

YOUR SANITY-SAVING, SUCCESS-BUILDING CHECKLIST

10 Questions Every Lady Boss Must Ask Herself
to Optimize Her Two Most Precious Commodities:
TIME + MONEY

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WELCOME, FRIEND.

I'm sure you agree it's time for more women-led businesses to succeed in the CPG category.

And that success starts with YOU becoming the savviest business lady on the block.

Inside these pages, you'll get your hands on the top 10 things you need to consider and integrate into the way you do business.

They will 100% help you avoid the most common mistakes early stage entrepreneurs make—AND save time, money, and most of all: your sanity.

I'M HEATHER K. TERRY

Author, Business Mentor & Investor

Maddening fact: most female founded product-based businesses fail.

- Not for lack of effort.
- Not for lack of passion.
- Not for lack of brilliance.

But simply because they don't know what they don't know.

The good news is, that doesn't have to be you. With over a decade of experience as a CPG founder, CEO, investor, and advisor, I've amassed the most essential strategies and tricks of the trade that will empower you to make less mistakes and more of an impact.

I empower women like you to get ahead of the game, play smart,

maximize their money and time, and develop the business know-how that puts them in the position of leadership.

And we're on our way.

Since 2016, I've led the placement of over 120 individual products on retail shelves nationwide and working for brands like S.W. Basics, True Moringa, Kips Granola Bark, and Skinterupt.

I'm devoted to helping you beat the odds in the world of Consumer-Packaged Products with tactical strategy and soulful, honest guidance so that you have the play-book to scale your business and make an impact.

THE FIRST STEP?

10 Questions That Will
Optimize Your Two Most
Precious Commodities:
TIME + MONEY

IMPORTANT NOTE:

- Don't just ask yourself these once. Check in consistently.
- This is an exercise AND an invitation to build them into your process.

1

Do you have a system in place for your day?

One of the biggest mistakes I see young entrepreneurs making is not having clear daily priorities.

Which means they often wind up getting pulled in multiple, haphazard directions that waste precious time and energy.

The truth is, to succeed and move your business forward in the right direction, you need to optimize the way you operate every single day. And that starts with planning out exactly what needs to get done in order to move those top priorities forward.

QUICK TIP: Track your to-do's in a platform like Asana to manage your daily tasks and block off time for each task on your calendar.

2 Do you look at your bank account?

No, really. Are you?

I can't tell you how many women have no idea where their money is going as they manage the day-to-day operations of their businesses.

This is a major problem when the success of a business is largely determined by numbers, investments, and profitability.

If you don't have handle on the details of where your money is going, you dis-empower yourself from being able to talk confidently about your business's financial picture to investors.

QUICK TIP: Schedule a weekly finance meeting with yourself to get a handle on where that \$\$ is being spent.

3 Do you have a financial model?

Yep, finances are so important I've included two questions about it!

Beyond simply looking at your bank account, it's essential to have a model to project what your revenue will be monthly, as well as a clear budget for marketing, branding, and other expenses.

This helps you benchmark every month so that you are always tracking where you underspend and overspend. Remember, you want to treat your business like a real business, not a passion project!

QUICK TIP: Hire a bookkeeper or external CFO to establish your financial model if you haven't already and meet with them regularly.

4

Do you use your financial model?

Nope. Not done with the finance part yet.

It's one thing to check your bank account and establish a financial model. It's another to actually USE that model.

Measuring how well you're doing month over month against your forecast and budget is essential to understanding the rhythm of your business.

Not to mention, knowing this stuff really well makes you look like a kick ass business lady in conversation with potential investors.

QUICK TIP: It's essential to run a profit & loss assessment each month to get a holistic picture of your finances and understand how far away you are from your annual goal.

5 Do you have a plan for your business over the next 12 – 18 months?

Truth: Plans make the dream work.

When you have a clear set of goals to hit, it becomes easier to break down the steps that will bridge the gap between you and them.

