



# GET SET TO GROW MUMMA

**A Guide to Growing Your Business  
Alongside Your Babies**

**BY EMMA WALKER**

# Step 1: Nailing Your Ideal Client

## What's All the Fuss About Ideal Clients?

Whether you're just starting up or have been in business for years, you've probably come across the term of ideal clients or having a niche.

Basically, it's a specific group of people that you are going to focus all of your marketing activities trying to attract to buy your product or service.

Your ideal clients are your happy spot – who are you excited to be working with, who could you make a difference in their lives etc, who would you be able to help every day?

If you try to talk to everyone, then you will actually end up talking to no-one as they will think that your product or service isn't for them.

For example, my mission is ...

*"Empowering women with children to be smart, savvy and successful entrepreneurs"*

These are the clients that I can help as I am a female entrepreneur with three children so I know exactly what their issues are as I've been there, done it and got the t-shirt to prove it 😊

But, there's no point of me focusing my time and energy on trying to attract retired people, teenagers or corporate professionals as what I offer isn't going to resonate too much with what I do (even though I could work with these people, they're aren't my happy spot)

That is why it's so important to spend time getting clear on who your ideal client is and who you want to be working with – it's a good idea to regularly review this as things change as your experience and world changes!

Just think of how much business has changed during the covid-19 pandemic and lockdown, a lot of businesses have adapted and are now serving different crowds to before.

But whoever you do choose, it isn't set in stone!

If you're not careful, you can very easily waste a lot of time, energy and money trying to sell your product or service that nobody wants to buy as they don't know it's a perfect fit for them!

This is very frustrating as you know what you offer is amazing but this is where being clear on who your ideal client is key and something you must take the time to do.

## How to Choose Your Ideal Client?

I imagine you've got an idea who your product or service is a good fit for but you need to get a bit more specific to nail your ideal client.

You need to find out what the big problems they're facing – you want to make sure the product or solution you have is the right thing for you both. You need to look at:

- What keeps them up at night?
- What are they worrying about?
- What will they pay anything to get their problem solved?
- What exactly do they need help with?
- What is their ultimate goal?
- How can your product / service help them?

For example, it won't be I need a Career Coach. It will be they can't cope anymore in their job and the thought of going to work tomorrow fills them with dread.

Once you know their biggest issue, you can make sure your solution (your product or service) is perfect for them.

Even after your product or service is so obviously the solution to their problem, you need to demonstrate that you understand them and you can deliver the solution they need.

Having a clear message that talks to the right person at the right time showing them the perfect solution for them, makes the selling process so much easier for you ... it removes the need for you to sell!

# Step 2: How to Make Social Media Work for You

If you're not careful, you can soon spend all day down the social media rabbit hole and not actually do any other work.

So how can you make social media work for you and your business?

First of all, I want to make it clear that social media must work for you and remember its 'social' so don't try to be anything other than yourself!

*Inject your personality in every post as there's only one you  
in the world*

## Where to Focus Your Time!

There's lots of platforms nowadays where you can use to promote your business – Facebook, Instagram, Twitter, Pinterest, Tik Tok, LinkedIn, Snapchat, YouTube and many more!

One thing I want to make crystal clear is that you don't need to focus on all of these platforms as that's not realistic, concentrate on two to begin with so that you can find out what works for you.

Some things to think about. If your ideal clients are:

- Professionals – LinkedIn will be a great option
- Young people – Instagram and Tik Tok could work for you
- Mums – Instagram and Facebook
- Entrepreneurs – Instagram and Facebook

## 10 Things You Can Post on Social Media Now

1. Create a meme (pictures with quotes), on Canva and upload it to your Facebook page (check out my Facebook Page for ideas 😊)
2. Update your Twitter profile with your latest free gift link or product launch

