

SOUTH
AFRICAN
EDITION



The SOUTH AFRICAN MOM'S GUIDE to STARTING A BUSINESS

THE ULTIMATE STARTUP WORKBOOK

for Building a Business from Home 


DREAM IT.
PLAN IT.
BUILD IT.
YOU'VE GOT
THIS, MAMA!



BUILDING MY LEGACY.
ONE STEP AT A TIME.



Strong
Mama
Bright
Future



PRACTICAL
SIMPLE
ACTIONABLE

Made for Moms
Like You!



STEP-BY-STEP WORKBOOK TO HELP
YOU START, GROW & THRIVE

Created with love by
WORDPRESS WEB SERVICES





How To Use THIS GUIDE

This workbook is your step-by-step companion
to starting and growing a successful business
from home, on your terms.

You've got the dream. Let's build the plan!



BEFORE YOU BEGIN

To get the most value from this workbook, we recommend that you:

- ☐ Print this guide and keep it somewhere easy to access
- ☐ Have a notebook or journal ready for additional notes and ideas
- ☐ Keep a pen or pencil nearby while working through the pages
- ☐ Set aside dedicated time each week to work on your business
- ☐ Take time to reflect honestly on each question before answering
- ☐ Complete the workbook in order, one page at a time
- ☐ Discuss your ideas with trusted friends, family members, or mentors
- ☐ Be open to feedback and new perspectives
- ☐ Remember that progress is more important than perfection
- ☐ Celebrate every step forward, no matter how small



SOUTH AFRICAN MOM TIP

You don't need to do everything
at once. Just keep taking
the next step.



A NOTE FROM ME TO YOU

This workbook isn't something to rush through in one afternoon.
Give yourself permission to dream, plan, reflect, and grow.

Some pages may spark ideas immediately, while others may require
a little more thought—and that's perfectly okay.

The goal isn't to have all the answers today.

**The goal is to take the next step toward
building a business and future that works
for you and your family.**



*You are
capable!*



Mama Motivation

“ The most successful businesses
aren't built in a day.
They're built one thoughtful
step at a time. ”

You've got this, Mama! Let's do this!

Welcome, Mama! ♥

YOUR BUSINESS JOURNEY STARTS HERE

If you've picked up this workbook, chances are you've been thinking about starting something of your own.

Maybe you're looking for extra income to help with rising living costs. Maybe you're tired of waiting for the "perfect time." Maybe you're a stay-at-home mom looking for something that's yours. Or maybe you've always dreamed of turning a talent, skill, or passion into a business.

Whatever brought you here, welcome. ♥

Starting a business in South Africa isn't always easy. We face load shedding, economic uncertainty, rising costs, and a competitive market. But every day, South African women are building successful businesses from their homes, kitchens, garages, spare rooms, and laptops.

And you can too.

THIS WORKBOOK WILL HELP YOU:

- ✓ Discover a business idea that suits your lifestyle
- ✓ Understand who your ideal customer is
- ✓ Build a brand people will remember
- ✓ Plan your website and online presence
- ✓ Create a simple marketing strategy
- ✓ Prepare to launch your business with confidence

BEFORE WE BEGIN

Take a moment to think about why you want to start a business.

Is it to:

- ☐ Create an extra income stream?
- ☐ Support your family financially?
- ☐ Have more flexibility around your children?
- ☐ Follow a lifelong dream?
- ☐ Build financial independence?
- ☐ Create a legacy for your family?

A NOTE FROM ME



You don't need a business degree.
You don't need a fancy office.
You don't need to have everything figured out.

You simply need to start.

One small step today can completely change your future.

So grab a cup of coffee, find a quiet corner, and let's begin building something amazing.

You've got this, Mama!



YOUR FUTURE BUSINESS STARTS HERE



Name: _____

Date Started: _____

My Biggest Goal: _____



My Dream Life Vision

BEFORE WE BUILD A BUSINESS, LET'S DREAM A LITTLE...

A successful business isn't just about making money.
It's about creating a life that works for you and your family.
Take a few moments to imagine where you'd like to be in the future.



WHY DO I WANT TO START A BUSINESS?



WHAT WOULD FINANCIAL FREEDOM MEAN TO ME?



- ☐ Paying off debt
- ☐ Covering school fees
- ☐ Family holidays
- ☐ Having savings for emergencies
- ☐ Working fewer hours
- ☐ Supporting my family
- ☐ Other:

WHAT DOES MY IDEAL DAY LOOK LIKE?



Imagine it's 3 years from now.

- What time do you wake up?
- Where are you working from?
- How much time do you spend with your family?
- What does a typical day look like?

INSPIRATION BOX



“Every successful business starts with one person who decided to begin.”



MY GOALS



IN 6 MONTHS I WANT TO:



IN 1 YEAR I WANT TO:



IN 3 YEARS I WANT TO:

MY FUTURE SELF



Write a letter to yourself describing the woman you hope to become through this business journey.

Dear Future Me,

Love,





Discovering Your Perfect Business Idea


Your ideas
today can
change your
family's
tomorrow.

LET'S FIND THE RIGHT BUSINESS FOR YOU

The best businesses often start with skills, experiences, hobbies, and passions you already have. You don't need to invent something completely new. You simply need to identify what you're already good at and how it can help others.



1. MY SKILLS & STRENGTHS

What are people always asking you for help with?

- | | |
|---------------------------------------|--|
| ☐ Organising | ☐ Graphic Design |
| ☐ Baking | ☐ Sewing |
| ☐ Teaching | ☐ Beauty Services |
| ☐ Photography | ☐ Administration |
| ☐ Social Media | ☐ Childcare |
| ☐ Writing | ☐ Other: _____ |

2. MY WORK EXPERIENCE

List jobs, businesses, volunteering, or life experiences you've had.

3. THINGS I LOVE DOING

What activities make you lose track of time?

4. PROBLEMS I COULD HELP SOLVE

People pay for solutions.
What problems could you help someone solve?

Examples:

- Busy moms need meal planning
- Small businesses need websites
- People need pet sitting
- Businesses need social media help

My ideas:

5. MY BUSINESS IDEA BRAINSTORM

Write down every business idea that comes to mind.
No judging. No overthinking.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

6. MY TOP 3 IDEAS

★ IDEA #1

★ IDEA #2

★ IDEA #3

SOUTH AFRICAN MOM INSPIRATION

Popular businesses started by South African moms:

- | | |
|------------------------------|-----------------------------|
| • Virtual assistant services | • Online clothing boutiques |
| • Social media management | • Event planning |
| • Baking and catering | • Freelance bookkeeping |
| • Tutoring | • Website design |
| • Childcare services | • Content creation |
| • Handmade products | • And so many more! |



RIGHT NOW, THE BUSINESS IDEA
I'M MOST EXCITED ABOUT IS:







Choosing My BUSINESS IDEA

— LET'S TURN IDEAS INTO ACTION —



You may have several business ideas, but trying to start all of them at once can leave you feeling overwhelmed. This page will help you choose the business idea that's the best fit for your lifestyle, skills, and goals.


The right business idea is one that fits your life and lights you up!