When you have a plan, it becomes easier to prioritize where you put your time and money, what you say yes and no to, and what needs to happen now vs. two months from now.

Put down your plan on paper so that you can align every decision and every action with bringing it to life. It will ensure you are always thinking strategically!

QUICK TIP: If you haven't already, write a business plan ASAP. I highly recommend this [template](#).



Does “marketing” feel like a dirty word?

Honestly, if you feel funny about marketing and promoting your products, we’ve gotta talk.

I urge you to re-frame it for yourself so that you can give yourself permission to do what’s needed to build brand awareness and hit those success milestones.

The truth is—you can’t sell anything without marketing. Period. Your products will not get into the hands and homes of the people who need them most if you don’t put effort into strategy that will allow you to get in front of that audience.

So, find a way to have fun with it and remind yourself that you’re doing people a disservice if you don’t tell them how your product can help them.

Quick Tip: Marketing has to be strategic. Take the time to establish the right approach for your brand and plan it out. Don’t go willy-nilly.

7

Does your marketing make sense?

Perhaps you've already been making marketing a priority—great! But does it make sense and align with your goals?

Take a look at why you are making certain efforts a priority and ask yourself—is this going to move us closer to what we want to accomplish in the short term and the long term.

For example: If you're working with 10 influencers across the United States, but the only place people can buy your product is in a Whole Foods in the Northeast, then those efforts are misaligned.

You have to be very choosy about the people, the partners, and the promotional efforts you make.

QUICK TIP: Don't get caught up in trendy marketing efforts and compare yourself to other businesses. Instead target the low hanging fruit, i.e. your local community.



Are you spelling out the points, the attributes, and the placement of your products clearly to influencers & partners?

Speaking of partners, to ensure you're making the most of every single relationship and promotion and getting the results you want, you have to be explicit about what you want your marketers online and locally to do with your products.

It's easy to make the mistake of thinking they already know what do to. That they're smart people and don't need detailed instructions. **WRONG.**

Take the time to write out a postcard with your packaging or a personalized email with those details. It will give you the best bang for your buck. Trust me.

QUICK TIP: Pretend like everyone you're giving your product to is your 90-year-old grandma who has zero clue what you're talking about. Yes, you have to spell it out that clearly.



Where can you delegate?

I know. You think you can do it all, and you might even think you do it best. But let's be honest—that's a straight pathway to burn out, my friend.

There are only 24 hours in a day which means that you have to use that time wisely. You can't buy more and you can't make more.

If you want your business to grow and succeed, you need support. And the sooner you recognize what you can hand off to others, the better. That way you can stay in your zone of genius and do what you do best. Be clear when you've reached your limit and it's time to bring someone in to support you.

QUICK TIP: Can't afford to pay someone? Hire an intern. There are lots of young people looking for work—especially for admin and social media-related tasks. Getting that off your plate alone can make a huge difference.

10 Do you have a supportive inner circle?

If there's anything I've learned after a decade as an entrepreneur, it's that you need a tribe of cheerleaders and advisors to keep you connected to your mission, your talent, and your vision.

You need people in your life who will lift you up, give you tools, and empower you to move through your darkest hours—because there will be many!

You truly won't survive without the right community in your corner. So, be really careful about who's advice you listen to, who you lean on, and who you let in.

You need people that boost your energy, elevate your thinking, and truly believe in you.

QUICK TIP: Notice who shows up for you. Lean on the people who are supportive through the ups and downs and aren't judgmental.

As you can see...

- **STRUCTURE**
- **SYSTEMS**
- **CLARITY**
- **PLANNING**
- **SUPPORT**

... are ALL essential to not only running business as smoothly as possible, but ensuring that every use of your energy, every dollar spent, every decision made is actually moving the needle for you.

Craving personalized guidance & support so that you can rest assured you're doing this whole Biz thing right?

Let's Talk.

I work privately with select female founded businesses in the CPG category each year.

To learn more, click here.

www.heatherkerry.com/offerings

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