

THE CONNECTOR CLUB

ELEVATE YOUR BUSINESS

10 STRATEGIES FOR BUSINESS GROWTH IN 2024

The Get Started Toolkit empowers mompreneurs with actionable business insights and resources, arming you with the tools needed to initiate and grow your venture.

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OUR COMMITMENT TO OUR COMMUNITY

These resources empower mompreneurs by providing an introduction of our networking organization where we provide tools to fine-tune business ideas, offering mentorship opportunities, and accessing specialized support for women entrepreneurs within our Accountability Pods. Simultaneously, skills are honed, funding avenues explored, and connections fostered among like-minded women. We believe in collective success, ensuring there's room for everyone to thrive. The aim is to furnish a comprehensive foundation for navigating the dynamic entrepreneurial landscape, offering challenges, assessments, and resources to kickstart your journey and connect you with our vibrant community of women business owners.

CONTENTS

PART 1

INTRODUCTION

Thank you for downloading our community toolkit!
Get to know our founder and organization.

PART 2

GET STARTED SMART GOALS

Get started on the right track with implementing
S.M.A.R.T. Goals for your business.

PART 3

GET STARTED CHALLENGE

Learn 7 tips and challenges to help you get started
and turn your idea into structured execution

PART 4

SMART GOAL ASSESSMENTS

New year's resolutions doesn't stop in January! Track
your goals, starting small - one step at a time.

PART 5

RESOURCES

End this toolkit with resources that can help you
receive community support and connections.

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INTRODUCTION



TIFFANY MCFARLANE

Founder & Event Planner

A proud mother of 3 and a bonus mom of 3, I am a creative event planner and educator. My journey began in Apparel & Textiles, specializing in Fashion Marketing and Business. Transitioning into social media marketing for 10 years after college, I found inspiration to teach youth entrepreneurship.

Passionate about supporting small businesses and empowering moms, I believe in the possibility of pursuing our dreams while building generational wealth. Your support means the world to our community!

www.theconnectorclub.org

A woman with dark curly hair is smiling and looking down at a laptop screen. A young girl with dark curly hair is standing next to her, also smiling and looking at the screen. The woman is wearing a white t-shirt and a light-colored cardigan. The girl is wearing a white and grey striped t-shirt and a white cardigan. The background is a plain, light-colored wall.

||

Moms in business plant seeds of resilience. We empower our children to dream big, make mistakes, learn from them and take chances.

-
Tiffany McFarlane, Founder

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GET STARTED WITH SMART GOALS

In the realm of mompreneurship, applying the SMART goals framework becomes a game-changer, not only for personal success but for the influence it exerts on the next generation. Smart goals are the navigational compass guiding individuals and businesses toward success. The acronym SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound—critical elements that transform aspirations into actionable plans. Setting Specific goals allows mompreneurs to define clear objectives, creating a roadmap for their business ventures. Measurable goals offer tangible markers, showcasing to both moms and their children the progress made.

By ensuring goals are Achievable, moms model perseverance and teach their kids that dreams are attainable with dedication. The Relevance of these goals connects the dots, demonstrating how mompreneurial pursuits contribute meaningfully to the family's well-being. The Time-bound nature of SMART goals not only propels moms towards deadlines but also instills in their children the value of time management and commitment. In essence, adopting SMART goals in mompreneurship becomes a powerful teaching tool, shaping not just successful businesses but instilling in the next generation the skills and mindset for their own future accomplishments.



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GET STARTED CHALLENGE

CLARIFY YOUR UVP

Define your business's Unique Value Proposition (UVP) in a single, compelling sentence. This will help you communicate your business's essence clearly.

VALIDATE YOUR MARKET

Spend a week actively seeking feedback on your business idea. Engage with potential customers, friends, or mentors to validate your market assumptions.

CREATE A ONE-PAGE BUSINESS PLAN

Summarize your business plan on one page. Focus on key elements like goals, target market, marketing strategy, and financial projections for a concise overview.

BUILD A STRONG ONLINE PRESENCE

Over the next two weeks, consistently post engaging content on your preferred social media platforms. Build and strengthen your online presence to connect with your audience.

NETWORKING POWER HOUR

Dedicate an hour this week to network actively. Join an online community or attend a virtual networking event. Initiate conversations and share your business story.

EXPLORE FUNDING OPTIONS

Use financial management tools to create a snapshot of your current financial situation. Understand your cash flow, expenses, and income sources.

PLAN FOR SCALABILITY

Research and identify three potential funding options for your business. This could include grants, loans, or crowdfunding platforms. Begin the application process for at least one.

SMART GOALS MAPPING

Concrete goals are your wellness milestones.