MY TOP 3 BUSINESS IDEAS



IDEA #1

IDEA #2

IDEA #3



RATE EACH IDEA



IDEA #1

- ☐ Low startup cost
- ☐ Can work from home
- ☐ Fits around family life
- ☐ Uses my existing skills
- ☐ Solves a real problem
- ☐ Excites me

SCORE: _____ / 6

IDEA #2

- ☐ Low startup cost
- ☐ Can work from home
- ☐ Fits around family life
- ☐ Uses my existing skills
- ☐ Solves a real problem
- ☐ Excites me

SCORE: _____ / 6

IDEA #3

- ☐ Low startup cost
- ☐ Can work from home
- ☐ Fits around family life
- ☐ Uses my existing skills
- ☐ Solves a real problem
- ☐ Excites me

SCORE: _____ / 6

MY WINNING BUSINESS IDEA



The business idea I'm committing to for the next 30 days is:



WHY I CHOSE THIS IDEA



MY FIRST SMALL STEP



What's one thing you can do this week to move forward?

- ☐ Research competitors
- ☐ Create a sample product
- ☐ Create a Facebook page
- ☐ Register a domain name
- ☐ Talk to potential customers
- ☐ Other: _____

MAMA MOTIVATION



“ You don't need the perfect plan. You just need to start. ”





Understanding MY IDEAL CUSTOMER

THE KEY TO A BUSINESS THEY WILL LOVE

The more you understand your ideal customer, the easier it will be to create products or services they need, and marketing that speaks directly to them.

 The right message to the right person = more sales and a business you love.

“
People don't
buy what you do,
they buy why
you do it.”



1. WHO ARE THEY?

Who is your ideal customer?
Describe them in as much detail as possible.

Age range: _____
Gender: _____
Location: _____
Occupation: _____
Income range: _____
Family status: _____



2. WHAT DO THEY STRUGGLE WITH?

What problems or challenges do they face
that your business can help solve?



3. WHAT DO THEY WANT?

What are their goals, dreams
or desired outcomes?



4. WHERE DO THEY SPEND TIME?

Where do they go for information, inspiration and entertainment?
(Online and offline)

ONLINE (WEBSITES, APPS, SOCIAL MEDIA):

- ☐ Facebook
- ☐ Instagram
- ☐ YouTube
- ☐ TikTok
- ☐ WhatsApp
- ☐ Blogs
- ☐ Other: _____

OFFLINE (REAL LIFE PLACES):

- ☐ Shopping malls
- ☐ Church
- ☐ Community groups
- ☐ School
- ☐ Work
- ☐ Events / Markets
- ☐ Other: _____



5. WHAT MAKES THEM BUY?

What influences their buying decisions?
(Choose all that apply)

- ☐ Price
- ☐ Quality
- ☐ Recommendations / Reviews
- ☐ Convenience
- ☐ Results
- ☐ Customer service
- ☐ Other: _____



6. WHAT CONTENT DO THEY LOVE?

What type of content or information would be most helpful
or interesting to them?

- ☐ Tips & Advice
- ☐ How-to Guides
- ☐ Behind the Scenes
- ☐ Product Demonstrations
- ☐ Inspiration & Motivation
- ☐ Special Offers & Discounts
- ☐ Customer Reviews / Stories
- ☐ Other: _____



7. HOW CAN I HELP THEM BEST?

How can your business make their life easier, better or more
enjoyable?

WHEN YOU KNOW
WHO YOU ARE
TALKING TO, YOUR
BUSINESS CAN
GROW.



MY IDEAL CUSTOMER IN 1 SENTENCE

I help _____
(WHO YOU HELP)
who want _____
(WHAT THEY WANT)
by providing _____
(HOW YOU HELP THEM)





Is My Business Idea WORTH PURSUING?

LET'S DO SOME RESEARCH

Before spending money on logos, websites, or social media, let's find out if people actually need what you're offering.

Smart business owners test their ideas before they invest in them.



MY BUSINESS IDEA: _____

1. WHO ARE MY COMPETITORS?

List 3 businesses offering something similar.

COMPETITOR 1

Business Name: _____

Website: _____

What do they do well? _____

COMPETITOR 2

Business Name: _____

Website: _____

What do they do well? _____

COMPETITOR 3

Business Name: _____

Website: _____

What do they do well? _____



2. GAPS IN THE MARKET

What could I do differently or better?

- ☐ Better customer service
- ☐ Lower pricing
- ☐ Faster turnaround
- ☐ More personalised service
- ☐ Better quality
- ☐ More convenient
- ☐ Other: _____



3. I ASKED POTENTIAL CUSTOMERS...

How many people did I speak to?

What feedback did they give? _____



Tip: Ask real people about their problems, needs and what they look for in a product or service like yours.



4. MY CONFIDENCE LEVEL

How confident am I that people would pay for this?

- ☐ Not yet
- ☐ Somewhat confident
- ☐ Very confident



5. MY DECISION

After researching my idea:

- ☐ I'm moving forward 
- ☐ I need to adjust my idea
- ☐ I need more research



SOUTH AFRICAN RESEARCH CHALLENGE

Before moving on, complete this research challenge:



Search Facebook groups

☐

Search Google

☐

Search Takealot

☐

Search local community groups

☐

Ask 5 real people

☐

Check competitors' websites

☐

The more you research now, the more confident you will feel later!



My Key Takeaway

The biggest thing I learned from my research: _____

RESEARCH TODAY, SUCCESS TOMORROW.





Finding the Perfect

BUSINESS NAME

LET'S NAME YOUR BUSINESS



Your business name is often the first impression people have of your brand.
A good business name should be easy to remember, easy to spell, relevant to your business, professional and available as a website domain.

“
A strong name today can build a strong brand for years to come.



BRAINSTORM TIME



Write down every business name idea that comes to mind.

Don't overthink it! 

MY BUSINESS NAME IDEAS



- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

NAME INSPIRATION



USE YOUR NAME

Examples:

- Chantal's Creations
- Sarah Smith Marketing
- Amy's Cakes

☐ I want to use my name

DESCRIBE WHAT YOU DO

Examples:

- Cape Town Virtual Assistant
- Little Learners Tutoring
- Social Spark Marketing

☐ I want my business name to describe my service

CREATE A BRAND NAME

Examples:

- Canva
- Uber
- Etsy

☐ I want a unique brand name

MY FAVOURITE 3 NAMES

- | | |
|---|-------|
| 1 | _____ |
| 2 | _____ |
| 3 | _____ |
- 

THE NAME TEST



For each of your favourite names, ask:

- | | |
|---|--|
| ☐ Easy to spell? | ☐ Available on social media? |
| ☐ Easy to say? | ☐ Available as a domain? |
| ☐ Sounds professional? | ☐ Still makes sense if my business grows? |
- 

ASK 3 PEOPLE

Before deciding, ask:



A friend



A family member



A potential customer

Which name do they prefer?

- | |
|----------|
| 1. _____ |
| 2. _____ |
| 3. _____ |
- 

MY CURRENT FAVOURITE

Right now, my favourite business name is:

_____ 

QUICK TIPS

- Keep it short and sweet
 - Avoid hard-to-spell words
 - Check availability before you fall in love with a name
 - Choose a name you'll be proud of for years to come
- 



Mama Motivation 

A business name doesn't make a business successful. Taking action does. ”





Choosing My FINAL BUSINESS NAME

IT'S TIME TO DECIDE

By now you've brainstormed ideas, tested them, and gathered feedback. Now it's time to choose the name that will represent your business.

“
The right name
today can open
doors to bigger
opportunities
tomorrow.”