3. Update your Facebook profile with your tag line and latest offer or free gift
4. Record some videos to showcase your area of expertise, great for building that important know, like and trust factor that people need to have before buying
5. Include testimonials
6. Look for groups on Facebook where you can get in front of your ideal clients and start showcasing your expertise by answering questions and giving value
7. Ask a question on your Facebook page to get some engagement
8. Look at your Facebook Page Insights to find out when people are online and what your most popular content is
9. Use the information from your Facebook Page Insights to create a strategy for your content. Think about what type of content is popular (meme, blog post, tips, video etc) and when are the good times that your fans are online
10. Take time every day to build your crowd and ask yourself “what can I do to nurture my crowd today?” It’s all about relationships so that you’ve got a group of fans who will buy what you’re offering

## Scheduling Your Social Media

There’s lots of tools out there you can use to schedule posts in advance as well as in-built ones on the platforms themselves.

My main social media focus is on Instagram and Facebook so I normally use the scheduling tools there. You need to find what works for you.

## Step 3: Website Basics

Websites can be one area of your business that you can fixate on too much and wait for it to be perfect before you launch yourself into the world – this is a common mistake I see!

The first thing I want you to know is that your website is always going to be a work in progress as things change, your brand, voice and products evolve over time so don't wait for perfection before getting started.

## Where to Focus Your Attention

The first thing you need to decide is whether you are going to hire a designer to create your website or are you going to build it yourself?

If you go down the route of building it yourself, I recommend you use WordPress as there's lots of templates and plugins you can use to create any kind of website you want – I have built all my websites on WordPress 😊

## Essential Pages to Have

**Home** – this is your visitors first point of contact on your website so make sure that you make it clear that they are in the right place. Demonstrate that you understand them and can help them with their problems

**About** – share your story so that people see the person behind the business. Why are you the perfect person to help your ideal client?

**Product or service** – what you offer making sure you make clear how your product / service helps them and solves their problem (its not about how its delivered or what's included, it's the result or transformation they get)

**Blog** – share posts relevant to what you offer speaking directly to your ideal client

**Contact** – they need to be able to contact you so include a form, email address or phone number for them to talk to you

Any other pages are a bonus but these are the ones you need to get up first, anything else can come later.

*Stand out from the crowd by adding your personality on your website*

# Step 4: Building Your List

Something you will come across quite quickly when you start a business is **the need to build a list**. This is where you are getting people to sign up on your website or follow you on social media.

People buy from people so its really important to build up the know, like and trust factor so that your ideal clients feel comfortable buying from you – this is where your list building comes in handy and is such an integral part of your business.

## Why Is Having A List So Important?

There is absolutely no point putting in work and effort to build your list if you're not going to do anything with it!

*Your list becomes your biggest asset in your business*

Building your list is really important as it's a great way to keep in touch with your ideal clients so that when they're ready to buy, it will be from you.

It's important you keep in touch with your list as these are the people who are going to become paying clients so treat them well and give them the attention they deserve.

Ways to keep in touch:

- Weekly or fortnightly newsletter with a relevant article they would find useful
- Emails to promote any product launches
- Tell people about any events you've got coming up

## So How Do You Get People on Your List?

A great way to get people on your list is to offer a free gift on your website in exchange for their email address. You can then send them the free gift via email and then keep in touch with a weekly, fortnightly or monthly newsletter.

You'll need to create your gift and then use an email marketing service to collect the email addresses and keep in touch with people. There's lots out there to choose from to fit any budget.

## Free Gifts You Can Offer to Get People on Your List

The list is endless when it comes to offering free gifts as it all depends on what your ideal client will want. To give you an idea of some freebies, think about:

- Free report (this is a free report 😊)
- Checklist
- Video
- E-course
- Webinar

There's lots you can offer but these will get you started.

## Step 5: You Don't Have to Sell Your Soul to Make Sales

What comes to mind when you think of selling? For some people, it can be a real barrier to making their business a success as they feel it's a bit sleazy!

