

GLOBAL
SISTERS

**SISTER
SCHOOL
WORKBOOK**

sisters.globalsisters.org

Welcome Sister

We're so glad you're here

WHO IS GLOBAL SISTERS

At Global Sisters, we champion for a world where every woman can **own her economic future**.

We help **make business possible**, offering a one stop-shop for business education and support – designed to meet you where you are at in your entrepreneurial journey.

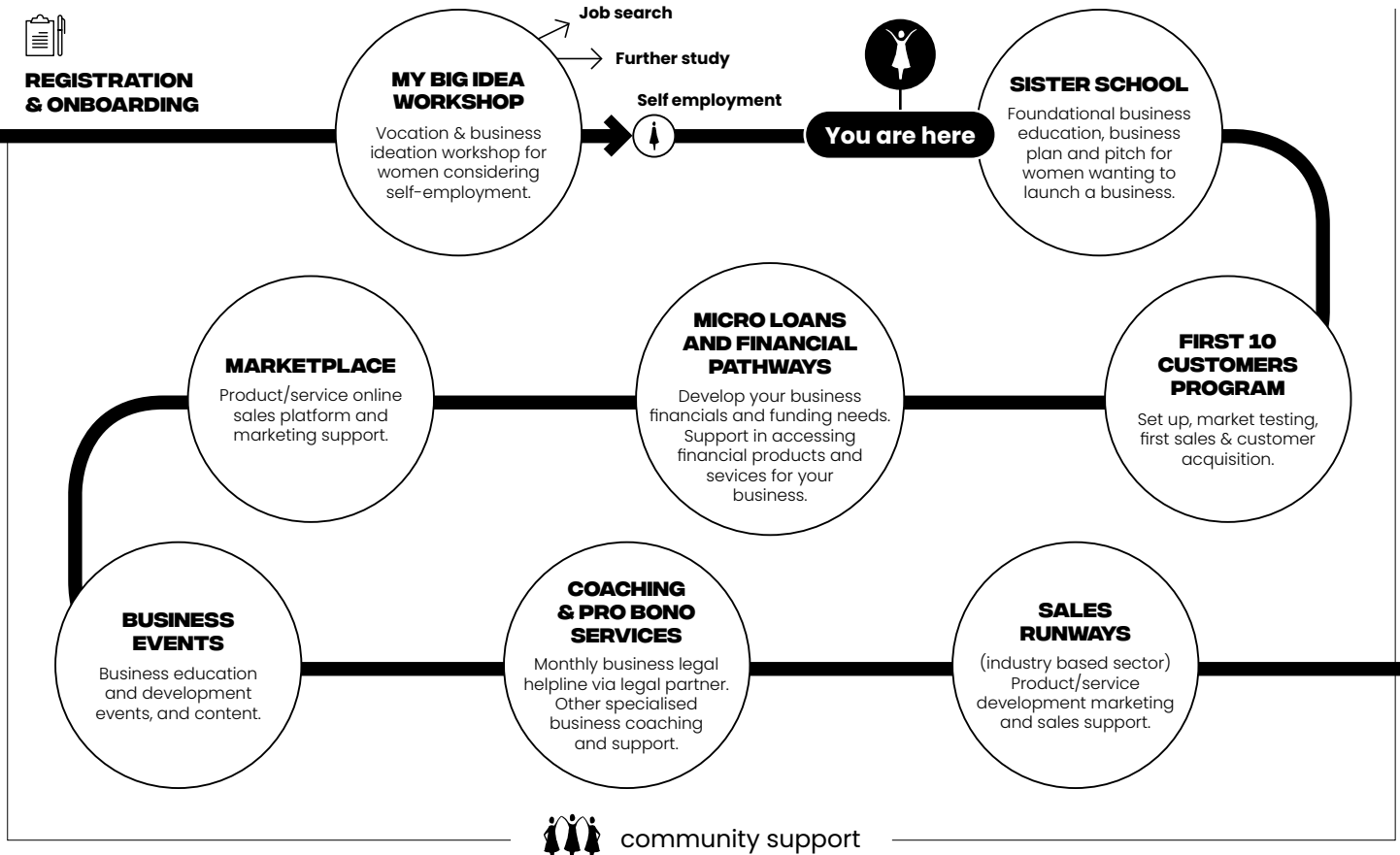
We are a sisterhood. Standing beside you at every step, and backed by our incredible community. We offer online programs, personalised coaching, financial pathways, industry connections and access to incredible partnerships.