MY TOP 3 FINALISTS



Name 1: _____



Name 2: _____



Name 3: _____



QUICK TIP

Say the name out loud. If it's easy to say and feels good, you're on the right track!



NAME SCORECARD

NAME 1

- ☐ Easy to remember
- ☐ Easy to spell
- ☐ Easy to say
- ☐ Professional
- ☐ Available as a domain
- ☐ Available on social media

SCORE: _____ / 6

NAME 2

- ☐ Easy to remember
- ☐ Easy to spell
- ☐ Easy to say
- ☐ Professional
- ☐ Available as a domain
- ☐ Available on social media

SCORE: _____ / 6

NAME 3

- ☐ Easy to remember
- ☐ Easy to spell
- ☐ Easy to say
- ☐ Professional
- ☐ Available as a domain
- ☐ Available on social media

SCORE: _____ / 6



REMEMBER

Your name grows with your business. Choose one that still fits in 5 years!



DOMAIN NAME CHECK

A website address should ideally match your business name.

MY DOMAIN IDEAS

- _____ .co.za
- _____ .co.za
- _____ .co.za
- _____ .com
- _____ .com



Check domain availability at www.hostinger.co.za or other trusted providers.



SOCIAL MEDIA AVAILABILITY CHECK

PLATFORM	AVAILABLE?
Facebook	☐
Instagram	☐
TikTok	☐
LinkedIn	☐
WhatsApp Business	☐

Try to keep your business name the same across all platforms for consistency.



MY FINAL BUSINESS NAME

My chosen business name is:



WHY THIS NAME FITS MY BUSINESS



CELEBRATE THIS MILESTONE

Today I officially named my business.

Date: _____

Signature: _____



MAMA MOTIVATION

“
A goal becomes real
when you give it a name.”





Creating My BRAND IDENTITY

LET'S BRING YOUR BUSINESS TO LIFE

Your brand is more than a logo.
It's how people feel when they interact with your business.

“
A strong brand
helps people
remember you,
trust you and
choose you.
”



1. MY BRAND PERSONALITY

If my business were a person, it would be:

- | | |
|---------------------------------------|---------------------------------------|
| ☐ Friendly | ☐ Trustworthy |
| ☐ Professional | ☐ Bold |
| ☐ Creative | ☐ Elegant |
| ☐ Luxurious | ☐ Approachable |
| ☐ Fun | ☐ Other: _____ |
| ☐ Modern | |



2. MY BRAND VALUES

What matters most to my business?

- | | |
|--|---|
| ☐ Quality | ☐ Community |
| ☐ Honesty | ☐ Sustainability |
| ☐ Affordability | ☐ Customer Service |
| ☐ Reliability | ☐ Excellence |
| ☐ Innovation | ☐ Family |



3. MY IDEAL BRAND COLOURS

Choose colours that reflect
the feel of your brand.

- Colour 1:
- Colour 2:
- Colour 3:
- Accent Colour:



4. MY BRAND STYLE

Circle the words that best describe your brand:

Elegant | *Modern* | *Natural* | *Feminine* | *Professional*
Playful | *Minimalist* | *Bold* | *Warm* | *Premium*



5. LOGO INSPIRATION

Draw ideas or paste screenshots here.



6. BRANDS I LOVE

What brands inspire me and why?

BRAND 1

BRAND 2

BRAND 3

Why?

Why?

Why?



7. MY BRAND IN ONE SENTENCE

"My business helps _____ by providing _____
in a way that is _____."



8. MY BRAND MOOD BOARD

Create a visual mood board for your brand. Paste or add:



Colours



Fonts



Images



Patterns



Logos



Pinterest
Inspiration



SOUTH AFRICAN MOM TIP



Your brand
doesn't need to be
perfect before
you launch.



Focus on being
consistent,
trustworthy and
recognisable.



MAMA MOTIVATION

“
People may
forget what
you said, but
they'll remember
how your brand
made them feel.
”



My Website &

ONLINE PRESENCE PLAN

LET'S BUILD YOUR ONLINE HOME

In today's world, people will almost always search for your business online before they buy from you.

Your website doesn't need to be complicated.

It just needs to clearly tell people:



Who
you are



What
you offer



Why they should
choose you



How to
contact you

“
The best
investment you
can make is in
your business
online.”



1. MY BUSINESS INFORMATION

Business Name

Tagline (Optional)

Contact Number

Email Address

WhatsApp Business Number



2. MY DOMAIN NAME

My First Choice

_____ .co.za

My Second Choice

_____ .co.za

My Third Choice

_____ .co.za

☐ Domain purchased

☐ Professional email set up



3. MY WEBSITE GOALS

What do I want my website to do?

☐ Get enquiries

☐ Sell products

☐ Book appointments

☐ Build trust

☐ Showcase my work

☐ Collect leads

☐ Other _____



4. WEBSITE PAGES I NEED

Essential Pages (Start Here)

- ☒ Home
- ☒ About
- ☒ Contact

Additional Pages (As You Grow)

- ☐ Services
- ☐ Shop
- ☐ Blog
- ☐ Portfolio
- ☐ FAQ
- ☐ Testimonials
- ☐ Booking Page
- ☐ Other _____



5. WHAT ACTION DO I WANT VISITORS TO TAKE?

When someone visits my website, I want them to:

- ☐ Call me
- ☐ WhatsApp me
- ☐ Email me
- ☐ Buy a product
- ☐ Book a consultation
- ☐ Complete a form
- ☐ Follow me on social media



6. SOCIAL MEDIA PLATFORMS

Where will my business be active?

- ☒  Facebook
- ☒  Instagram
- ☒  WhatsApp Business
- ☐  TikTok
- ☐  LinkedIn
- ☐  Pinterest
- ☐  YouTube



7. MY ONLINE LAUNCH CHECKLIST

- ☐ Domain registered
- ☐ Email created
- ☐ Facebook page created
- ☐ Instagram page created
- ☐ WhatsApp Business set up
- ☐ Website planned
- ☐ Website launched

HELPFUL RESOURCES FOR SOUTH AFRICAN MOMS



NEED A WEBSITE?

You don't need an expensive website to get started.

WordPress Web Services
Affordable websites for small
businesses and startups.

078 508 3604

info@wordpresswebservices.co.za



PREFER TO BUILD YOUR OWN WEBSITE?

Create your own affordable website using Wix.



NEED A DOMAIN NAME?

Register your domain name with Xneelo.

Examples:

- mybusiness.co.za
- mybusiness.com



QUICK TIP

Start simple:

- ✓ Register your domain
- ✓ Create a professional email address
- ✓ Build a basic website
- ✓ Add your contact details
- ✓ Start telling people about your business

A website is not just about being found.

It's about being chosen.

REMEMBER

Progress over perfection.
Your website will grow
with your business!



Planning My WEBSITE CONTENT

LET'S MAP OUT WHAT YOUR WEBSITE WILL SAY

A beautiful website won't help your business if visitors don't understand what you do.

Before building your website, let's plan your content.

“ Plan your content today, attract your ideal customers tomorrow! ”



1. MY HOMEPAGE

Headline 

What is the first thing visitors should see?

Example: "Affordable Websites for South African Small Businesses"

My Headline:

Subheading

Describe what you do in one sentence.

Call-To-Action 

What do you want people to do?

