

Important Notes & Actions from Area Event Manager Training 06/05/2020

1) HER Business Revolution Company Structure:

- a) Serena Fordham - Managing Director and Head of HQ and online activity.
- b) Davina Bamber and Glow Virtual Assistants provide support for the above.
- c) Area Event Managers (AEM's) in charge of their offline meetings and events in their specific area (and online as required).
- d) Hostesses (managed by AEM's) and Affiliates (managed by HBR HQ).
- e) Customers/Members/Referrers.

2) It is important for you to understand the HER Business Revolution sales funnel and process for turning cold leads into warm leads and sales:

- a) Business women see our online ads or like the HBR Facebook page.
- b) They are then encouraged to visit www.herbusinessrevolution.biz/free-gifts-training where they sign up to our email list, Bot list and can book onto our networking events too (all with offers of freebies!)
- c) They receive a series of welcome emails - first with a free HER Revolutionary Daily Planner which is a printable to help them plan each day, second with an introduction to HBR and the third encouraging them to join networking meetings, access 3 free training videos and 5 free sales strategy tips (this encourages trust and reputation of what we do at HBR).
- d) They get emailed our monthly newsletter twice per month and messaged through messenger each week (which is why it is so important to keep adding your new contacts to the mailing list through the website sign up bar and keep HQ updated with all your meeting and event details).
- e) They then join our networking events as a guest, which is where Hostesses (at the meetings) and AEM's (as individual email follow up) need to encourage them to join our Superwomen Membership Club (standard or elite plans) to continue networking and attending events after they have been twice as a guest.
- f) Retarget ads and communication with page likers and those who interact with posts also help to convert these women to our membership.

3) Due to the above AEM's should be focusing on:

- a) Facebook page likes so they get directed to free training.
- b) Organising and promoting your meetings and events.
- c) Keeping mailing list updated with new email addresses via website top bar.
- d) Follow up re joining Superwomen Membership Club. It is key to remember that all meetings, events and online activities are designed to point to joining the SMC.

4) Area meetings - these are on hold at the moment but as a guide each AEM should be aiming for at least 4/5 in each of their areas to be happening on different days and times each week to offer variety. These can all be delivered online at the moment. Process for Meetings:

- a) All AEM's to set up meetings on their Eventbrite account then share these automatically as Facebook events through Eventbrite - then you can invite/tag contributors, usual attendees and anyone who would be interested (also asking them to share the Facebook event and tag/invite others who might be interested too!) All AEM's should be interacting on the Facebook page, and it is important to tag all involved (i.e. hostesses, speakers, venues, etc) in meetings/events in all related social media posts and to encourage them to promote via email, social media, message and in person.
- b) During each meeting/event use these as opportunities to sell SMC, gain bookings for future meetings/events, and gain feedback using the survey (link below) using a mobile device or tablet.
- c) Add photos/videos/live stream of meetings/events to Facebook group/page and tag those in attendance of your event.
- d) AEMs to use Eventbrite email function to follow up networking meeting attendees - email to include link to Survey Monkey survey, link to join SMC and saying they can click on their area and find details of the next meeting (and all future meetings) at:

www.herbusinessrevolution.biz/networking-events

Survey Monkey Survey:

https://www.surveymonkey.com/create/preview/?sm=4r4ARlcMv1O6TwgWsF4xHY_2FpSh_2FKlq8aLnKExVKUJW4_3D

5) Organising 2020 bigger events - at the moment focus is on the HER Online Business Expo happening in August 2020 and gaining members to showcase on it. Carol and Hannah are running this event and Davina is supporting the promotion efforts. I am focusing on HER Business Elite Academy May intake and recruiting new members for that, and Daniel is focusing on growing London area:

All Eventbrite and website admin for larger HER events is handled centrally, and a referral link will be set up for the AEM and Hostesses to use to promote the big event and to track ticket/stand/sponsorship sales. The venue will also be booked centrally, and HQ will support AEM's in arranging speakers and event entertainment, with the aim to encourage AEM's to focus on their smaller networking events to build up their areas and convert attendees to Superwomen Membership Club members, which will then help to sell stands, sponsorship and tickets (if there is a cost to these, although it is good to offer most events from free or low cost entry to get more bums on seats) to the larger HER Events, which AEMs and Hostesses should also be focusing on!

6) Important Information Links:

a) SUPERWOMEN MEMBERSHIP CLUB MEMBERS & SOCIAL MEDIA 2020 SPREADSHEETS (including new figure reporting spreadsheet):

<https://docs.google.com/spreadsheets/d/1FMgLy4OK7c3kbbKOgg8-j212IPFVcmIMkaf8gMoEpAI/edit?usp=sharing>

b) Website with all information (Bible!!):

www.herbusinessrevolution.biz

c) Networking Meetings:

www.herbusinessrevolution.biz/networking-events

All meetings/smaller events should be put on your Eventbrite and link and description sent to serena@herbusinessrevolution.biz asap so these can be added to the website, mailout newsletter and central social media platforms.

d) Superwomen Membership Club:

www.herbusinessrevolution.biz/Superwomen-Membership-Club

e) SMC Referral Programme:

<https://herbusinessrevolution.biz/superwomen-membership-club-referral-programme/>

f) Hostess Opportunity:

www.herbusinessrevolution.biz/business-opportunity