



HER SUCCESS

SHE OWNS IT

Power, Passion, & Positioning:
Turning Dollars Into Dreams



HER SUCCESS

Expanding the limits of extraordinary young women.

Hello Gorgeous:

Her Success, Inc., here!

We'd like to start off by saying thank you, thank you, thank you for taking this entrepreneurial crash-course with us. As the mission of Her Success, Inc., is to *specialize in expanding the limits of extraordinary young women who are often overlooked, discredited, or underrepresented*, we felt the best approach was to roll up our sleeves, get into classrooms, and work with communities of women who will be the entrepreneurs of the future.

Please take time during this guided class (using this self-guided workbook) to forget your hesitations, forget "what people would think", and jump with us into the world of entrepreneurship. We can't promise that it'll be easy, but we can promise that we're here to help you along the way. **HOWEVER**, we do have a few conditions you must accept before we can officially be partners.

1. Dream **BIG** & don't be afraid to do it out loud
2. Embrace our judgment free atmosphere. We're here to dream, share, and prepare without any hesitations!
3. Support your sisters, whether you just met 5 minutes ago, or you're old friends from high school-- be your sister's keeper
4. Put thought into your worksheets... they're simple but the impact is mighty! Also, be sure to ask questions, nothing is too silly.
5. Believe in yourself, because if you don't... why should anyone else?

If you can commit to those 5 rules, then we're ready to go. Turn to the next page, and let's get things started-- **we believe in you; don't forget that!**

xoxo,

She'Neil Johnson
She'Neil Johnson, Co-Founder

Brittani Treadway
Brittani Treadway, Co-Founder



The entrepreneurial process is one that many have different approaches towards conquering. Some prefer a “just do it” approach and encourage many to jump in immediately. Others, take a more calculated perspective and favor having thorough plans prior to taking any action. Here at Her Success, Inc., we take a hybrid ‘She Owns It’ approach, which combines the most impactful elements of both to lay a solid foundation towards being #TheBoss.

After boiling down our larger scale course offerings we believe, **Power, Passion, & Positioning** is an awesome introduction to how girls can begin their pursuit of entrepreneurship. Each section will build on the previous, and at the end we’ll have the blueprint to the master plan!

Let’s begin with, **Power** (because it’s in all of you).

- POWER -

Power, is about digging deep into yourself and embracing the art of mindfulness. Use this section to be very open and honest with yourself about what you bring to the table... it’s probably WAY more than you realize.

Let’s walk through some opening questions, please write your responses or follow the question prompts using the below space.

1. What does being an entrepreneur mean to you?

2. When you think of an entrepreneur, what do you think of? List as many different kinds of entrepreneurs you can think of.

3. Do you desire to be an entrepreneur? If so, why? If not, why not?

4. What do you think is the **scariest** part of embracing entrepreneurship (what would hold you back?)



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Let's break for an activity (that'll be helpful during the rest of the lesson)! Use your BYOL device and go to www.16personalities.com! This is a free, shortened version of the Meyer's Briggs Personanalysis Testing. **Place your read-out letters in the box and then take some time to read about yourself, while the rest of the class finishes.**

My Meyer's Briggs Outcome:

The world needs you! The world on a global scale, your interpersonal world, and of course the world of women who own businesses. Seriously though, a world without women in business is one that is powerless.

Did you know? *In the U.S. and Europe, women are 18 percent less likely to believe they have the capability to become entrepreneurs (Inc. Magazine).*

Let's Discuss! *Turn to your neighbor and quickly talk about why you think that women in the U.S & Europe feel this way?*

So, let's dig a little deeper and focus on **you!**

5. Use the chart below to list your strengths, weaknesses, and technical skills (remember to include everything you can think, like if your selfie game is really strong, that's totally a strength!)

| <u>STRENGTHS</u> | <u>WEAKNESSES</u> | <u>TECHNICAL SKILLS</u> |
|------------------|-------------------|-------------------------|
| | | |



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Common Traits of Entrepreneurs

- Possess Determination
- Risk Takers
- Confident
- Crave Learning
- Passionate
- Highly Adaptable
- Good Understanding of Money Management
- Expert Networking
- Great Selling Skills

Common Misconceptions of Entrepreneurs

- Entrepreneurs Are Born
- Motivated To Only Get Rich
- They Are Rich
- Have Cushy Hours
- Do Everything Themselves
- Well Connected = Success
- Have More Personal Time
- Business Degrees

7. #NameDrop -- Who do you consider to be a successful entrepreneur and why?

8. Based off of your personality test, the information you discovered during the **Power** section, and based on your skills and talents – **What skills/talents do you already possess that make you a great entrepreneur in the making? #HumbleBrag**



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- PASSION -

Why Passion? Passion is important because without it we cannot fuel our fires. All entrepreneurs need to feel a connection to the product or service that they're aspiring to offer, because when times get hard (and they will) passion for your craft will get you through. Let's start by thinking of passion from a broader perspective and then boiling it down.

