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Business Mentorship Program for Women Business Owners 2012

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The **Business Mentorship Program for Women Business Owners** is a 12-month program led by Sue Painter. What will you gain as a member of this program?

- ✓ Teaching and personal time with Sue Painter, a very experienced mentor and successful entrepreneur
- ✓ Strategic planning for your business
- ✓ A gain in personal and business skills
- ✓ Confidence in decision making, marketing, leading, and making more money in your business
- ✓ Support as you grow yourself and your business to the vision you see and want to make real.

You can find out about Sue's business experience, teaching, and mentoring skills by [going to this link](#).

Why would you join this program?

The Business Mentorship Program for Women Business Owners is designed to serve women business owners who are committed to growing themselves and their business. The group is a good match for you if you want

- A program that considers both business and personal goals
- A mentor who takes both the lifestyle and the business you want into account
- A group that provides acceptance of what currently exists for you, while expecting change
- A place that encourages and challenges you to make substantial growth in personal mindset and business profits.

I've counseled and mentored others long enough to realize that **woman business owners long for a place to gain wisdom, business acumen, and personal growth that offers the opportunity for connection, brainstorming, and collaboration. At the same time women want workable, useful business tools that will grow her business without wasting her time.** As a successful business woman myself, I have participated in and lead many mastermind and coaching groups. I know what types of groups work, and which only create additional deadlines and overwhelm.

The Business Mentorship Program is specifically for business owners who have an established business that is at least a full year old. Do these statements describe you?

- ✓ You have customers or clients but you want more
- ✓ You know basic business and marketing tools but are ready for new knowledge and help in carrying out what you know
- ✓ You would love to be in a small, select group of other women business owners who are serious about their business - it's not a hobby to you or for other group members
- ✓ You are ready to get away from constant overwork, overwhelm, confusing and conflicting programs, and lack of personal time

Are You A Match For This Program?

If you read the description of women business owners above and said to yourself "this is me" you are exactly who will benefit from this group. You might have several key issues facing you and your business:

- While you have customers (or clients) and are making money, you are in a cash flow issue and worry about whether you can really afford to hire help - yet you absolutely realize you cannot continue to handle your business alone or with your current staff.
- As your business has grown so has the demands on your time. While you are serious about taking your business to the next level, you have frequent time crunches and increasing conflicts between your business and personal lives. This often leaves you or a family member frustrated and disappointed, and sometimes makes you wonder why owning your own business seems to suddenly take more time than working a job.
- You see and feel the shifts that are taking place in the world economy and realize at some level that while you are doing OK, it's getting harder to control your operating costs.
- You really need to keep on your toes and make good use of new marketing methods but rarely have time to sit and study what might most help you. You need condensed, succinct information about marketing, social media, business systems, best use of staff or personal assistants, and time management.
- While you love being self-employed, it's hard to be "on" all the time as the face of your business. You truly need and would appreciate feeling less alone and more supported and encouraged by others who understand your situation.

Here's What I Believe You Want and Need:

You're truly committed to your business, and you need results! Specifically, you'd like:

- A systematic, simple way to constantly prospect for new customers (or clients) that works and doesn't leave you feeling over-committed, exhausted, and constantly feeling like you are chasing after new business.
- Concrete tools, techniques, and systems that help you to understand, watch, and contain your operating costs so that your profit margin is higher and your time is not wasted.
- Participation in a small group of go-getter, savvy business women who offer you support when you feel alone or uncertain, give you straight but supportive feedback, and who have your back.

Business Mentorship Program Description

The Business Mentorship Program for Women Business Owners is a small (6 to 10 women) year-long mentoring and masterminding group for women that I've personally designed to provide a stable community in which to get information, support, wisdom, and brainstorming that you can immediately use in your personal life and to grow your business.

Here's what this program is NOT:

- A simple monthly phone call that is poorly attended and facilitated by someone who isn't a successful, established business owner.
- A program that teaches very basic "how to get set up in business" content.
- A group that isn't provided the opportunity to stretch themselves by reading or listening to the latest trends in small business marketing, customer behaviors, and shifting world patterns.
- Retreats in which you listen to guest speakers who pitch additional programs to you.

