets. You also have access to an area on the main group HER Conference website to provide details of your conference, with the link to sell your sponsorship, stands and tickets.

5.2 HER Fitness Fundraiser

As part of our group CSR strategy we host a fundraiser event for our charity of the year in May-August every year. The fitness fundraiser not only helps women in our network with their fitness but also raises valuable funds too. As a standard, this event is usually hosted in a free or low cost hall, and consists of 4 fitness/wellbeing sessions (2 active and 2 relaxing) and tickets are priced around £15-25 for the day (including refreshments if these can be found for free or at low cost, but not including lunch).

Eventbrite can be used to sell tickets.

5.3 HER Retreat

The HER Retreat takes place every year in each area between September and November and is for busy business women, focused on wellbeing and self-care.

It gives the opportunity for women to take a break from the usual stresses of daily life; for relaxation, reflection, and to unwind with other like-minded female entrepreneurs!

This is usually hosted in a beautiful countryside venue set amongst fields and country lanes or by the sea, that can accommodate the number of attendees who book. It is a good idea to get bookings through your website (and invoice them and secure a deposit) before you book the venue, so you know the bed spaces you require.

Cost can vary depending on your outgoings (venue, workshop costs, food and drink) but as a guideline the following can be used.

Member £249 / Non Member £299 for the full weekend – including accommodation, food, drinks, and all activities (limited places)

Member £99 / Non Member £129 for a day place – including food, drinks, and activities for that day (Saturday only)

Here is an example of the weekend agenda. The ideal scenario is to secure free workshop hosts in exchange for social media promotion, and the fact they can promote their offerings to the retreat attendees.

Friday (Day 1):

- 3pm – Settling in, intro & free time (to enjoy the venue facilities)
- 7pm – Picnic dinner (bring your favourite dish!)

Saturday (Day 2):

- 8-10am Breakfast (provided)
- 10am – Bushcraft and team building with Kelly Bond from Grow Her Wild
- 11:30am – Self-development based on positive psychology with Gemma Sandwell from The Happiness Branch
- 1pm – Creating a quick and healthy lunch for busy women with Kerri Page from Glow Virtual Assistants (lunch provided)
- 3pm – Guided meditation for relaxation with Kerry Nolan from Nurturing Womb
- 4:30pm – Free time (to enjoy the venue facilities)
- 7pm – Full hot evening meal (provided)
- 8pm Cocktails and free time (to enjoy the venue facilities)
- Throughout the day – Pampering from Samantha Quinton of The Lanes Clinic (treatment slots to be prebooked and paid for separately in advance)

Sunday (Day 3):

- 8-10am Breakfast (provided)
- 10am Finding your happiness with Katie Oman (The Happiness Lady)

Important info

- Ladies only. Room sharing and bathroom sharing likely
- Food, drinks and activities provided. Please advise us upon booking of any dietary requirements
- Linen and general towels provided
- Please bring your own alcohol and snacks (if required)
- Please bring gym kit, trainers, swimwear and swim towel
- Please bring laptop, notebook and pen

6.0 How to Set up and Market/Promote the Events

Here is a guide you can use to set up and promote your 3 big events, which consists of Planning, Event, and Follow Up.

6.1 Planning

6.1.1 Defining the Basics

Define the details of your event.

WHY (YOUR SCENARIO/MAIN REASON):

WHEN:

WHO:

WHAT:

HOW MANY ATTENDEES:

BUDGET:

Once you have defined the above, you can pick your venue...

WHERE:

6.1.2 Event Specifics

- Decorations (flowers, balloons, table runners, etc)
- Food and drink
- DJ/music/audio equipment
- Screen/projector/laptop
- Photographer/videographer
- Speakers/Workshops/Stands/Entertainment/Etc
- Tables and chairs
- Banners, pens, promotional items, etc
- Event staff

It is helpful to write down people that you know that can offer the above products and services, to create your 'little black book' of contacts that you can call upon – you can also be a little cheeky and ask for little favours (relating to costs and extras) if you know someone personally, rather than just finding them on the internet!

It's ok if you don't know people who can help you pull together your event, as if you ask your current contacts directly, or on social media, most people are happy to provide recommendations.

Always remember when selecting providers that you are looking for 'value' and NOT 'cheap' – it is important to maintain a high level of quality, or your event could have a negative impact on your business reputation.