We offer this support for free, because we're a proud not-for-profit backed by **brilliant partners**.

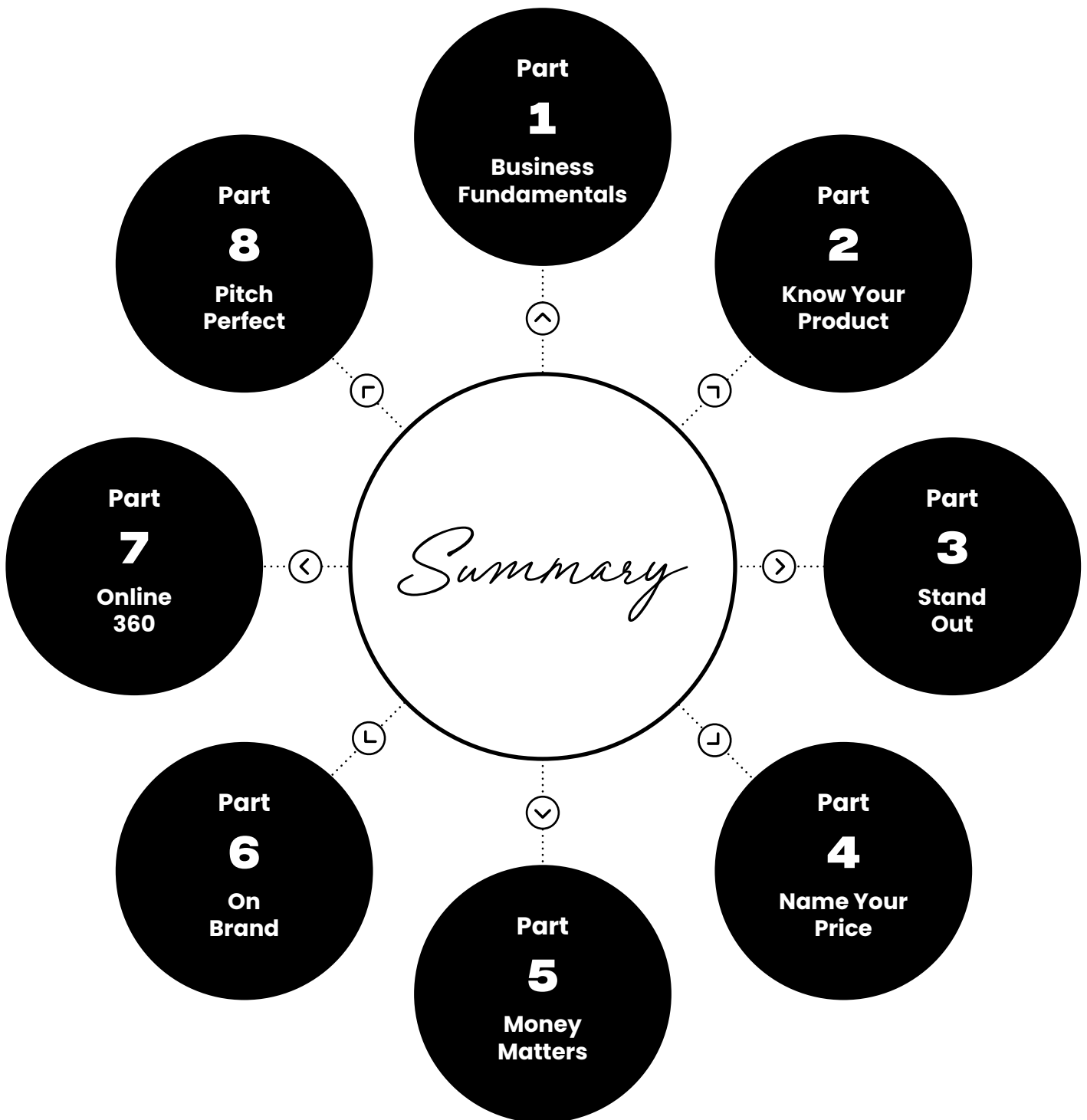
Every day, we **Back Her Brilliance**. For incredible things happen when you back women.