Here's more about what the Business Mentorship Program IS:

- Carefully focused, balanced, and designed to provide you with solutions to the things you most wonder about in your business.
- Answers your need for encouragement and support from people who know about you and your business
- Challenges you to grow toward the vision that's in your head for the life and business you really, truly want.
- Trains you in a method of decision-making that includes both logic and intuition. (Every single person of wealth I've ever mentored with or interviewed has told me that their biggest decisions were made by combining their knowledge with their gut.) You'll have a step-by-step method for critical decisions that will help you feel certain and satisfied with the decisions you make.
- Helps you design a planning calendar for 2012 that keeps your minds and heart active and aware of the daily work required to keep your business healthy, while also being mindful of the work load and how to build in times for your own down time. (I know that when you own your own business you really never turn off and that sometimes your best business ideas come when you are floating in the pool or exercising or on a trip. We'll build these times into your calendar and respect them for providing respite as well as new vision for yourself and your work.)

The group helps foster friendships with women who are also business owners and understand the world you live in. It's designed to give each member solid support, and a sense that others have your back. This bottom line feeling helps you to relax and be open to the opportunities for expansion and growth for yourself and your business.

The Business Mentorship Program is different!

- The group's leader is an established, successful businesswoman who has built, grown, and sold a business and built a second business. She's not fly-by-night or inexperienced - she's been self-employed since 1998. You would be hard put to find another mentor who has the depth of experience and training. She has studied with every major small business coach in the United States and can bring an enormous, encyclopedic knowledge to the table that few business coaches can match.
- The group is focused on building knowledge and personal skills that are what you need when you need them. While the group has planned content and exercises for each month, it also makes time for the "hot topic" you most need help with.
- The group's leader believes in and takes into account that personal situations can affect your business and stands ready to help you see those effects and minimize them as quickly as possible, before your business's bottom line suffers.
- We work in person (so that you can develop a strong sense of support and community) twice during the year, and Sue is on Web Cam each month, so that we are as "real" as possible and get to know and trust each member.
- You're provided additional reading or listening materials over and above the monthly content, with an Open Chat opportunity to discuss each (quarterly).
- You get a solid combination of group support and business skills content.
- You are expected and required to participate in the two live events and the calls throughout the year - this isn't a "listen on the run" type of group.

My Philosophy About Mentoring and Small Groups

We are complete beings, so what happens to us in one part of our lives can't help but impact other parts. This group takes that critical point into account. The Business Mentorship Program benefits you **and** your business - it's not a lopsided program in which you only talk about your business, or only get support for your personal or spiritual growth. It's long enough to let you dig in to what you really need to do. **Graduates of this program should feel confident, decisive, determined, grounded, and peaceful about being a successful business owner.**

I believe that your success comes from feeling supported, challenging yourself to move ahead despite fear, balancing the needs of your family with your needs as a businesswoman and for yourself, and committing to consistent action toward the goals you've set for yourself. When we make commitments to join a program that very action begins the energy of commitment and success - I truly believe that and have experienced that in my own life many times.

If you ask people who have worked with me, you'll hear that I'm extremely perceptive, funny, very to-the-point but in a full-hearted and supportive way, a very creative marketer, a good idea person, and someone who will challenge you to set goals and face doubts head on. You can read some testimonials about my work by [checking my profile on LinkedIn](#) or by [going to this page on my website](#).

Business Mentorship Program for Women Business Owners Benefits

This unique Business Mentorship Program gives you specific benefits that include:

- A full twelve months of mentoring and brainstorming with very experienced leader and a small enough group that you can get to know them, and they get to know you.
- Two live, in-person meetings (two days each) that give you both content (business and personal growth) as well as focused brainstorming time for each member. (In person meetings will take place in March and September, 2012.)
- One "teaching" MP3 audio with a full PDF transcript and a worksheet delivered the first week of each month to you (electronically) which you can listen to, read, and work on at your pace and schedule. Content for the teaching calls is pre-planned for the entire program, but is flexible enough to change when something specific becomes "hot" within the group. Some of the planned topics (subject to change if the group needs a particular topic) are:
 - ✓ Creating clear vision for your target market and ideal client and acting on that vision
 - ✓ Step-by-step set-up of a dynamic web presence that becomes an automated marketing machine for your business
 - ✓ Easy to use marketing plans designed specifically for small business owners who don't have large bricks-and-mortar buildings in their operating costs.
 - ✓ Annual planning that allows adequate time for your personal life and creates a systematic timeline for launching new products or services throughout the year.
 - ✓ How to schedule and protecting "down time" (including reading time) for women entrepreneurs along with how to take this time without feeling guilty or bad.
 - ✓ My 3-step system for predicting, planning, and creating income that increases each year in your business
 - ✓ Best practices for using social media to build your prospect list and relationships
 - ✓ Decision-making with confidence that includes both logic and intuition
 - ✓ Setting up simple but effective systems to watch your operating costs and planning costs for launch of new products and services
 - ✓ Trends in small business and how to look for new opportunities for your business.