I used to feel that way myself until I realised it doesn't have to be sleazy and I didn't have to sell my soul! You can sell and be authentically you at the same time. It also does a disservice to your crowd if you're not giving them the opportunity to get their problems fixed with what you offer.

Some people also think you need to spend a lot of money to make sales but that isn't necessarily the case, there are lots of free or low cost things you can be doing to promote your business and generate sales.

### Free and Inexpensive Marketing Tips

Marketing your business is something that should be a consistent task in order to build a successful business as it can take time to get results from your efforts.



However, it doesn't have to be expensive to market and keep in touch with people, here are some ideas you can implement easily into your business:

### **Email Signature**

If you send out a lot of emails each day, you are missing a trick if you don't have a signature telling people some basic information. Include:

- Website / blog links
- Tag line to describe your business
- Contact details
- Call to action - what do you want people to do?
- Special offers or sales

### **Blog Posts**

Writing content is a great way to get people's attention, especially your target market so write content that will demonstrate your expertise. You can also add the content to your social media platforms.

### **Social Media**

Whatever platforms you decide to use, social media is one of the best ways you can demonstrate your expertise and get in front of lots of people – whether on your page, groups or ads.

### **Newsletter**

Good way to keep in touch with contacts and clients on a regular basis. You can sprinkle content with links to your website as well as including some direct sales information. This is your opportunity to showcase your expertise with articles.

### **PR**

Being featured in the press looks good to potential clients so build relationships with the media as an ongoing task. The aim is for the press to contact you when they have questions.

### **Speaking**

This is a great way to raise your profile so think about your expertise and create a 'talk' that you can use for most presentations. Whether it's webinars, in-person events or a collaboration with someone online, it's a great way to get in front of people.

Do something every day to market your business!

*What do my ideal clients need to hear from me today?*

# Step 6: Putting It All Together So You Actually Get Shit Done!

With all these different personal and business commitments, we can soon get lost in the day to day rush of being a mum and now you're wanting to add in your business as well.

But this is where it is possible to balance the business as you can really create a family friendly business – this is where boundaries and systems become really important to you.

## Why Boundaries Are So Important

We have to be clear about what we want and what we can do to achieve it but there are some simple things that we can do just to make our lives a lot easier. One of the main reasons that people don't necessarily get this right, even some of the most successful mumpreneurs and business owners, is setting effective boundaries.

You will hear a lot of people talking about establishing your boundaries within your business and you may think that this will not apply to you. However, this is something that all business owners need to sort out, especially if you're juggling your other job of 'busy mum'.

To identify your boundaries think about what you are and aren't prepared to do as a starting point and expand on the answers.

To give you some ideas, ask yourself these questions:

### **Will you accept client visits?**

If you want to let clients visit, you will need to get public liability insurance. If you work from home, you need to consider if you want people knowing where you live.

### **Will you offer 24/7 service?**

If you are a service based business, you will need to have systems in place to be able to accept and complete work 24 hours a day. Some people make this their Unique Selling Point (USP) but others choose not to have this extra stress.

### **Will you speak with family and friends if they call in the day?**

Family and friends can be the worst offender for distraction to those who work at home. They may feel that now you work at home, they can call you anytime for a chat or pop in for a coffee.

Explain what your hours of business are and don't speak with them if you are busy with work.

### **Will you only be working certain hours?**

Decide what your business hours are and make sure that you inform all prospective clients what they are. Some clients may try to push this boundary by calling 5 minutes before you finish wanting work completed for the next day. Be firm and say that you will start the work the following business day – but only if you have the capacity to.

### **Will you be working 52 weeks per year?**

Think about what holiday you want to take now so that you can start educating your clients or getting associates on board to cover for you.

### **Do you want a term time only business?**

If you have school aged children, you may choose to only work during term time and spend the holidays with your children. Now is the time to be able to start educating clients or bringing on board help to work during holidays.