Let's dive in!

SISTER ROADMAP



YOUR ACTIVITY CHECKLIST



YOUR VALUES, WHY AND INSPIRATIONS



Your Values

Your Why

Because I hope to...

I do this...

I want to be...

so that I can....

Who inspires you?

What do you need to succeed?



Life Admin

Politics

Style

Health & Beauty

Urban/Rural

Budgeting

Food

Environment Based

Innovation

Movement

Education

Single Mumma

Stage of Life

Organisation

Special Days of the Year

Mental Health/ Ill Health

Education

Gifting

Seasons

Culture

Pets/Animals

Sense of Self

WHAT CONVERSATION IS YOUR BUSINESS IDEA PART OF?

Family

Art

Aesthetic Based/Design

Handmade/Artisan

Passions & Hobbies

Business

Childcare

Lifestyle Choices

Zero Waste

Tech & Apps

Social Good

Plastic Free

Low Tox

Beliefs

Dating

Lack of Time

Creativity

Cooking

Arts & Crafts

In the Home

Trends & Fads

Community Based

VIDEO REFLECTION: SIMON SINEK ON “YOUR WHY”



What have you learnt?

What do you want to learn more about?

Notes

Find your keywords

Create choices: Explore



Make choices: Double down

CREATING RESEARCH THEMES & GUIDELINES



What do you already know?

What do you want to find out more about?

WHAT DID YOUR RESEARCH UNCOVER?

**What did you learn about your market/
marketplace/ecosystem?**

What did you learn about your customer?

What did you learn about your competition?

How does this impact your business idea?

**What do you want to know more about?
Do you know enough to keep going?**

DOING THE RESEARCH



DOING THE RESEARCH



TEMPERATURE CHECK



Urgency How badly do people want or need this right now?	/10
Market size How many people are actively purchasing things like this?	/10
Pricing potential What is the highest average price a purchaser would be willing to spend for a solution?	/10
Cost of Getting a Customer How easy is it to find and convert a new customer, and on average, how much will it cost to generate a sale, both in money and effort?	/10
Cost of value-delivery How much would it cost to create and deliver the value offered, both in money and effort?	/10
Uniqueness of offer How unique is your offer versus competing offerings in the market, and how easy is it for potential competitors to copy you?	/10
Speed to market How quickly can you create something to sell?	/10
Up-front investment How much will you have to invest before you're ready to sell?	/10
Up-sell potential Are there related secondary offers that you could also present to purchasing customers?	/10
Evergreen potential Once the initial offer has been created, how much additional work will you have to put into it in order to continue selling?	/10

YOUR SCORE

DEVELOP YOUR SURVEY QUESTIONS



1

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2

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3

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4

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5

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6

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7

.....

8

.....

9

.....

10

.....

Your mini business description

Your survey link

PLANNING TO PROMOTE YOUR SURVEY FOR MAXIMUM RESULTS



Friends & Family

Your Networks

5 10
25 10

Your Research

Brain Pop People

How do you want to incentivise your survey?

Break it down and make a plan

Day **1**

Day **2**

Day **3**

Day **4**

Day **5**

Day **6**

Day **7**

BUSINESS MODEL CANVAS

KEY RESOURCES

What do you require to take next steps in your business?

KEY ACTIVITIES

What do you need to do to make this function together?

POINT OF DIFFERENCE

What is your offering? How is it unique?

CUSTOMERS

Who do you help? Target market, pain points, personas.