- | | |
|--|---------------------------------------|
| ☐ Contact Me | ☐ WhatsApp Me |
| ☐ Book A Consultation | ☐ Shop Now |
| ☐ Learn More | ☐ Other: _____ |

2

2. MY ABOUT PAGE

My Story 

Why did I start this business?

Why Should Customers Trust Me? 

3

3. MY SERVICES PAGE

List your products or services.

SERVICE 1

Name: _____

Benefits: _____

SERVICE 2

Name: _____

Benefits: _____

SERVICE 3

Name: _____

Benefits: _____

5

CONTACT PAGE

How can customers reach me?



Phone: _____



WhatsApp: _____



Email: _____



Social Media: _____



WEBSITE CONTENT CHECKLIST

- ☐ Homepage planned
- ☐ About page planned
- ☐ Services planned
- ☐ Contact details ready
- ☐ Photos collected
- ☐ Logo ready
- ☐ Testimonials gathered
- ☐ _____

4



TESTIMONIALS

Who can provide feedback about my work?

- 1 _____
- 2 _____
- 3 _____

SOUTH AFRICAN MOM TIP

People buy from people. Don't be afraid to put your face, story, and personality on your website. South African customers love supporting real people behind local businesses.

MAMA MOTIVATION

“ Your website isn't about impressing everyone. It's about connecting with the right people. ”



Pricing My PRODUCTS & SERVICES

LET'S PUT A VALUE ON WHAT YOU OFFER

“

Your prices should reflect the value you create.



Many new business owners charge too little because they're afraid customers won't pay.

Remember: your time, skills, experience, and effort all have value.



1 WHAT AM I SELLING?

- ☐ Product
- ☐ Service
- ☐ Both



2 MY MAIN PRODUCTS/SERVICES

Product/Service	Estimated Price
	R
	R
	R
	R
	R



3 CALCULATE MY COSTS

MONTHLY BUSINESS EXPENSES

- ☐ Internet
- ☐ Phone
- ☐ Software
- ☐ Advertising
- ☐ Transport
- ☐ Equipment
- ☐ Other _____

TOTAL MONTHLY COSTS:

R _____



4 HOW MUCH WOULD I LIKE TO EARN?

Monthly Income Goal:

R _____

5 HOW MANY SALES DO I NEED?

If I want to earn:

R _____ per month

And my average sale is:

R _____

I need approximately:

_____ sales per month



6 COMPETITOR PRICING RESEARCH

Business 1: _____

Price: R _____

Business 2: _____

Price: R _____

Business 3: _____

Price: R _____



7 MY PRICING STRATEGY

- ☐ Lowest price
- ☐ Competitive pricing
- ☐ Premium pricing
- ☐ Value-based pricing



8 MY FINAL STARTING PRICES

★ Product/Service 1

Price:

R _____

★ Product/Service 2

Price:

R _____

★ Product/Service 3

Price:

R _____



9 OTHER FACTORS TO CONSIDER

- ♥ Value I deliver to my customers
- ♥ Time it takes to deliver my product/service
- ♥ My skills and experience
- ♥ Quality of my materials/resources
- ♥ Customer service and support
- ♥ My business goals



10 MY PRICING NOTES

Any notes, ideas or thoughts about my pricing:



SOUTH AFRICAN MOM TIP



Don't compete on price alone. Customers often choose businesses because of trust, service, reliability, and convenience—not because they're the cheapest.



“

MAMA MOTIVATION
If you don't value your work, neither will your customers.

”





Creating My First

OFFER

LET'S TURN YOUR SKILLS INTO SOMETHING CUSTOMERS WANT TO BUY

An offer is simply the solution you provide to help your customers achieve a result.

People don't buy services. People buy outcomes.

“
A clear offer is the bridge between your skills and your customer's success.
”



1 WHAT PROBLEM AM I SOLVING?

My customer struggles with:



2 WHAT RESULT AM I HELPING THEM ACHIEVE?

My customer wants:



3 MY SIGNATURE OFFER

Offer Name: _____

What is included?

- ☐ Option 1 _____
- ☐ Option 2 _____
- ☐ Option 3 _____
- ☐ Option 4 _____
- ☐ Option 5 _____

4 HOW WILL I DELIVER IT?

- ☐ Online
- ☐ In Person
- ☐ WhatsApp
- ☐ Email
- ☐ Video Call
- ☐ Digital Download
- ☐ Physical Product



5 HOW LONG DOES IT TAKE?

- ☐ 1 Day
- ☐ 1 Week
- ☐ 2 Weeks
- ☐ 1 Month
- ☐ Other _____



6 WHY SHOULD SOMEONE BUY THIS?

List the benefits.

- 1 _____
- 2 _____
- 3 _____
- 4 _____

7 MY OFFER SUMMARY

Complete this sentence:

I help _____ *(who)*

achieve _____ *(what result)*

by providing _____ *(my solution)*

for R _____ *(my price)*



8 CREATE A SIMPLE PACKAGE

BRONZE PACKAGE

What's included? _____
Price: R _____ 

SILVER PACKAGE

What's included? _____
Price: R _____ 

GOLD PACKAGE

What's included? _____
Price: R _____ 

SOUTH AFRICAN MOM TIP



People often buy the middle package because it feels like the best value.

Don't be afraid to offer different options.



“ MAMA MOTIVATION

Confused customers don't buy. Clear offers sell.



EXAMPLES OF OFFERS

-  Virtual Assistant
-  Admin support, inbox management, scheduling
-  Baker
-  Cupcakes, cakes, dessert tables
-  Website Designer
-  Websites, hosting, maintenance, branding
-  Fitness Coach
-  Workouts, meal plans, motivation, support





Setting Up MY SOCIAL MEDIA PROFILES

LET'S CREATE YOUR ONLINE PRESENCE

Your social media is often the first place customers find you. Let's make it amazing!

SOUTH AFRICAN MOM TIP



Start simple, be consistent, and show up as you are.



1 CHOOSE YOUR PLATFORMS

Where will I show up online?

- ☐  Facebook
- ☐  Instagram
- ☐  WhatsApp Business
- ☐  TikTok
- ☐  LinkedIn
- ☐  Pinterest



2 MY USERNAME IDEAS



Keep it simple, easy to remember and true to your brand.



Facebook:



Instagram:



TikTok:



WhatsApp Business:



3 PROFILE CHECKLIST



- ☐ Profile photo uploaded
- ☐ Cover photo uploaded
- ☐ Bio completed
- ☐ Contact details added
- ☐ Website added
- ☐ WhatsApp linked
- ☐ Call to action added (e.g. "DM me", "Book now")
- ☐ Highlights / Featured updated



4 MY BIO DRAFT



Who am I? What do I do? Who do I help?

Keep it short, clear and benefit-focused.



5 CONTENT PILLARS



What will I post about?

1. _____
2. _____
3. _____
4. _____
5. _____



6 VISUAL STYLE & BRAND



How do I want my brand to look and feel?

My brand colours:



My brand vibe (circle):

Fun Calm Bold Elegant Friendly

Words that describe my brand:



7 TEST IT OUT

Ask 3 people for feedback on your profile:

Person 1: _____ 

Did they understand what I do? ☐ Yes ☐ No Any suggestions? _____

Person 2: _____ 

Did they understand what I do? ☐ Yes ☐ No Any suggestions? _____

Person 3: _____ 

Did they understand what I do? ☐ Yes ☐ No Any suggestions? _____

8 MY ACTION PLAN



What will I do this week?