- One call in the third week of each month (90 minutes) for Questions & Answers about that month's teaching audio and worksheet, quick updates from each member, and "hot seat brainstorming time" for any group member who needs it. (I prefer that we use SKYPE with Web Cam so that you can see me and each other, although you may also call in).
- Six individual, one-on-one half-hour calls for each member with Sue during the 12 months. This time can be used once every other month or combined to make 3 hour-long calls during the year, scheduled in advance but when you most need the time. (Your personal time with Sue must be used before December 15, 2012 and does not carry over into 2013.)
- Access to Sue's extensive list of contacts in almost every business field. As a successful business owner who is privately mentored by millionaires, Sue's contact list is extensive. She'll put those people at your service whenever she can if the need arises.
- A private access Facebook group for staying connected and sharing ideas, successes, and problems. This will be a great place to comment on each month's "teaching" MP3, ask questions, and share ideas. Sue will be an active participant in this group, and will post links to additional resources throughout the year as she comes across them.

The Business Mentorship Program's Extras

I'll provide a few extras that make the mentorship program unique and create opportunity and value for each member, too!

- A guest speaker at each of the in-person meetings who is successful, established, and an expert in their field. We'll have a round-table discussion with each guest so that you have time to benefit from their expertise and ask questions. Our guests will give you the benefit of hearing from another expert along with Sue (but no pitches).
- Continuing education on "grow yourself to grow your business" topics. You'll receive a book or other reading material quarterly and have the opportunity to discuss each in a specially scheduled chat. You can receive the book in physical or Kindle form (if the book is available in e-book format.)
- A complimentary copy of The Confident Marketer's downloadable e-books and case studies will be sent to each member throughout the program, as new items are published. You can count on at least 4 of these extras coming your way during the year. At the program's beginning you'll receive these e-books:
 - Simple Business Plan
 - How To Have A Sales Conversation
 - Create Your Own Income
 - Support From Family and Friends
- Time to relax and bond with the group members at special events during our live meetings.
- Access to all teleclasses, teleseminars, or webinars delivered by Sue during 2012 free of charge.
- Substantially discounted prices for VIP half-day or full-day personal coaching with Sue during 2012, at half her normal VIP day fees.

My personal guarantee

I will refund 100% of the money you have paid to be a member of the Business Mentorship and Growth Group at your request, if you feel you are not getting value, up until the end of the first in-person meeting (you must attend the meeting and stay through the end of the second day). This money-back guarantee ends at 6:00 PM Central Time on the second day of our first in-person meeting.

The Big Question!

Is this program right for you? I believe that you get what you need best when you work in ways that suit your own personality and style. Does this sound like you?

- ✓ You know the value of always learning.
- ✓ You are open to growth and change.
- ✓ You are successful in your business but you're tired, need to make more money, and want to figure it out.
- ✓ You really would love to have a small group of other women business owners with whom you can be yourself.
- ✓ You feel isolated now and then.
- ✓ You're ready to commit to the schedule and commitment and understand that the more you participate, the more you will receive.

Sound good to you? Have more questions? I invite you to [complete the application](#). I'll then be in touch to schedule a brief chat. We will talk about your current situation and see if the Business Mentorship Program is a good match for you. We'll be able to discern if the group will give you what you need to grow yourself and your business. I'm looking forward to getting your application and chatting!

Sue Painter

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P.S.! Would you like to get a sense of how I work? I invite you to download two case studies that are actual, real-life business situations and how I worked with them. Just click on the links below to download the PDFs.

Case Study One - [Clear Vision and Your Ideal Client](#)

Case Study Two - [How To Recognize a Marketing Opportunity and Act Quickly](#)