6.1.3 Planning Sheet and Budget

Delegate numbers:

Expenditure

Fixed costs

Venue

Main meeting room

Syndicate rooms

Balloons

Equipment hire

AV equipment

Technical support

Exhibition board/stands

Speaker expenses

Speaker fees

Speaker travel

Speaker accommodation

Marketing

Website

Social media campaign

Printed publicity

Conference brochure

Post cards flyers etc

Advertising

Print media

Online

PR/press release

Management and admin cost

Conference organiser fees

Delegate registration admin fees

On the day staff costs

Event insurances

TOTAL FIXED COSTS

Variable costs

Online payment cost (i.e. PayPal, Eventbrite etc)

Refreshments

Delegate packs/badges

Chair Covers

Table Decorations

Variable cost per delegate

Plus fixed costs

TOTAL COST PER DELEGATE

GRAND TOTAL

6.1.4 Tickets and Booking System

Once you have an idea of your event costs in advance, this will help you set your ticket price (if applicable). The price of your tickets must be reasonable based on similar events in your area, as if they are too high then they will not sell. If you find that your costs outweigh your reasonable ticket price, then you are best to either find ways of cutting costs, or consider absorbing some of the event costs yourself (if this would benefit your business in the long-term).

Using event booking systems, such as Eventbrite, is the easiest way to sell tickets, however remember that this type of system carries a charge (to either you or your attendee), but if offering a free event there is no charge. On these types of booking systems, you can download your guest list, send out event invites, and track your sales; therefore in my opinion the cost is small compared to the benefits the system brings.

6.1.5 Promotion and Event Invitations

There are lots of ways you can promote your event. For larger events (more than 100 people) at least 6 months of lead time is required to promote, however smaller events can be promoted in just a few months.

To promote your event effectively you should use a mixture of the following channels:

- Social media
- Mailouts to your database (including existing clients)
- Leaflets/stands at other events/banners
- Media – newspaper, magazines, radio

- Booking system invitations
- Face-to-face – asking and networking - Old fashioned paper invitation!

Note: Whatever methods of promotion you use to promote your event, the message should NEVER BE SALESY AND PUSHY – an event is a way to create awareness of you, your business, and your brand and not to be a direct sales tool to force people to purchase!

6.2 Event

After all of those months of planning, the day of your event is finally here! Remember, now is not the time to flap, stress out, or constantly beat yourself up about what hasn't gone right, and what might go wrong!!!

Always maintain contact with your venue and supplier, etc, every step of the way and so they know the exact layout and format of the event on the day. It is a good idea to get to your venue early to set up, giving you wriggle room for anything that could go wrong, allowing you time to relax and resolve.

6.2.1 Suggested Event Format

Create an itinerary for your event, and ensure everyone involved knows the plan. This will depend on the type of event, however suggested format follows:

1. Pre-drinks/canapes/sign in/networking
2. Introduction – to you, your business, and why you are hosting the event
3. Speaker(s)/workshops
4. Round up – thank attendees, mention the future!
5. Food, drinks and networking or event close

For a larger event, you would break for lunch/refreshments.

6.2.2 Other Things to Consider

Other things to consider at your event are:

1. **Photos and videos** – take plenty so you can use for promotional purposes afterwards. It might be a good idea to employ someone to do this on your behalf so you are free to be the **HOSTESS WITH THE MOSTESS** on the day, that's if you have the budget!

2. **Network** – speak to as many people as possible, not just the people you are pursuing as potential customers! You should never be salesy in your conversation, focus on getting to know the person and what they are all about!
3. **Share your knowledge** – use your speaking slots to show your knowledge of your industry and give free advice and tips, which helps to build your credibility in your field.
4. **Show your personality** – use the event to allow people to get to know the person behind your business – **YOU!** Always remember that **PEOPLE BUY FROM PEOPLE!**
5. **Most importantly** – Don't sweat the small stuff, and just **HAVE FUN!**

6.3 Follow Up

You have just hosted your KICK ARSE event, so what's next? Well, you need to shout about your event from the rooftops!

Here is a simple list of the sorts of post-event promotion you could do from your event – which should not only tell people how amazing you are at putting on events, but should encourage more engagement with you and your business, attract more interest (and hopefully more clients/customers!) and allow you to move into different networking circles.

- **Social media** – Regular posts about your event, with images and video clips, to showcase its success. Encourage shares and engagement by asking questions and offering solutions to problems in your posts. Creative a promo video from your event, tailored to sell one of your products or services can also work well on social media (especially as a paid ad).
- **Press Release** – Writing a press release and sending it to local and national media will help you move into different areas and networking circles outside of your usual market. The press loves a fresh story, especially if it has been written for them, so it is a good idea to build a list of good PR contacts that will support you by publishing your features.
- **Mailshot or Newsletter** – Share the news about your event and what happened in a mailout to your database. This should spark conversations about the event, that can then lead to sales.
- **Thank you** – Send a thank you email (or card) to attendees (if you contain an offer or an incentive this works well to encourage custom).