CUSTOMER FOCUSED RELATIONSHIPS

What is your relationship with your customers?

KEY PEOPLE

Who will help you; who is on your A Team?

YOUR WHY

What is the purpose of your business?

CHANNELS & CONNECTIONS

How and where do you connect to your customer? Customer journey, market place, marketing platforms.

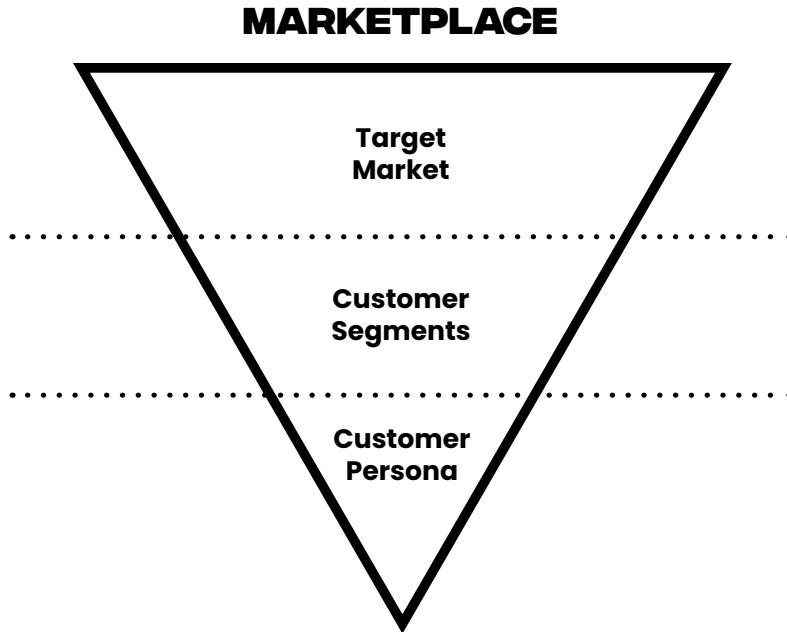
COSTINGS & VIABILITY

What are costs involved? Startup / operating costs, break-even volumes, sales targets.

INCOME STREAMS & VIABILITY

How will you make money/revenue?

CUSTOMER DISCOVERY



Describe your target market

Identify potential customer segments

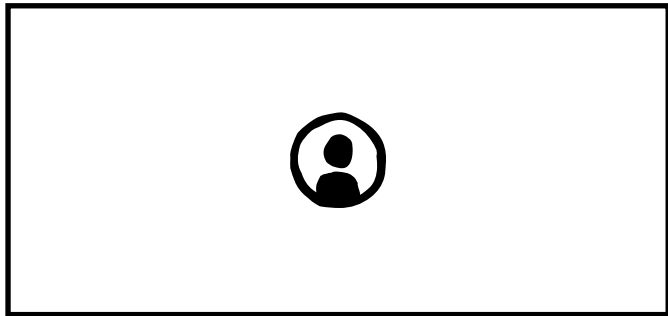
Demographic

Psychographic

Behaviours

Geography

YOUR CUSTOMER PERSONA TEMPLATE



I am
and
My friends would describe me as
.....

First name/surname

.....
Extrovert | | Introvert
Active | | Sedentary
Thinking | | Feeling
Judging | | Observing
Frazzled | | Calm

Where do I hang out in real life and online?

Age
Location
Hobbies
.....
How she spends her days?
.....
The last magazine/book she read/bought?
.....
The last food she ate/bought?
.....
The last TV show she watched and loved?
.....
The last item of clothing she bought?
.....

Marital status/Sexuality/Family?
.....
What motivates her?
.....
How does she like to feel?
.....
What lights her up?
.....
What frustrates her?
.....
Top 3 problems?
.....
Fav objection and excuse?
.....

