

GLOBAL  
SISTERS

**READY  
TO LAUNCH**  
*Workbook*

**5**

[portal.globalsisters.org](http://portal.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!

## COURSES IN THIS PROGRAM

There is a lot to learn when starting a new business – and much of it comes through trial and error. To make the journey smoother, we've designed a range of compact, practical courses that cover the essentials to help you set up and take your first steps toward launching your business. You may begin with the Microbusiness Set Up Guide for the key logistical steps, or pick the areas where you need the most support. Each course is designed to build your knowledge and confidence so you can move forward with purpose – and turn your idea into a real business.

### The Microbusiness Set Up Guide

The essential steps to set up your microbusiness legally, securely, and with confidence

### Explore the Market

Learn how your idea fits within the wider market landscape.

1

### Strengthen Your Idea

Build confidence and clarity as you explore, strengthen and shape your business idea

2

### Startup Marketing

Build your presence, share your purpose, and begin to grow your audience

3

### Plan for Profit

Learn the simple steps to understand your costs, set your prices, and plan for profit.

4

### Ready to Launch

Build momentum with a launch plan that grows as you do

5

*Be found online*

<p><b>1</b></p> <p><b>Social Media Profiles</b></p> <ul style="list-style-type: none"> <li>• Quick and free to set up.</li> <li>• Great for connecting where your customers already spend time</li> <li>• Easy way to share updates, photos, and stories</li> </ul>	<p><b>2</b></p> <p><b>Google Business Profile</b></p> <ul style="list-style-type: none"> <li>• Essential for local businesses.</li> <li>• Helps you appear in Google search and maps.</li> <li>• Customers can find your contact info, hours, and reviews</li> </ul>	<p><b>3</b></p> <p><b>Simple Landing Page</b></p> <p>A landing page is just one simple page on the internet that tells people:</p> <ul style="list-style-type: none"> <li>• who you are</li> <li>• what you offer</li> <li>• how to contact you or buy from you</li> </ul>	<p><b>4</b></p> <p><b>Simple Website</b></p> <p>A simple website is a small collection of pages that sit together in one place online like a little digital home for your business.</p>
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*Set up your*

## SOCIAL MEDIA PROFILES

	<b>Instagram</b>	Create or switch to a Business or Creator account	Free, gives you Insights + contact buttons	
	<b>Facebook</b>	Create a Business Page, not a personal profile	Shows up in search + allows scheduling + access to groups	
	<b>TikTok</b>	Switch to a Business account	Access to analytics + business tools	
	<b>LinkedIn</b>	Start with your personal profile	You can create a Company Page later if you need it	
	<b>Pinterest*</b>	Create a Business account	Gives analytics + product tagging options	
	<b>YouTube</b>	Create a YouTube Channel using your Google account	Name it after your business	
	<b>Reddit</b>	Create a personal Reddit account and join relevant subreddits	You do not need a "business account" - Reddit is community-first	
	<b>X (formerly Twitter)</b>	Create a standard X account with your business name	Then add your brand details to your profile	

Trolley indicates built in checkout

\*Pinterest shop only in some regions (limited in Australia)

### Write your Bio

#### You will need:

Profile photo - your face or your logo

A short bio that says what you do and who you help

Decide on a link - your website, linktree, or even a Google Form for emails

#### Stuck with your bio? Try using the formula below:

What you do	<input type="text"/>
Who you help	<input type="text"/>
Your point of difference/why	<input type="text"/>
Your call to action	<input type="text"/>

#### Example:

##### **Vivid Wellness**

Holistic coaching for women  
Empowering you to feel  
balanced + confident  
Calm, compassionate,  
personalised support

**Book a free discovery call**

### Google Business Listing

#### To start:

You will require a google account  
(accounts.google.com/signin) Then to sign up visit:

[www.business.google.com](http://www.business.google.com)



#### What to add:

- 1 Business Name**  
Use the exact name you use elsewhere.
- 2 Category**  
Choose the closest match
- 3 Service Area or Address**  
You can hide your home address and choose "service area" instead if you prefer.
- 4 Hours (optional but helpful)**  
When customers can contact or expect a response.
- 5 Photos**
  - At least 2-3 images (your product, you at work, or your setup)
  - Doesn't need to be professional
- 6 Description**  
Short and friendly – similar to your bio.
- 7 Website or Link**  
Your Linktree, Canva site, or full website.

### Online Sales Channels

#### Where people can BUY from you (online)

##### **SOCIAL MEDIA CHANNELS**

DM to order  
OR  
Instagram / Facebook  
/ TikTok Shops

##### **ECOMMERCE STORE**

A website where customers can browse, add to cart, and pay online. Shopify is the most common choice

##### **ONLINE MARKETPLACES**

Platforms where customers are already browsing and buying eg Etsy, Facebook Marketplace and Madeit

### Your Minimum Online Presence

Many sisters feel overwhelmed by "being online." so thinking about a minimum presence is a great place to start.