Let's set goals that are SMART:

S	<p>Specific: Clear and concise.</p> <input type="text"/>
M	<p>Measurable: Quantifiable to track progress.</p> <input type="text"/>
A	<p>Achievable: Attainable to remain motivating.</p> <input type="text"/>
R	<p>Relevant: Aligned with your larger wellness vision.</p> <input type="text"/>
T	<p>Time-bound: Encased within a timeframe.</p> <input type="text"/>

Sketch your goals with kindness, remembering that they are fluid and can adapt to your journey's needs.

Goal 1 Breakdown

Start Date: dd/mm/yy

Completion Date: dd/mm/yy

Steps To Make Goal 1 Happen

Things To Think About

Goal 2 Breakdown

Start Date:

Completion Date:

Steps To Make Goal 2 Happen

Things To Think About

Goal 3 Breakdown

Start Date:

Completion Date:

Steps To Make Goal 3 Happen

Things To Think About

GET STARTED CHECKLIST

Now that you've garnered valuable insights on initiating and expanding your business within our community, take advantage of this concise checklist to confirm the completion of each outlined step.



Clearly articulate what sets your business apart and why customers should choose you.



Gather feedback from potential customers to confirm there's a demand for your product or service.



Summarize your business goals, target market, and key strategies in a one-page plan.



Establish and maintain a professional website and active social media profiles.



Research and identify potential funding sources suitable for your business.



Design your business processes with growth in mind, ensuring they can scale effectively.

NOTES:

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RESOURCE LIBRARY



SMALL BUSINESS ADMINISTRATION (SBA)

The Small Business Administration, also known as SBA, provides a wealth of resources, including guides, templates, and information on funding options.

[VISIT WEBSITE](#)



SCORE

SCORE offers free mentoring services and online workshops to help entrepreneurs with various aspects of business development.

[VISIT WEBSITE](#)



ANGELLIST

AngelList is a platform connecting startups with investors. It's a great resource for exploring funding opportunities.

[VISIT WEBSITE](#)

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COMMUNITY CONNECTIONS

ACCOUNTABILITY THAT FITS YOUR JOURNEY



BOOK CLUB

Led by a seasoned bookkeeping specialist, **Cris Kober, owner of Matos Bookkeeping Solutions**, our book club guides and gathers mompreneurs to discuss financial support while sharing expertise on creating a sustainable and structured business model.

[CONNECT WITH CRIS](#)



MARKETING CLUB

Led by a knowledgeable social media strategist, **Carly Gates, owner of That Local Social**, our weekly marketing club is a dynamic hub for professionals to discuss and collaborate on evolving social media strategies, fostering learning and networking in digital marketing.

[CONNECT WITH CARLY](#)



PRODUCTIVITY CLUB

Led by a trained Executive Assistant, **Kristin Brunk, owner of The Office Revision**, we focus on optimizing your efficiency as a Mompreneur. This space is committed to enhancing time management, fostering professional growth, and building a supportive community.

[CONNECT WITH KRISTIN](#)

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COMMUNITY CONNECTIONS



ANITA M.
SUPPORT
MENTOR



JASMINE D.
MARKETING
SPECIALIST



SARA L.
LEADERSHIP
COACH



REBECCA PJB
PRODUCTIVITY
COACH



MARIA R.
WELLNESS
COACH



HEATHER M.
BUSINESS
MENTOR

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COMMUNITY TESTIMONIALS



MARIA Z.

"I've been to MANY different networking events and I'm grateful that you all INVITE moms to bring their children! I don't have to schedule childcare so I can network!"



TIFFANY B.

"This organization does a beautiful job of merging moms and kids together, accepting both while also having the opportunity to network and build our connections"



NATALIE R.

"So I just want to say... I LOVE being apart of this community! I have been a member of many networking groups, but this one creates these meaningful connections between women/moms. Great job on this group! I'm happy to know you all!"



MELISSA D.

"I LOVE this community of ambitious and driven women wanting to help each other succeed! I'm glad that I joined this community for myself and my children!"

LET'S STAY CONNECTED



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SIGN UP AND GET CONNECTED

Make 2024 a PRODUCTIVE year! Interested in starting or growing a business in 2024? You're in the right place! Sign up today to receive our newsletter, business tips, exclusive, free resources and updates to support small businesses.

[SIGN UP](#)

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THE CONNECTOR CLUB MEMBERSHIP

\$1 14-DAY RISK-FREE TRIAL

Join risk-free for your first 14-days and see if our community is right for you. You can cancel instantly anytime. If you choose not to cancel, you will then join our full monthly subscription. This is a special thank-you gift offering to new subscribers.

JOIN OUR COMMUNITY



www.theconnectorclub.org

THANK YOU!

Thank you for taking the time to explore our toolkit!
We appreciate your dedication to learning and
growing. If you have any questions or need further
assistance, feel free to reach out.

Here's to your continued success in your
Mompreneur journey!

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