



PROMOTE
HER
BUSINESS



THE 12 PRINCIPLES TO PROMOTE HER BUSINESS

MOVE TOWARD BUSINESS MASTERY

Why is Promoting Her Business More Important than Ever?

Do you have great products and services and want more people to know about them? Are you great at what you do, but you are feeling overwhelmed and frustrated by how the world of marketing seems to be constantly changing? Do you want to be able to say you're not just masterful at your core strength, but you're masterful at running your business?

Business Growth and Success doesn't just happen: It takes intentionality. It takes business know-how, not just product and service know-how. Success stems from continually learning the best practices in marketing, sales and business. And then it takes dedication to train yourself and your team to consistently implement these habits of excellence (or what we call "Principles").

Many Women Entrepreneurs have world-class, transformational products, services and ideas but they weren't formally educated on how to build a sustainable, beloved, profitable business. Were you?

There is so much you could focus on, where do you even start? What's most worthy of thinking about year-over-year? Our Promote Her Business (PHB) community is here to offer you expert guidance and peer mentoring, so you can move your business forward faster while lessening the learning curve.

The 12 Principles to Promote Her Business are the foundational building blocks to being a successful Woman Entrepreneur. These Principles cover everything from your plan, your brand and your tech - to your marketing, your sales, and more! In PHB's year-round *12 Principles Learning Lab*, together we demystify the process of marketing and sales so you can be seen, create raving fans and do more "business her way."

What's the Easiest Way to Learn The 12 Principles?

The *12 Principles* provide an easy-to-follow, step-by-step process to transforming both your business and business-relationships. In order to improve real-life application and get the most valuable real-time results, we focus on learning & implementing one Principle each month for 12 months. This way, we explore all 12 Principles over the course of each year. We do this together year-after-year so that you can "move toward mastery" as you *Learn It. Live It. Lead It.*

Start your journey now, and begin with the Principle highlighted this month. Below are each of *The 12 Principles to Promote Her Business*, your proven roadmap to accelerate your business results this year!

The 12 Principles to Promote Her Business

Principle 1 – Your Power (January)

Ready to step into your feminine power? It's a beautiful and often under-played asset. Leverage the feminine (in your own way) to attract more clients & re-energize your biz with creativity!

Principle 2 -- Your Plan (February)

Do you have a clear plan for your business, which you have faith will work? Now's the time to revisit it and create a more effective plan, mam.

Principle 3 -- Your Team (March)

Are you prepared to do your best and delegate the rest? It doesn't matter if you're a solopreneur or have many employees, explore building a stronger more unified team.

Principle 4 -- Your Brand (April)

Does your ideal audience really know who you are? Learn how to brand your authentic message, be remembered for who you are, and get more referrals.

Principle 5 -- Your Tech (May)

When someone says, "Let's talk tech", do you want to run? It's time to get a handle on your current tech and discover what you need to scale-up!

Principle 6 -- Your Results (June)

Do you ever feel like you're not getting fast enough results in your business? Step on the results gas pedal with PHB's "performance accelerator."

Principle 7 -- Your Marketing (July)

Have you ever wondered why you don't have all the customers you want? With marketing constantly changing, let's strategize the best ways to promote yourself now.

Principle 8 -- Your Networking (August)

Are you collecting business cards or building meaningful relationships? Learn PHB's Advanced Networking formula for "Win-Win" 1:1's and more.

Principle 9 -- Your Speaking (September)

Do you know how to make any speech 10X better in 10 minutes and get more speaking results? Learn how to Speak with Power no matter your experience level.

Principle 10 -- Your Endorsements (October)

Wouldn't it be great if more people told the world about your business? Now's the time to capitalize on capturing more referrals, raving reviews & testimonials.

Principle 11 -- Your Yeses (November)

How do you influence your ideal audience to say YES? Learn how to create a "YES Game" that lifts your spirits, keeps you authentic and gets more "YESSSES."

Principle 12-- Your Sales (December)

Does your sales process consistently lead to conversions, on-going sales, and great relationships? Now's the time to look at your sales results with fresh eyes and optimize.

Step 1:

Attend The 12 Principles Learning Lab

as a FREE 1X guest.

Start Upleveling your business and move toward a path of business mastery, together :)

PHB's 12 Principles Learning Lab isn't "theoretical"; it's "practical." PHB's promise is that you can walk away with actions that can directly impact your business success.

Over the course of an empowering hour:

- Learn how to leverage this month's Principle to accelerate your business results
- Ask PHB's CEO/Founder, Jōs, your most pressing questions and receive coaching
- Hear from other Women Entrepreneurs how implementing the Principle is transforming their business

[Click Here To Participate](#)

What Purpose-Driven Women Say about Learning through PHB:

I've enjoyed every 12 Principles Learning Lab I've been on and think it's a BIG VALUE. Each month, we focus on a certain Principle, and this month just happened to be technology. It's something I feel really strong in; I love technology. Yet, by having access to the training, as well as the Tech Audit we did, I realized that I need to go back and look at some things.