Let's Chat! Take a moment, close your eyes, and think about the following questions: **What inspires you? If you could do anything that you wanted to, what would it be?**

1. **Think to yourself:** What are you doing now that brings your passions, inspiration, and potential entrepreneurial venture together? *List a few ways* you could use what you're inspired by to make your passion a career.

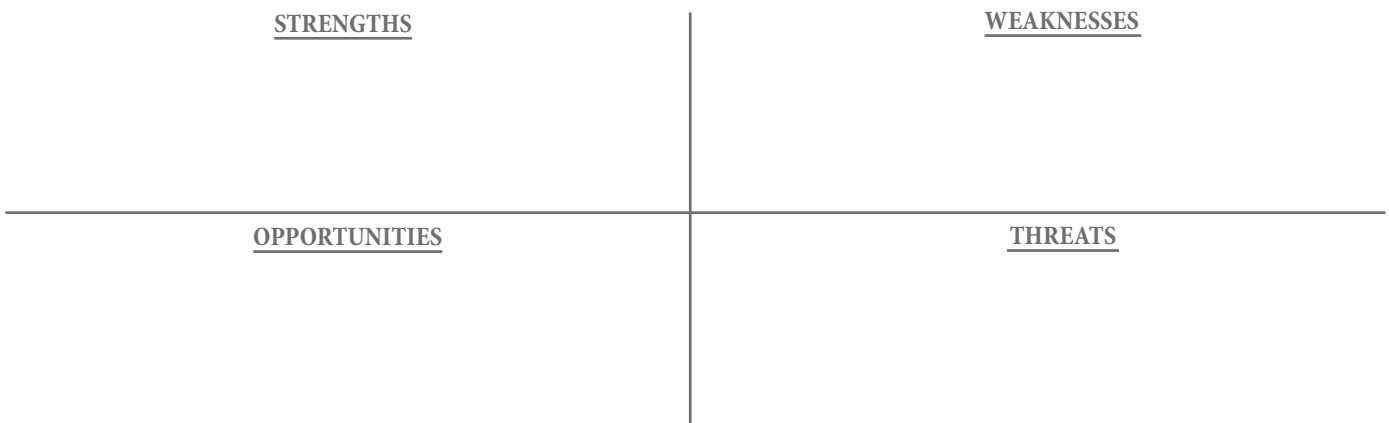
In order to turn a passion (dream) into an actual idea (soon to be dollars) we need to assess the feasibility of success surrounding your dream. **We know what you're thinking right now: Why would they tell me I have great ideas and then question them?** Fair question!

Part of the ideation phase of entrepreneurship is digging deep and figuring out how much you're willing to ride for your idea. You need to strive to know and understand every aspect of what you want to bring to the table. Be open and honest with yourself, consider bouncing the thought off of friends (both entrepreneurial minded ones and non), and take time to think everything through. Ultimately, *the only person who needs to think your idea rocks (initially) is you*. So let's take a look at your potential venture from a practical angle, using SWOT. Some things to think about during your analysis are highlighted in the Good Idea v. Needs Work Idea box above.

Good Idea v. Needs Work Idea

- Is there a market for what you're offering?
- Is it adjustable and adaptable?
- Are you willing to fail before you succeed?
- If it doesn't work at first, will you try again?

2. Using the space below, create a SWOT (strengths, weakness, opportunities, threats) analysis of your idea.





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- POSITIONING -

Using the things we discovered in Power & Passion -- we can combine them to start working through our **Positioning**. Think of positioning in the less traditional “marketing” sense, meaning literally where one stands in the market, but rather: **what are the tactical steps I can take to start turning my dreams into dollars?**

••••• **Tactical:** adj., [of a person or their actions] showing precise planning; aiming at an end beyond the immediate action. •••••

Let’s start with the basics!

1. How do you best stay organized? List some of the methods you use to stay organized in your day-to-day life (they’ll be important for #entrepreneuriallife).

Think Out Loud! What is the cadence that you’d like to set your goals? (hint: Her Success has a recommendation)

Now let’s get into it...

Time to take everything that we’ve worked on and start putting things into action. Achievable actions always start with goals & #SheOwnsIt firmly believes goal-setting is the key to obtaining success.

Let’s goal set for Q1 together! We’ll do a walk-thru as a group and then you’ll have a template to goal-set for the rest of the year. All goals should be SMART!

Using the provided sheet of cardstock make a goal-setting web with us.

S - specific, significant, stretching

M - measurable, meaningful, motivational

A - agreed upon, attainable, achievable, acceptable, action-oriented

R- realistic, relevant, reasonable, rewarding, results-oriented

T- time-based, time-bound, timely, tangible, trackable