Week day routine

am / midday pm / night

Weekend routine

am / midday pm / night

INCOME REVENUE & STREAMS: CREATE CHOICES BEFORE MAKING CHOICES



Current income streams

Refined possibilities

INCOME REVENUE & STREAMS: CREATE CHOICES BEFORE MAKING CHOICES



Balancing your interests and the financial potential

For long-term viability it is important that you build your business around things that excite and motivate you, and things that will make money (profit). These might not always be the same thing! Having a mix of offerings can help keep you motivated and the money coming in. Consider your possible income streams and/or product mix.

Put H (High), M (Medium) or L (Low) against each:

	<u>Income stream/ Product category</u>	<u>Customer need/ want</u>	<u>Your excitement</u>	<u>Quality of your offering</u>	<u>Profitability</u>
1
2
3

Streams to work on now

Consider in 3-6 months

Consider in 12-18 months

COMPETITOR SUMMARY MATRIX



1

2

3

4

**Target
Market**

Offering

Price

Notes

COMPETITOR SUMMARY MATRIX



1

2

3

4

**Online
presence**

Marketing

Branding

Notes

WHAT MAKES YOU DIFFERENT? AND HOW IS THAT F.A.B?



Where are you similar to your competitors?

Where are you different?

Features

Advantages

Benefits

DOING A BASIC RISK ASSESSMENT



Identified risk

Likelihood of occurrence

Severity of consequence

Ease/cost to remedy

Priority rating

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YOUR BREAK EVEN VOLUMES



Set-up costs (including launch buffer)

Set-up costs + ongoing monthly business costs

Ongoing monthly business costs

TEMPERATURE CHECK



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YOUR SCORE

YOUR PRICING HUNCH



PRACTICALLY BRANDED: YOUR BRANDING OVERVIEW



Where are your customers?

PRACTICALLY BRANDED: YOUR BRANDING OVERVIEW



Define your values

What are your core values in business?
Refer back to page 3

Know your strengths

What makes you different?
Refer back to page 3

Your Gaddie pitch

Describe your brand in ten words

.....
This is how I want people to feel when they use my brand

.....
This is what I want to share when they connect to my brand

I want my target customer to feel

...therefore my brand tone and personality needs to be

PRACTICALLY BRANDED: YOUR BRANDING OVERVIEW



Logo

Sketch or stick
your logo here

Fonts

Write the
name and size
of your fonts

Colours

Your HEX
colour codes

Brand images

Find some new
brand aligned
images and stick
them here

Where does your brand need to be?

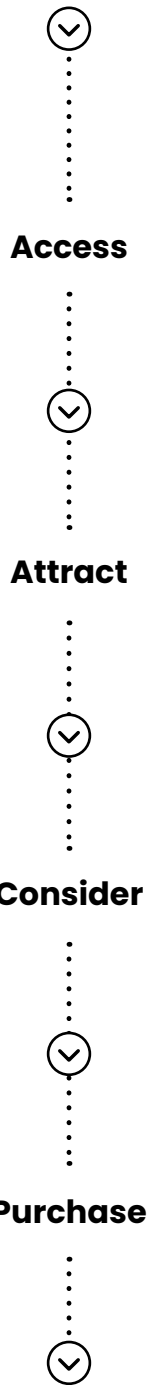
- Social Media Profile Pics
- Social Media Cover Images
- Social Media Square and Story Templates
- Invoices and Letterhead
- Business Cards
- Banners and Promotional Material
- Swing Tags
- Product Packaging
- Delivery
- Packaging
- Tape
- Stickers
- Thank You Notes
- Marketing Flyers
- eBooks/Lookbooks
- Website Headers and Banners
- Email Signature
- Email Marketing Provider
- Merchandise
- Promotional Goods

THE IMPORTANCE OF AN ONLINE PRESENCE



What do you need to tell your customers?

What do your customers want to know?