- ☐ Set up or update my profile on _____
- ☐ Create my bio
- ☐ Add my profile & cover photos
- ☐ Link my WhatsApp / contact details
- ☐ Post my first post by _____ (date)
- ☐ Follow 5 accounts that inspire me



SOUTH AFRICAN MOM TIP 

You don't need to be on every platform. Choose 1-2 platforms where your ideal customers spend their time and focus on those first.



MAMA MOTIVATION

Done is better than perfect.
Your first post is better than your hundredth idea.



WHY THIS MATTERS 

- ☒ Builds trust and credibility
- ☒ Helps people find and connect with you
- ☒ Showcases your products or services
- ☒ Brings in more leads and sales
- ☒ Grows your brand and community





My First 30 CONTENT IDEAS

LET'S MAKE MARKETING EASIER

You don't need to post perfectly.

You just need to start showing up consistently.



SHOW UP
HELP OTHERS
SHARE VALUE
GROW YOUR
BUSINESS



1. ABOUT ME

Tell people who you are.

Ideas:

- ☐ Why I started my business
- ☐ My story
- ☐ Behind the scenes
- ☐ Meet the owner



2. MY PRODUCTS & SERVICES

Tell people what you offer.

Ideas:

- ☐ Product spotlight
- ☐ Service spotlight
- ☐ Before & after
- ☐ Frequently asked questions



3. TIPS & ADVICE

Share helpful information.

Ideas:

- ☐ Top 5 tips
- ☐ Common mistakes
- ☐ How-to post
- ☐ Quick hack



4. CUSTOMER SUCCESS

Build trust and credibility.

Ideas:

- ☐ Testimonial
- ☐ Review
- ☐ Client win
- ☐ Case study



MY 30 CONTENT IDEAS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____



MY BEST 4 IDEAS

1. _____
2. _____
3. _____



CONTENT CREATION CHALLENGE

This week I will:

- ☐ Create 3 posts
- ☐ Create 5 posts
- ☐ Create 10 posts
- ☐ Schedule my first month of content



SOUTH AFRICAN MOM TIP

You don't need expensive equipment. A smartphone, good lighting, and consistency will outperform fancy equipment that never gets used.



MAMA MOTIVATION

Your future customers can't buy from a business they've never heard of.



CONTENT IDEAS CAN COME FROM:

- ☒ Your daily life
- ☒ Client questions
- ☒ Your experiences
- ☒ Trends & current events
- ☒ Other businesses you follow
- ☒ Your knowledge and skills





My First Month CONTENT CALENDAR

LET'S CREATE A CONSISTENT POSTING SCHEDULE

Consistency beats perfection.

A simple plan makes it easier to stay visible and attract customers.




SHOW UP
HELP OTHERS
SHARE VALUE
GROW YOUR
BUSINESS

WEEK 1



DAY	CONTENT IDEA
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	



HOW OFTEN WILL I POST?

- ☐ Once per week
- ☐ Twice per week
- ☐ Three times per week
- ☐ Daily



MY POSTING DAYS

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday



WEEK 2



DAY	CONTENT IDEA
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	



MY CONTENT MIX

I want my content to include:

- ☐ Educational posts
- ☐ Behind-the-scenes content
- ☐ Personal stories
- ☐ Product / service promotion
- ☐ Customer testimonials
- ☐ Tips and advice
- ☐ Frequently asked questions



WEEK 3



DAY	CONTENT IDEA
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	



BATCH CONTENT DAY

What day will I create content?

How many posts will I create?



WEEK 4



DAY	CONTENT IDEA
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	



SOUTH AFRICAN MOM TIP

You don't need to create content every day. Many successful business owners create several posts in one sitting and schedule them throughout the month.



“

MAMA MOTIVATION

*Small consistent actions
create big
business results.*





Setting Up My WHATSAPP BUSINESS

TURN CONVERSATIONS INTO CUSTOMERS

WhatsApp Business
can help you:



Respond quickly



Build trust



Showcase your services



Generate enquiries



Make sales

SOUTH AFRICAN MOM TIP



Most small businesses in South Africa get their first customers through WhatsApp.



1 MY BUSINESS DETAILS

Business Name

Business Category

Business Description

2 MY CONTACT INFORMATION

Phone Number

Email

Website

Location

3 MY BUSINESS HOURS

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

Hours: _____

4 CREATE MY WELCOME MESSAGE

Example:

"Hi 🙌 Thanks for contacting us.
We'll get back to you as soon as possible."

My Welcome Message:

5 CREATE MY AWAY MESSAGE

Example:

"Thanks for your message. We're currently unavailable but will respond during business hours."

My Away Message:

6 MY QUICK REPLIES

Reply #1 _____

Reply #2 _____

Reply #3 _____

Reply #4 _____

7 MY CATALOGUE CHECKLIST

- ☐ Add products/services
- ☐ Add photos
- ☐ Add pricing
- ☐ Add descriptions
- ☐ Add contact details
- ☐ Add website link

8 MY CUSTOMER LABELS

- ☐ New Lead
- ☐ Quote Sent
- ☐ Customer
- ☐ Follow Up
- ☐ VIP Customer

MAKE IT EASY FOR PEOPLE TO CONTACT YOU

Quick replies, clear information, and kind communication build strong customer relationships.



SOUTH AFRICAN MOM TIP 

Most small businesses in South Africa get their first customers through WhatsApp. Make it easy for people to contact you and get answers quickly.



MAMA MOTIVATION

Every customer conversation is an opportunity.



SETUP COMPLETE CHECKLIST 

- ☒ Profile photo added
- ☒ Business info completed
- ☒ Welcome message set
- ☒ Away message set
- ☒ Catalogue added
- ☒ Quick replies saved
- ☒ Labels created





Finding My FIRST CUSTOMERS

YOUR FIRST CUSTOMERS ARE CLOSER THAN YOU THINK

Many successful businesses get their first customers
from people they already know.

Don't wait for strangers to find you.

Start with your existing network.



SHOW UP
HELP OTHERS
SHARE VALUE
GROW YOUR
BUSINESS



1 MY EXISTING NETWORK

Who already knows me?

- ☐ Friends
- ☐ Family
- ☐ Colleagues
- ☐ Previous clients
- ☐ School community
- ☐ Church community
- ☐ Sports clubs
- ☐ Local community groups
- ☐ Facebook groups
- ☐ WhatsApp groups



2 PEOPLE I CAN CONTACT THIS WEEK

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



3 LOCAL PLACES TO PROMOTE MY BUSINESS

- ☐ Facebook community groups
- ☐ School groups
- ☐ Community WhatsApp groups
- ☐ Local markets
- ☐ Networking events
- ☐ Local businesses
- ☐ Referrals
- ☐ Word of mouth



4 MY REFERRAL PLAN

Who could refer customers to me?

Person / Business 1 _____
Person / Business 2 _____
Person / Business 3 _____
Person / Business 4 _____



5 MY FIRST CUSTOMER CHALLENGE

This week I will:

- ☐ Tell 5 people about my business
- ☐ Tell 10 people about my business
- ☐ Share my business on Facebook
- ☐ Share my business on WhatsApp Status
- ☐ Ask for referrals
- ☐ Send my first quote



6 MY FIRST CUSTOMER TRACKER

Name	Contacted	Interested	Follow Up
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐

7 WHAT SCARES ME MOST ABOUT SELLING?



8 MY CONFIDENCE BOOST

Write down 3 reasons someone would
benefit from your business.