By establishing your boundaries now, it can become part of your business systems, as well as informing and training your family and clients about how you operate.

You must remember that you are the boss of your own business and you can say no!

## **Systems Aren't Sexy ... But They Are Essential If You Want Your Business to Thrive**

Systems are essential if you want your business to thrive. There's no two ways about it. You have to have them.

It is worth so much to spend some time now to get the foundations right because it saves a whole lot of time and money later on down the road.

### **Why Would You Need Systems?**

Systems are essential if you want your business to thrive and it is something that you need to take the time to get the foundations right because it saves a whole lot of time and money later on down the road.

This is where creating standard operating procedures is going to help

Your standard operating procedures are a collection of processes for every part of your business. You create a process for each task and you document every single step you take to get the job done, regardless of how small it may be.

Make sure that you make the processes simple to understand so that a 10 year old could follow the instructions and get the job done. This is important if you want your business to carry on as normal even if you're not around.

One other very simple thing you can do to systemise your business is to create templates for everything as this will save you lots of time not having to repeat the same things over and over.

Some procedures to think about:

### **Disaster recovery**

What would you do if your computer stopped working or you got disconnected from your internet connection? If this happened to me, I would use my laptop and I have an internet dongle I can use until the problem was fixed.

You need to consider the types of problems you could face and come up with the solution – this way you won't panic as much if it happens.

### **New Clients**

What happens when you sign up new clients? Are you going to send them a welcome pack with information on how you operate, your procedures, useful information?

### **Complaints**

In the unlikely event of you receiving a complaint, you need to have a procedure in place on how you will deal with it. Think about what timescales you will use to respond and investigate the complaint.

### **Branding**

What is your house font going to be? What email signature should people use? Think about how you want to give a consistent impression to everyone you interact with.

### **Prospective Clients**

How do you handle all new enquiries that come into the business about working with you? How can you make it easy for clients to sign up and work with you.

## **How to Balance Running a Business & Still be a Fabulous Mum**

Starting a business is stressful at the best of times but add in your full time job as mum, it now feels as though you've got a mountain to climb and in stilettos as well!

Clearly, the number of hours you can work each day is not unlimited. You have to sleep, eat, perform routine daily tasks, and that doesn't even include your full time job of mum or building your business empire!

But it is possible to strike a balance, follow these 3 simple steps to be on your way to your own happy work and family life.

## Take Control of Your Time and Become A Productivity Queen

When you're running a business as well as being mum, you have to become a master at time management if everything is to run smoothly – just remember happy mum = happy family.

This is where it is vital that you take control of different parts of your business

### Take control of your email

Email is a wonderful resource, which allows us to communicate quickly and easily and makes a real difference to our daily lives. But, beware; emails can soon take over if you let them.

Emails are not urgent. If something was genuinely 'urgent', the sender would telephone you, so do not think that you have to answer an email as soon as it arrives, even if it has a 'high priority' tag or 'urgent' in the subject line.

Set times to check emails. Set times to check and respond to emails. This will focus your time more effectively. Checking your incoming emails twice a day is enough – try 11am and 4pm.

Disable email notification. Make sure that you disable the notification sign and sound, so that you will not be tempted to check each time an email arrives. This allows you to focus on tasks you need to complete without distractions.

### Take control and manage your day-to-day activities

Unless you have a daily plan, you will soon be asking yourself what you have achieved at the end of each day – it is all about working effectively and efficiently.

Create a schedule. Include all personal and business appointments in your schedule, so that you do not miss any important appointments.

Include deadlines on your schedule. Include all your important deadlines in your schedule, both clients' and your own, so that you can plan the work accordingly.

Treat yourself like an important client. Set aside time in your schedule to complete your own work; in that respect, treat it the same as you would an appointment with an important client.

## Be Smart with Where You Spend Your Time So You Get the Best Results

A support team is a group of people you can delegate certain aspects of your business and personal life. They might include: a virtual assistant, a cleaner, a gardener or a childcare assistant.