#### **1 MINIMUM ONLINE PRESENCE**

Choose:

- Google Business Profile**
- Social Media Profile**  
(via Instagram or Facebook)
- Landing Page**  
(Canva Website/Linktree/Milkshake)
- Simple Website**  
(Squarespace/Wix/WordPress.com)

#### **2 MINIMUM ONLINE SALES CHANNEL**

Choose:

- DM to order**  
(via Instagram or Facebook)
- Link in bio → order form / booking page**
- Social Media Shop**  
(Instagram, Facebook, Tiktok)
- eCommerce Store** (Shopify or similar)
- Online Marketplace**

#### **3**

My customers will find me through:

and they will buy or book through:

#### **4** Your First Two Actions

Write down the first two practical steps you will take this week

## What you need to make your business happen?

Type	What you already have	What you still need to get started
<b>Physical</b> Equipment, supplies, laptop, workspace, phone, market stall		
<b>Digital</b> Website, design software, social pages, booking tool		
<b>Skills/ Knowledge</b> Your know-how, brand assets, story, recipes, processes		
<b>Financial</b> Starting budget, savings, small grants, micro-loan		

# KEY PEOPLE

## Who do you need as part of your team?

A-Team

Partners

Mentors

# KEY ACTIVITIES

## What you need to keep your business running?

Type

Write down your 3 most important recurring activities

**Product based**

Make stock, manage supplies, photograph products, post online, attend markets

**Service Based**

Deliver sessions, schedule clients, update socials, send invoices

# 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?

# BUSINESS MODEL CANVAS

## KEY RESOURCES

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

- Skills and training
- Session materials
- Booking and payment tools
- Phone, laptop, internet
- Insurance and ABN

## KEY ACTIVITIES

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

- Planning and running sessions
- Promoting classes online
- Booking and client communication
- Ongoing learning and self-care

## POINT OF DIFFERENCE

What is your offering? How is it unique?

- Small-group wellness sessions
- One-on-one holistic coaching
- Gentle, practical tools
- Calm, welcoming, non-judgemental approach

## CUSTOMERS

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

- Women aged 30-55
- Feeling overwhelmed, burnt out, or disconnected
- Looking for gentle, practical wellness support
- Mostly local, time-poor, and value trust and word-of-mouth

## CUSTOMER FOCUSED RELATIONSHIPS

What is your relationship with your customers?

- Relationship-based, trust-led
- Repeat attendance over time
- Mostly human interaction, minimal automation
- Word-of-mouth is important

## KEY PEOPLE

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

- Studio owner
- Accountant, bookkeeper
- Photographer
- Fellow Sisters for support and referrals
- Family/friends providing encouragement

## YOUR WHY

What is the purpose of your business?

*To create flexible, meaningful work while supporting women's wellbeing in my local community.*

## CHANNELS & CONNECTIONS

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

- Found via Instagram and local Facebook groups
- Google Business Profile
- Classes delivered in a local studio
- Communication via DM, email, and booking form

## COSTINGS & VIABILITY

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

- Room hire
- Insurance
- Marketing basics (printing, Canva, ads)
- Transport and materials
- Time

Simple viability thinking:

- "How many sessions per month cover my costs?"

## INCOME STREAMS & VIABILITY

How will you make money/revenue?

- Pay-per-session classes
- One-on-one coaching packages
- Online classes (now or later)
- Small workshops (now or later)



### The Gaddie Pitch

The Gaddie Pitch – is a short, simple way to describe what you do and why it matters.

#### Simple formula

- “ You know how ..... **Insert problem**
- Well, what we do is ..... **Insert your solution**
- In fact ..... **Insert something remarkable about your offer**

### 1 Write your Gaddie Pitch

### Simple Storytelling



#### Start with the problem in real life

- Use a “you know how...” moment. (this is already built into the Gaddie Pitch)

#### Share a personal spark

One sentence about why you started this business:

- “I began making these because...”
- “I saw other mums struggling with...”
- “My community needed...”

#### Show, don't tell

Use one simple example:

- “One customer told me...”
- “When I ran my first class...”
- “The first batch sold out because...”

#### Use plain, everyday language

- Speak like you would to a friend - not at a job interview.

#### Keep it short & human

- A pitch is not a full story – it's a snapshot.
- A moment of connection.

### 2 Write some ideas for a second version

**3**

My name is .....

and I am the founder of .....

Short business pitch (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

## Module 3

**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**

### *Launch Checklist*

- ABN + business name registered
- Bank account + payment system ready
- Record-keeping system chosen
- Insurance and applicable registrations/licenses checked (if needed)
- One marketing channel live
- One sales channel ready to go
- An online presence (google listing, social media account)
- First product or service ready to sell

#### *Product*

- Sell a small batch of products to friends, family, or past contacts
- Run a "first market test" at one local market
- Post your products on Instagram or Facebook and invite private pre-orders
- Offer early-bird pricing or feedback discounts to your first 10 customers
- Gift samples to influencers or supporters in exchange for feedback or photos

#### *Service*

- Offer 3–5 free or discounted sessions in exchange for testimonials
- Invite existing contacts to trial your service and provide feedback
- Host a short, free online workshop or mini session to introduce your service
- Test your booking or payment system with a small group

## "GIVE TO GET" OFFER

Plan what you'll offer and what you'll ask for in return

What could I offer?

What I want in return?

How will people respond?

Review your Launch Checklist and tick what's already done.

List 2–3 things from the list to complete in the next two weeks

Decide: Will you do a soft launch or a full launch?

Write one goal for your launch

(e.g. "Make my first 5 sales" or "Get 10 pieces of customer feedback")

List one "Give to Get" idea to include in your launch

Commit to a launch date!

# FIRST REFLECT ON THE PAST 90 DAYS

90 day planning

What was your biggest win?

What was your biggest hurdle?

What will you keep doing?

What will you stop doing?

# NOW PLAN FOR THE NEXT 90 DAYS

90 day planning

## 30 DAYS

\$ Target

Non financial goal

Priority actions / Promotions

## 60 DAYS

\$ Target

Non financial goal

Priority actions / Promotions

## 90 DAYS

\$ Target

Non financial goal

Priority actions / Promotions

What support would help you reach your targets?

# NOTES

A large, empty rectangular box with a thin black border, intended for taking notes.

GLOBAL  
SISTERS

For more great business  
content and support head to  
[portal.globalsisters.org](https://portal.globalsisters.org)

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