1. _____
2. _____
3. _____



SOUTH AFRICAN MOM TIP

Your first customer often comes
from a referral, a friend, or someone
who already knows and trusts you.

Don't underestimate the power of
your existing network.



“ MAMA MOTIVATION

*You don't need
thousands of followers.
You need your
first customer.*



REMEMBER

- ✓ Start with the people who know, like and trust you.
- ✓ Be consistent and follow up.
- ✓ Provide value and solve problems.
- ✓ Build genuine relationships.
- ✓ Your first customer is just the beginning!



My MARKETING PLAN

HOW WILL PEOPLE DISCOVER MY BUSINESS?

Marketing doesn't have to be complicated.

The goal is simply to let the right people know you exist.

SHOW UP
HELP OTHERS
SHARE VALUE
GROW YOUR
BUSINESS



1 MY MAIN MARKETING CHANNELS

Choose your top 3:

- ☐ Facebook
- ☐ Instagram
- ☐ WhatsApp
- ☐ Referrals
- ☐ Networking
- ☐ LinkedIn
- ☐ Pinterest
- ☐ Google
- ☐ Local Events
- ☐ Flyers
- ☐ Word of Mouth
- ☐ Other _____

2 MY TOP 3 MARKETING PRIORITIES

Priority 1 _____
Why? _____

Priority 2 _____
Why? _____

Priority 3 _____
Why? _____

3 MY WEEKLY MARKETING PLAN

MONDAY _____

TUESDAY _____

WEDNESDAY _____

THURSDAY _____

FRIDAY _____

SATURDAY _____

SUNDAY _____

4 MY REFERRAL STRATEGY

Who can help spread the word?

- ☐ Friends
- ☐ Family
- ☐ Existing Customers
- ☐ Local Businesses
- ☐ Facebook Groups
- ☐ Community Groups
- ☐ School Networks
- ☐ Sports Clubs

5 MARKETING ACTIVITIES TRACKER

This month I will:

- ☐ Publish 8 social media posts
- ☐ Join 3 Facebook groups
- ☐ Attend 1 networking event
- ☐ Contact 10 potential customers
- ☐ Ask for 5 referrals
- ☐ Update my website
- ☐ Share my WhatsApp catalogue
- ☐ Follow up with leads

6 MY MARKETING BUDGET

Monthly Budget:

R _____

How will I spend it?

- ☐ Facebook Ads
- ☐ Printing
- ☐ Website
- ☐ Canva
- ☐ Domain & Hosting
- ☐ Other _____

7 MY 90-DAY GOAL

In the next 90 days
I want to:

8 MARKETING SUCCESS CHECKLIST

- ☐ Consistent posting
- ☐ Consistent follow-up
- ☐ Customer conversations
- ☐ Asking for referrals
- ☐ Tracking results

SOUTH AFRICAN MOM TIP

The most effective marketing is often free:

- ♥ Referrals
- ♥ WhatsApp
- ♥ Facebook Groups
- ♥ Word of Mouth
- ♥ Community Networks

Focus on building relationships before
spending money on advertising.

MAMA MOTIVATION

Marketing isn't about
convincing people.
It's about helping
the right people
find you.

MY MARKETING NOTES & IDEAS

REMEMBER

- ✔ Be consistent, not perfect.
- ✔ Provide value in everything you share.
- ✔ People buy from people they trust.
- ✔ Show up, help others, and keep going!



My FIRST SALES GOAL

LET'S TURN PLANS INTO PROFIT

Goals give your business direction.
The clearer your goal, the easier it becomes
to create a plan to achieve it.




FOCUS
PLAN
TAKE ACTION
SEE RESULTS




1 MY INCOME GOAL

How much would I like to earn?

THIS MONTH

R _____

IN 3 MONTHS

R _____

IN 6 MONTHS

R _____

IN 12 MONTHS

R _____

2 MY MAIN PRODUCT OR SERVICE

What will generate most
of my income?

3 MY AVERAGE SALE VALUE

The average amount a
customer spends is:

R _____

4 HOW MANY SALES DO I NEED?

If I want to earn:

R _____

And my average sale is:

R _____

Then I need
approximately:

sales this month.

5 MY FIRST 10 CUSTOMERS GOAL

- Customer 1 ☐
- Customer 2 ☐
- Customer 3 ☐
- Customer 4 ☐
- Customer 5 ☐
- Customer 6 ☐
- Customer 7 ☐
- Customer 8 ☐
- Customer 9 ☐
- Customer 10 ☐

6 MY MONTHLY ACTION PLAN

To reach my goal I will:

- ☐ Post consistently
- ☐ Follow up with leads
- ☐ Ask for referrals
- ☐ Send quotes quickly
- ☐ Improve my offer
- ☐ Network regularly
- ☐ Share testimonials
- ☐ Promote my business weekly

7 OBSTACLES I NEED TO OVERCOME

What's currently holding me back?

8 MY REWARD

When I reach my first sales goal,
I will celebrate by:

9 SUCCESS TRACKER

Week	Goal Met?
Week 1	☐
Week 2	☐
Week 3	☐
Week 4	☐

10 MY COMMITMENT

I commit to showing up for my business even when progress feels slow.

Signature: _____

Date: _____



SOUTH AFRICAN MOM TIP

Many successful businesses
don't become profitable overnight.

Focus on consistent action,
customer service, and learning
from every sale.



“

MAMA MOTIVATION

*A goal without a plan is a wish.
A goal with action becomes reality.*



Following Up WITH LEADS

DON'T LEAVE MONEY ON THE TABLE

People are busy.
Following up professionally can
turn a *maybe* into a *customer*.


CONSISTENT
FOLLOW-UP
CREATES
CONSISTENT
SALES



Plan
Focus
Grow
Repeat



1 MY LEAD TRACKER

Name	Date Contacted	Interested?	Follow-Up Date
		☐	
		☐	
		☐	
		☐	
		☐	
		☐	
		☐	

2 REASONS SOMEONE MIGHT NOT RESPOND

- ☐ Busy
- ☐ Waiting for payday
- ☐ Needs more information
- ☐ Forgot to reply
- ☐ Comparing options
- ☐ Not ready yet
- ☐ Other

3 MY FOLLOW-UP SCHEDULE

FIRST FOLLOW-UP

Within:

- ☐ 24 hours
- ☐ 48 hours
- ☐ 3 days
- ☐ 1 week

SECOND FOLLOW-UP

Within:

- ☐ 1 week
- ☐ 2 weeks
- ☐ 1 month

4 FOLLOW-UP MESSAGE TEMPLATE

Hi _____,

I just wanted to check in and see if you had any questions about my products/services.

I'd be happy to help.

Kind regards,

5 MY QUOTE TRACKER

Customer	Quote Sent	Followed Up	Outcome
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	

6 OVERCOMING SALES FEAR

What worries me most about following up?

7 MY CONFIDENCE REMINDER

Following up is not being pushy.
Following up is providing excellent customer service.

- ☐ I will follow up professionally.
- ☐ I will follow up consistently.
- ☐ I will not take rejection personally.