Sherri Coffelt, CEO and Results Coach, Results Partner Business Coaching/Consulting



It has been awesome to find Promote Her Business' Learning Community. Not only have I learned new skills that have helped me up-level my business, but I also connected with pretty awesome Women Entrepreneurs who were on the same journey as me. So it's like learning amongst friends!

Holly Hansen, Happiness and Empowerment Coach And Founder of Mental Spa Experiences, Four-Keys Coaching



Step 2. Learn with Us:

You don't have to do it alone; grow yourself and your business in a community that cheers you on. Promote Her Business provides the platform that shows you what it looks like to step into business mastery "her way." When you become a [PHB Int'l Member](#), you'll have a trusted, step-by-step framework to grow with other purpose-driven women entrepreneurs, track your progress, and move toward mastery as your business evolves.

Our 12 Principles training is designed so that you can simply jump in where we are now and go from here, or you can review the Principles that have already been explored in previous months.

Unite with our global community, and let's grow together:)

Step 3. Move Toward Mastery:

LEARN IT.

In Year 1 of your PHB journey, your focus is on the first step toward mastery: *Learn* each of the The 12 Principles to Promote Her Business in a simple, step-by-step way. Aim to have a small win for each Principle and a Big Win for the Principle that excites you the most. At each virtual PHB Event, absorb the wisdom that senior PHB Members contribute through sharing what's working for them (and what's not). But don't be shy. Tell us what it's like experimenting with integrating the Principles into your business. You are sure to have some enlightening moments and some surprising wins this year!

LIVE IT.

In Year 2, your focus shifts from "knowing" to bringing the Principles to life in your business as best practices. Fully leverage the "Exercises" that accompany every powerful Principle in our eLearning system, so you can accelerate your real-world results. Living the Principles also means moving from privately experiencing the Principles to discussing best practices, learning from each other's mistakes, and cheering each other on!

LEAD IT.

The evolution of Principle mastery is estimated to take about 3+ years, and then, it's time to consider becoming a PHB Principles Mentor. As a Mentor, you will develop your confidence that you have created successes in your business that are noteworthy and valuable. Share your tribulations and celebrations. Be a role model of what women stepping into their business leadership power looks like!

...Every business hits a roadblock and small business owners are affected more by this roadblock, since they tend to wear too many hats. These roadblocks can be fatal if the business owner does not have a company like Promote Her Business (PHB) mentoring and getting them out of this mental hurdle... I personally know of many businesses that PHB has helped.

Indu Jayakumar, CEO/President, LocalBizNetwork



PHB has helped me on the technology front as I'm growing, especially the suggestions to try this and try that. I can see where I mess up and where I'm not very good at tech, but I'm encouraged to get better at it. I love that; it's very helpful.

Cici Bower, Certified Life Mastery Consultant



The most beneficial part of The 12 Principles so far is branding, because I've never spent a lot of time on that. Even in my professional career life, when they talked about branding, I was like 'whatever' and didn't really think about it. Through PHB, I learned more about branding, what it means, and how important it is to define it for yourself. Now branding is always on the forefront of my mind, and that's really helped me with my business.

Debbie Campbell, Consultant, Touchstone Crystal by Swarovski



PHB has taught me techniques about how to expand my business and how to share about promoting my business...PHB brings together women -- who otherwise would not have found a place to be together -- in a wonderful, relaxing and learning environment. .

Ana Jones, Founder and Manager, Phlex65



RSVP to be Our Free Guest at the 12 Principles Learning Lab

About Promote Her Business (PHB)

Our Vision

Our PHB community is a role model for shining the brightest spotlight on Women Entrepreneurs!



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For most of history, women were anonymous. Well, not anymore! At PHB, we are Making History by shining a brighter spotlight on Women Entrepreneurs than ever before. If you want to learn the best ways to promote your business, while building inspiring, win-win, profitable relationships, [come join us!](#)

Jōs Hanan

FOUNDER + CEO, PROMOTE HER BUSINESS

Our PHB Int'l Membership

If you're serious about having your ideal audience rave about you, we invite you to join PHB: We are a *Global, Virtual Networking Group + Year-Round Marketing and Sales Training Program*. At PHB, we help supportive, purpose-driven Women Entrepreneurs just like you get the clarity, confidence, and expert support to win in business - her way.

Our PHB Int'l Members continually learn the best practices in marketing/sales year-round by mastering *The 12 Principles to Promote Her Business*, peer mentoring one another, and building inspiring, win-win, profitable relationships on both local and global scales. We have 4 Virtual Events per month plus over 40 hours of online marketing/sales trainings you can experience around your schedule.

Join us; we'd love to give you more opportunities to grow your network and promote *your* business.

[Learn More Here](#)

Here's to promoting your business and each other: Online. Offline. All the Time.