CREATED CONTENT AND CURATED CONTENT



Think of the 3 content areas that are shareable tips and tricks

Loved up inspiration list

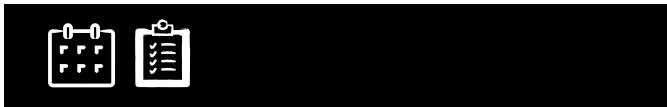
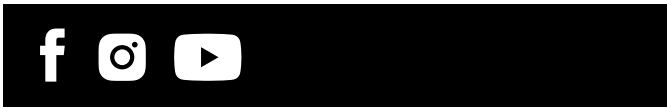
Who do you love on social media?

Sharing content

List "go to" websites and business pages to get content to share with your followers

POST SISTER SCHOOL MARKETING SUMMARY

Part
7
Online
360



MARKETING PLANNING AND GOALS



What platforms will you use?

Why did you choose these platforms?

Write your first marketing goal here

Brainstorm marketing ideas and park them here

Include a mix of online and offline ideas

ONE PAGE MARKETING PLAN (ADAPTED FROM ALLAN DIB)



Before

Target market

Message

Platform



During

Capture

Nurture

Convert

After

Wow

Increase value

Referring friends

PITCH TEMPLATE



My name is

and I am the founder of

Short business pitch from module 7 (the Gaddie pitch)

.....
I really want to

so that I can

I am just starting my business / I am already running a business / I am at
stage of business, and I know a lot about it because:

.....
I have already researched my idea and found out that:

.....
My next steps for market testing include:

.....
I understand there are other businesses that I am competing against like:

.....
but my business is different because:

.....
The customer segments that I am going to target in my business are:

.....
In 3 months I will

In 6 months I will

In 1 year I will

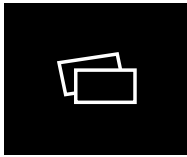
In business I need to make a profit. To make money in my business my next steps are to:

.....
To support me on my journey, I have these people on my Business A-Team:

.....
To help me achieve these goals, I will need help to:

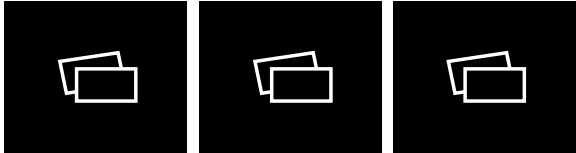
YOUR PLANNING FOR A PITCH DECK

Part
8
Pitch
Perfect

Logo 

[Your name]
Founder of [business name]


Photos that support what you do



My competitors are:

But I am different because:

My potential customer segments are:



In 3 months I hope to:

In 6 months I hope to:

In 12 months I hope to:

To make money, my next steps are:

These people make up my A-Team:

To help my business progress, I require:

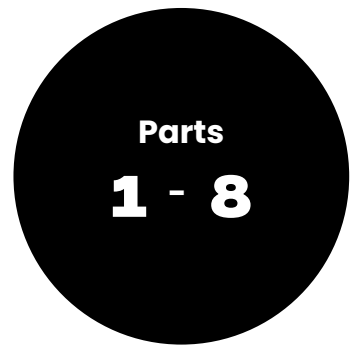
Thank you

YOUR PLANNING FOR A PITCH DECK



For more information

You can follow the 'get set up guide' or explore the additional resources on 'being the business owner'



BEING THE BUSINESS OWNER

Week 1

Develop a teachable growth mindset

Week 2

How to approach and overcome obstacles

Week 3

Accepting payment and charging what you are worth

Week 4

Stepping out and being seen in your business

Week 5

How to handle awkward conversations

Week 6

Boundaries: Saying no, and saying yes

Week 7

Procrastination, productivity and paralysis

Week 8

Planning, accountability and time management

THE "GET SET UP" GUIDE

Step 1

Choosing your business structure

Step 2

Registering your ABN

Step 3

Setting up business bank accounts and payment systems

Step 4

Risk assessments, licenses and insurances

Step 5

Record keeping and document organisation

Step 6

Business name registration, securing handles, and brand collateral

Step 7

Buying your domain name and hosting

Step 8

Who does what on your team

CONGRATULATIONS

You have completed Sister School. If you are ready for LIVE market testing, we recommend the First 10 Customers Program.



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For more great business content and
support head to

sisters.globalsisters.org

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