8 THIS WEEK'S FOLLOW-UP GOAL

- ☐ Follow up with 3 leads
- ☐ Follow up with 5 leads
- ☐ Follow up with 10 leads
- ☐ Follow up with every outstanding enquiry



SOUTH AFRICAN MOM TIP

Many customers need a reminder before making a purchase decision.

A friendly follow-up can make all the difference.



“

MAMA MOTIVATION

The fortune is often in the follow-up.



Collecting TESTIMONIALS & BUILDING TRUST

HAPPY CUSTOMERS HELP GROW YOUR BUSINESS

People trust other customers more than they trust advertisements.

Testimonials help potential customers feel confident about buying from you.

BUILD TRUST
EARN LOYALTY
GROW YOUR
BUSINESS



1 WHY TESTIMONIALS MATTER

Testimonials can:

- ☒ Build trust
- ☒ Increase sales
- ☒ Reduce customer hesitation
- ☒ Showcase results
- ☒ Strengthen your reputation

2 CUSTOMERS I CAN ASK FOR A TESTIMONIAL

Customer 1 _____

Customer 2 _____

Customer 3 _____

Customer 4 _____

Customer 5 _____

3 MY TESTIMONIAL REQUEST TEMPLATE

Hi _____,

Thank you for supporting my business.

Would you be willing to share a few words about your experience?

Your feedback would mean a lot and help other customers feel confident in choosing my business.

Kind regards,

4 TESTIMONIAL COLLECTION CHECKLIST

- ☐ Asked for feedback
- ☐ Received testimonial
- ☐ Saved testimonial
- ☐ Added to website
- ☐ Shared on social media
- ☐ Added to marketing materials

5 MY BEST TESTIMONIALS

Testimonial 1 _____

Testimonial 2 _____

Testimonial 3 _____

6 OTHER WAYS TO BUILD TRUST

- ☒ Share customer reviews
- ☒ Share before-and-after photos
- ☒ Share customer success stories
- ☒ Be active on social media
- ☒ Display contact information clearly
- ☒ Respond quickly to enquiries
- ☒ Show your face and story

7 MY TRUST-BUILDING ACTION PLAN

This month I will:

- ☐ Ask 3 customers for testimonials
- ☐ Ask 5 customers for testimonials
- ☐ Add testimonials to my website
- ☐ Create a testimonial social media post
- ☐ Share a customer success story

8 CONFIDENCE REFLECTION

What positive feedback have I already received?



SOUTH AFRICAN MOM TIP

Don't wait until you've served hundreds of customers.

Start collecting testimonials from your very first happy customer.

MAMA MOTIVATION

People trust proof more than promises.

REMEMBER

- ☒ Happy customers are your best marketing team.
- ☒ Ask, collect, and share testimonials regularly.
- ☒ Trust builds your brand and grows your business.

Turning CUSTOMERS Into REPEAT CUSTOMERS

YOUR EXISTING CUSTOMERS ARE GOLD

It's usually easier to sell to an existing customer
than to find a brand-new one.

HAPPY
CUSTOMERS
COME BACK
AND BRING
OTHERS!



Getting a customer
is great.

Getting the same customer
to buy again is even better.

Many small businesses
spend all their time finding
new customers when they
could be increasing sales
by nurturing existing ones.

1 MY CURRENT CUSTOMERS

List customers I've already worked with:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

2 WAYS I CAN STAY IN TOUCH

- ☐ WhatsApp Broadcast List
- ☐ Facebook Page
- ☐ Instagram
- ☐ Email Newsletter
- ☐ Monthly Specials
- ☐ Loyalty Programme
- ☐ Referral Programme
- ☐ Personal Follow-Up

3 CUSTOMER APPRECIATION IDEAS

- ☐ Thank-you message
- ☐ Discount voucher
- ☐ Birthday message
- ☐ Loyalty reward
- ☐ Free bonus
- ☐ Referral reward
- ☐ Handwritten note
- ☐ Exclusive offer

4 MY REFERRAL REWARD PLAN

When a customer refers someone to me,
I will:

5 CUSTOMER FOLLOW-UP CALENDAR

1 WEEK AFTER PURCHASE

1 MONTH AFTER PURCHASE

3 MONTHS AFTER PURCHASE

6 MY CUSTOMER LOYALTY PLAN

How will I encourage customers
to come back?

7 MY TOP 5 CUSTOMERS

- Customer 1 _____
- Customer 2 _____
- Customer 3 _____
- Customer 4 _____
- Customer 5 _____

8 REPEAT CUSTOMER CHECKLIST

- ☐ Thank every customer
- ☐ Ask for feedback
- ☐ Ask for testimonials
- ☐ Follow up after purchase
- ☐ Share new offers
- ☐ Stay visible on social media
- ☐ Reward loyalty

9 CUSTOMER RELATIONSHIP NOTES

What do my customers appreciate most?



SOUTH AFRICAN MOM TIP

A happy customer will often become:

- ♥ A repeat customer
- ♥ A referral source
- ♥ A testimonial provider
- ♥ Your biggest supporter

“ MAMA MOTIVATION

Your next sale
may come from
your last customer.

REMEMBER

- ✓ Happy customers spend more.
- ✓ They refer more people.
- ✓ They forgive mistakes.
- ✓ They grow with your business.
- ✓ They are worth keeping!

Managing My BUSINESS FINANCES

KNOW YOUR NUMBERS


GOOD
MONEY HABITS
BUILD A
STRONG
BUSINESS!


Up until now the workbook has focused on:

- ☒ Customers
- ☒ Sales
- ☒ Marketing
- ☒ Repeat customers

Now it's time to help moms manage their money properly.

This is one of the most important pages in the entire workbook.

You don't need to be an accountant to run a successful business.
But you do need to understand where your money is coming from and where it's going.

1 MY MONTHLY INCOME

Income Source	Amount
	R _____
	R _____
	R _____
	R _____
	R _____

TOTAL INCOME R _____

2 MY MONTHLY EXPENSES

- ☐ Internet
- ☐ Phone
- ☐ Domain & Hosting
- ☐ Website
- ☐ Canva
- ☐ Advertising
- ☐ Transport
- ☐ Equipment
- ☐ Software
- ☐ Bank Charges
- ☐ Other

EXPENSE TRACKER

Expense	Amount
	R _____
	R _____
	R _____
	R _____
	R _____

TOTAL EXPENSES R _____

3 MY PROFIT CALCULATION

INCOME

R _____

-

MINUS EXPENSES

R _____

=

EQUALS PROFIT

R _____

4 MY SAVINGS GOAL

I would like to save:

R _____

per month.

5 MY EMERGENCY FUND GOAL

Business emergencies happen.

My emergency fund target:

R _____

6 TAX PREPARATION CHECKLIST

- ☐ Save invoices
- ☐ Save receipts
- ☐ Track income
- ☐ Track expenses
- ☐ Separate business and personal spending
- ☐ Keep business records organised

7 BUSINESS BANKING CHECKLIST

- ☐ Open business bank account
- ☐ Separate business finances
- ☐ Track monthly income
- ☐ Track monthly expenses
- ☐ Review finances monthly

8 MY FINANCIAL GOAL FOR THIS YEAR

I would like my business to earn:

R _____

by the end of this year.

9 MONEY MINDSET REFLECTION

What does financial success mean to me?



SOUTH AFRICAN MOM TIP

Pay yourself first.
Even if it's a small amount,
get into the habit of treating
your business like a real business
from day one.



