



MENTOR•HER

INTRODUCING YOURSELF

INTRODUCTION TO
YOUR MENTEE AND YOU

PUBLISHED ON

WEEK 1

FOR

BUSINESS

WELCOME

Welcome to the Mentor Her Program!

Welcome to the Mentor Her program. This week, we're focusing on introducing yourself to the program and acquainting yourself with your Mentee. Your Mentee is an ambitious woman who has decided to sign up to this program so that they can get their business to the next level. Mentoring and being mentored is all about building up a rapport with one another, getting to know each other's back story and motivations so that you're both on the same page. This will make it easier in the coming weeks for you to understand the support your Mentee needs in getting their business to the next level. In Week One, we want to focus on three main things:

- 1. Finding out more about your Mentee**
- 2. Introducing yourself to your Mentee**
- 3. Finding out more about your Mentee's business**

THE MENTOR HER SCHEDULE

We have divided this course in to two parts. The first is for Beginning your Business, for Mentees who are just starting out. The second is for Growing your Business, for Mentees who already have a business that they now need help in scaling. We have already arranged with your Mentee what category they are in. Both categories will get different manuals every week to help them get to the next level, each customised to their own category. This is the schedule for both. We encourage Mentees who want do both, to pick Begin initially and join us for the next program to complete the Grow course as there is an abundance of information in both!

BEGIN

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|-------------------|--------------------------------|
| WEEK TWO | Finding Audience + USP |
| WEEK THREE | Competitor Research & Pricing |
| WEEK FOUR | Your Business Position |
| WEEK FIVE | Making Plans & Setting Goals |
| WEEK SIX | The Confidence to Move Forward |

GROW

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|--------------------------------|
| Your Business Position |
| Making a Plan & Setting Goals |
| Sales: Your Business Pitch |
| Marketing: What Works for You |
| The Confidence to Move Forward |

BEING A MENTOR

SHARE

As a Mentor, you've signed up to the Mentor Her program to help another woman grow her business to the success that you have seen in your own journey. A Mentee is defined by the fact that she does not have this experience and has not yet achieved the success that she desires. Her job is to ask questions, to explore possibilities and to ultimately learn something from you that can be applied to her own business' journey. The best thing that you can do when speaking with your Mentee is to respond to her questions by sharing your own experiences. As someone who's achieved success in her own right, you've made mistakes and you know the things that worked. As a Mentor, you can't protect a Mentee from making mistakes, as often they need to make mistakes on their own in order to learn from them. What you *can* do however, is share your insights and **your** experience so that Mentees can stay on the right path for their business.

SUPPORT

Mentees come to you because they need help. Sometimes they're just looking for a soundboard from someone who understands their journey and sometimes they're looking for validation and agreement that they're doing the right thing. In these instances, all a Mentor has to do is listen, to take the time to understand and provide encouraging words and *support* for your Mentee. At other times, Mentees may have already brainstormed their next step and now have a lot of different ideas on which they require guidance. As a Mentor, you'll probably have a good idea from your past experience, on which ideas are good and which ones are bad. When presented with a "What do you think?" or "What would you do?" question, support the ideas that you feel most positive about by sharing the past experience that made you come to this conclusion. By supporting a decision with a story from your past, Mentees will also be able to get a better of understanding of where your ideas are coming from and whether or not they are applicable to their own journey.

NUDGE

As a Mentor, your job isn't to advise a Mentee on how to turn her business around and make a huge amount of money in the same way your business may have done. There are paid advisors, consultants, accountants and solicitors out there to do that job! Her journey is also not yours, she will deal with things differently, approach problems differently and ultimately run a business that may not be anything like yours. As a Mentor, the simple thing you need to do is nudge her in the *right direction*. To share your experiences, support her decisions and, if you do feel like she is going down the wrong path, to nudge her back on the right course by offering alternative solutions. Use phrases like, "have you considered..." , "what do you think would happen if you tried..." , "would it be a good idea to...". At the end of the day, the decisions a Mentee will make will be her own. All that you can hope for is that, by sharing your own thoughts and experiences, you will have helped her to gain insights that she might not otherwise have had.

QUESTIONS TO ASK YOUR MENTEE

As this is an introductory week, we encourage you and your Mentee to get to know each other by sharing your background and experience. Primarily, your Mentee will be asking you questions about your career/business and your experience to date. We encourage you to answer these questions and share your experience candidly with your Mentee so that they can get a better understanding of your history and why you began to run your own business. She will be asking you about your current position, your career history, your day-to-day tasks and about your biggest challenges, perhaps including how Covid-19 has or has not affected your business. In return, we encourage you to ask your Mentee questions about her own experience, so that you can better understand the type of person she is. We think this will be helpful for you in talking to your Mentee over the coming weeks- if you understand how she is as a business owner, you'll be able to answer her questions with greater affect.

QUESTIONS TO ASK YOUR MENTEE:

- What's your background?
- Where did you go to school
- Did you attend university?
- Have you always wanted to run your own business or were you inspired by external factors?
- What makes you You?
- What drives your motivation to run a business generally and on a day-to-day level?
- What is your business, how does it work and how is it going?
- What was your inspiration behind starting a business?



OUR COMMUNITY

Here are some things you should read before joining our community on Whatsapp and Facebook.

THE NETWORK

As part of our community, you have been given the link to a Whatsapp group for Mentees and Facebook group for Mentors and Mentees, past and present.

Before you join these groups you should make sure you know:

- By joining, you are giving access of your phone number and Facebook profile to the other Mentors and Mentees in these groups. This may mean that other Mentees/Mentors might reach out to you privately.
- We give everyone the opportunity to speak to one another and introduce themselves in the first week of the program, please see the top post on the Facebook group and introduce yourself in the Whatsapp group if you would like to meet new people!

For best practices, please do not:

- Reach out to other Mentees/Mentors without their consent.
- Post about your business more than twice weekly in the Whatsapp group and once weekly in the Facebook group.
- Please note we do not accept any sharing of affiliate marketing/networking marketing/multi-level marketing as part of Mentor Her. This is to protect our community and members and ensure that the small businesses brought on this program are supported in the best way possible. If links to such programs are shared, Mentor Her reserves the right to remove the individual from our network and program.
- If you are sharing something about your Mentee on Instagram, Twitter, Facebook or LinkedIn, please first get permission to do so from your Mentor. Once you have permission, tag us @MentorHerGlobal and we will re-share your information.
- If you want us to promote your business or career journey, please tag us on social media and we will re-share to our network!

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See you soon!

Mentor Her Team