- **Sales follow ups** – From conversations at your event, make calls and send emails to follow up anyone that showed interest in your business and its products/services.
- **Network** – Share the success of your event, and tell people about your next one!

Follow up is paramount to the success of your event, and of future events too, so the post-event promotion is key to turning any leads into future sales.

Due to this, only use GENTLE SALES PROMPTS AND CALLS TO ACTION in your follow up and post-event promotion, and NEVER be salesy or pushy!

6.4 Tips to Pull Off a Successful Event

6.4.1 Be clear about your why!

Try to be clear on your objectives for the event. To build a community? For people to network? To generate leads and sales? To have fun? Generate PR? Build-up your reputation? Start with putting your thinking cap on and brainstorm on the above questions.

Don't have all the answers yet? Don't let that hold you back. Start experimenting. You will have a much clearer idea about your why after the first event – just in case you struggle with this.

6.4.2 Publicise

There's not much point putting in the effort to organise your event if it's not well publicised. Get the word out there using all available means; your current business network, social media, perhaps even targeted marketing. If you can, build a community of attendees that already know each other; this should ensure more interaction and discussion between the sessions.

6.4.3 Make it easy

Make it simple for attendees to register for the event. Depending upon the size of the event, consider using a pre-made registration application. Having people register in advance helps you estimate the attendance ahead of time, and it gets a commitment from attendees.

6.4.4 Attract awesome speakers

Your attendees are there for the speakers (and the networking!), so it's important to attract speakers who offer relevant experience and passion. The choice of speakers will vary greatly depending upon your event type and scale, but it's worth investing time in getting this right!

6.4.5 Make it inspirational rather than educational

Ask the speakers to focus on inspiring attendees rather than teaching them something. Instead of coming away with a technique or two to implement when they get back to the office, attendees came away fired up and inspired to go home, kick ass and build better products.

6.4.6 Choose the venue wisely

A good choice of venue is very important. Make sure the venue is up-scale, is appropriate to your event's needs (for example, audio / visual set up, space for break-out sessions, access to food / drink), is easy to find and has plenty of parking. Nowadays, many hotels will allow you to hold a networking event in their lobby or patio area, and often you can get the space for free if the hotel bar is connected to the space.

And don't forget, if your attendees are coming from far and wide, it's better that the venue is geographically centrally located.

6.4.7 Spend money on branding the event

If you have the budget, branding the event can build an ambience and get everyone psyched up and engaged on the day.

6.4.8 Make event check-in super smooth

It's a great idea to have attendees check in, even if you aren't charging for an event, that way you can track attendance, and if you ask for their email address, you can follow up and announce future events. But don't draw out the registration process.

6.4.9 Meet everyone

Make sure you introduce yourself to every person who attends. Welcome them, and focus on talking about what they do, not what you do. Be a great listener, and take a genuine interest in them and their business. They'll remember you for it.

6.4.10 Be a connector

As you meet and greet, constantly look for opportunities to connect people who would benefit from meeting each other. Keep track of these connections, and follow up next time you see them. Find out if they benefited from the introduction.

6.4.11 Recruit anchors and event staff

There are always a few people at any event who are off in a corner, not talking to anyone. Get volunteers to be anchors for your event (to make sure everyone is ok and talking/interacting) and to help you ensure it runs smoothly.

6.4.12 Provide space and fuel for networking

Attendees will probably derive just as much value from the networking and discussions between sessions. So, you have to make room and time for that.

6.4.13 Follow up, and do it again

Follow up with your attendees. Ask how they liked the event, and get ideas from them about how it could be better. Then plan the next one. If you follow this formula, you'll see your events grow and grow.

6.4.14 REMEMBER that things will go wrong!

Don't stress out, above all else, stay cool and breathe. Things will go wrong. Don't worry about it. For now: just get started! Be creative! Embrace the unknown! And most importantly of all – Have fun!!

For further help with organising your events please contact HER Business Revolution HQ, or our event partners Glow Virtual Assistants can lend a hand! www.glowva.co.uk



Because we are all superwomen

To contact HER Business Revolution HQ visit:

www.herbusinessrevolution.biz/contact-us