But make sure that you take control when delegating to make sure that it works for everyone involved.

### **Set deadlines and prioritise**

When delegating tasks, set deadlines and prioritise tasks for the person doing the work.

### **Clear instructions and information**

You need to be clear with your instructions and information to avoid any misunderstandings.

### **Give advanced notice**

You need to give advanced notice of required tasks, so that people have enough time to complete the work.

### **Communication is key**

Communication is the key to an effective relationship with those to whom you delegate work to, but it is a two-way process. And, remember to treat people how you would like to be treated!

These simple steps show you that you can balance business with being a fabulous mum, you just need to take some time to make it happen.

### **Your action plan**

What can you do today to get yourself back on track? Do you need to take time out of your business for a few days to recharge?

*You must make boundaries and systems your new best friend*

# Is It Time to Step Up & Raise Your Game?

Hello, I'm Emma Walker and I'm here to support lovely mums!

My core mission and everything I do is about empowering women with children to be smart, savvy and successful entrepreneurs. By ditching the overwhelm, side stepping the guilt and becoming the business owner they dreamt of being

We're also a home schooling family – out of choice and not Covid-19 or other issues! We've been home educating since 2016 and it was the best decision we made for our family. There's 13 year old Megan, 7 year old Kenzie and 4 year old Ripley so I definitely know a thing or two about being busy and having lots of demands on my time

## Let's get out of overwhelm, OK?

When you run a business, you want someone to cheer you on, to listen to your ideas, to share the bad moments with, to help you celebrate and to hold you accountable so you actually get shit done. The good news is they are all the things I do and so much more! Working with me means you have someone alongside you the whole time you need me – you don't have to do this on your own!

I work with a small number of mums 1 – 1 to really get to know you, focus on your business, your issues, your challenges. I will get down and dirty with you to help you create the business you dream of

Do you feel a little overwhelmed trying to navigate business and mum?

You created your business to have more freedom and flexibility, but you soon put a shit tonne of rules in, got involved in the hustle

Do you feel like the business is a heavy weight around your neck?

Are you a mean boss, don't take time off, answering emails / messages and doing the "wait a minute" to the kids all the time?

Do you want to build a business that fits around your life and not a life that fits around your business?

The best thing about being the boss and working for yourself is you get to make the rules and you get to create the business you want.

That voice in your head, the one that makes you doubt yourself and wonder what the heck you were thinking when you started all this, yes that one. You're allowed to tell it to sssshhhhhh or ignore it. You can do this.

## Do You Need A Kick Up the Arse to Get Shit Done?

I have a no-nonsense approach so I won't take any excuses for not doing the work – no laziness allowed!! At the end of the day, I don't want to waste either of our time if you aren't prepared to do the work as I could be working with another mum who will do whatever it takes to build her own super successful business.

If you want someone who will tell you what you want to hear, go elsewhere – I'm not the person for you. However, if you want someone to show you step by step EXACTLY what you need to be doing, act as your guide so you avoid the common mistakes and also keep you accountable (giving you a kick up the bum when you need it!) – then I'm your girl.

Some of the stuff we will go through on this programme are:

- Work out exactly who you want to be working with and what they have in common so that you stop wasting any more money
- Define your marketing message so that you attract all the clients you want
- Map out your products and programmes so that you can leverage yourself to earn more money
- Look at what systems and boundaries you need in place to build the business you dreamt of
- Plan for success so that we put it all together into manageable tasks of everything you need to do to achieve your big goals

I work with a small number of mums 1 – 1 to really get to know you, focus on your business, your issues, your challenges. I will get down and dirty with you to help you create the business you dream of

I would love to talk to see if we're a good fit. There'll be no hard selling you onto the programme, I don't like that so it's not something I do in my business

*Get all the details and book a call now:*

<http://themumpreneursmentor.com/services/work-with-me/>