“

MAMA MOTIVATION

*What gets measured
gets improved.*

”





Understanding CASH FLOW

KEEP YOUR BUSINESS HEALTHY

Profit is important.

Cash flow keeps your business alive.

Even profitable businesses can struggle if cash isn't managed properly.



CASH FLOW IS THE HEARTBEAT OF YOUR BUSINESS



1 WHAT IS CASH FLOW?

Cash Flow =
Money Coming In - Money Going Out

Examples of money coming in:

- ☐ Sales
- ☐ Deposits
- ☐ Consulting Fees
- ☐ Product Sales
- ☐ Service Payments

Examples of money going out:

- ☐ Rent
- ☐ Internet
- ☐ Website Costs
- ☐ Advertising
- ☐ Software
- ☐ Transport
- ☐ Equipment
- ☐ Supplies

2 MY MONTHLY CASH FLOW PLANNER

MONEY COMING IN

Source	Amount
	R
	R
	R
	R
	R

Total In:

R

MONEY GOING OUT

Expense	Amount
	R
	R
	R
	R
	R

Total Out:

R

3 MY CASH FLOW RESULT

Money In:

R

-

Money Out:

R

=

Cash Flow:

R

4 MY BIGGEST MONTHLY EXPENSES

1. _____
2. _____
3. _____
4. _____
5. _____

5 HOW CAN I IMPROVE CASH FLOW?

- ☐ Increase sales
- ☐ Reduce expenses
- ☐ Follow up on unpaid invoices
- ☐ Create repeat customers
- ☐ Increase prices
- ☐ Offer packages
- ☐ Ask for deposits
- ☐ Improve marketing

6 MY INVOICE TRACKER

Customer	Invoice Sent	Paid
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐

7 MY ACTION PLAN

This month I will:

- ☐ Track all income
- ☐ Track all expenses
- ☐ Send invoices promptly
- ☐ Follow up on unpaid invoices
- ☐ Review finances weekly
- ☐ Save a percentage of every sale

8 CASH FLOW REFLECTION

What financial habit do I want to improve?



SOUTH AFRICAN MOM TIP

Always keep a portion of your business income aside for taxes, unexpected expenses, and quieter months.



“

MAMA MOTIVATION
Revenue is vanity.
Profit is sanity.
Cash flow is reality.



”





Registering My BUSINESS IN SOUTH AFRICA



FORMAL TODAY,
STRONGER
TOMORROW,
BIGGER IMPACT
FOREVER!



BY NOW, THE READER HAS:

- ☒ Built a business idea 
- ☒ Found customers 
- ☒ Started marketing 
- ☒ Learned sales basics 
- ☒ Understood finances 

NOW THEY NEED TO KNOW:

“ Do I need to register my business? ”

1 WHEN IS IT TIME TO REGISTER?

Many successful businesses start informally and register when they're ready to grow.

Registration can help you:

-  Look more professional
-  Open certain business bank accounts
-  Build credibility
-  Protect your business name
-  Access opportunities



2 MY BUSINESS STATUS

- ☐ I haven't started yet
- ☐ I'm testing my idea
- ☐ I'm already earning income
- ☐ I'm ready to register



3 BUSINESS STRUCTURE OPTIONS



SOLE PROPRIETOR

-  Easy to start
-  Low cost
-  Simple administration

Best for: _____



PRIVATE COMPANY (PTY) LTD

-  More professional
-  Separate legal entity
-  Better for growth

Best for: _____

4 MY REGISTRATION READINESS CHECKLIST

- ☐ Business name chosen
- ☐ Contact details ready
- ☐ Business activity defined
- ☐ Income tracking system set up
- ☐ Bank account ready
- ☐ Website or social media page created
- ☐ Customer base started



5 IMPORTANT SOUTH AFRICAN BUSINESS ORGANISATIONS



The Companies and Intellectual Property Commission.
What does CIPC do?



The South African Revenue Service.
Why is SARS important?

6 MY BUSINESS INFORMATION

Business Name: _____

Business Type: _____

Industry: _____

Start Date: _____



7 REGISTRATION QUESTIONS

What do I still need to learn before registering?



8 MY BUSINESS GROWTH VISION

Why do I want to formalise my business?

- ☐ More customers
- ☐ More credibility
- ☐ Larger projects
- ☐ Business growth
- ☐ Future employees
- ☐ Financial freedom
- ☐ Other _____



9 MY NEXT STEPS

- ☐ Research registration
- ☐ Decide on business structure
- ☐ Prepare required information
- ☐ Create business records
- ☐ Register when ready



SOUTH AFRICAN MOM TIP

You don't have to register on day one to start selling.

..... 
Many entrepreneurs begin as sole proprietors while testing their idea and then register as their business grows. 



MAMA MOTIVATION

“ Every successful company started as an idea someone decided to take seriously. ”



REMEMBER

-  Start where you are.
-  Use what you have.
-  Do what you can.
-  Keep going.

Your business future is in your hands, Mama! 



Understanding SARS & BUSINESS TAXES

DON'T LET TAXES SCARE YOU

Taxes don't have to be complicated.
The key is staying organised from the beginning.

BE
ORGANISED
TODAY FOR
A STRESS-FREE
TOMORROW



Progress
Over
Perfection



1

WHAT IS SARS?

SARS stands for:



South African Revenue Service

SARS is responsible for collecting taxes and helping businesses meet their tax obligations.

2

MY CURRENT TAX STATUS

- ☐ I haven't started my business yet
- ☐ I'm earning income but not registered
- ☐ I'm registered as a taxpayer
- ☐ I'm unsure what I need to do
- ☐ I need more information



3

TAX BASICS EVERY BUSINESS OWNER SHOULD KNOW

- ✓ Keep records of income
- ✓ Keep records of expenses
- ✓ Save invoices
- ✓ Save receipts
- ✓ Separate personal and business spending
- ✓ Keep organised records



4

MY BUSINESS RECORD KEEPING CHECKLIST



- ☐ Income spreadsheet
- ☐ Expense spreadsheet
- ☐ Digital receipt folder
- ☐ Invoice folder
- ☐ Bank statements saved
- ☐ Monthly financial review



5

DOCUMENTS I NEED TO KEEP



Document	Saved?
Invoices	☐
Receipts	☐
Bank Statements	☐
Contracts	☐
Quotes	☐
Proof of Payment	☐

6

MY TAX SAVINGS PLAN



To avoid surprises,
I will set aside:

R _____

per month.



7

MY MONTHLY FINANCE ROUTINE



Week 1

Week 2

Week 3

Week 4

- ☐ Update income
- ☐ Update expenses

- ☐ Save receipts
- ☐ Organise documents

- ☐ Review business performance
- ☐ Check cash flow

- ☐ Prepare next month's records
- ☐ Review goals



8

QUESTIONS I WANT TO RESEARCH



1. _____
2. _____
3. _____
4. _____



9

MY BUSINESS ADMINISTRATION GOAL



This month I will:

- ☐ Organise all receipts
- ☐ Create a filing system
- ☐ Track all income
- ☐ Track all expenses
- ☐ Review finances weekly
- ☐ Learn more about SARS requirements



SOUTH AFRICAN MOM TIP



The easiest time to start keeping good records is today.

Waiting until tax season creates unnecessary stress.



“

MAMA MOTIVATION

Successful business owners don't avoid their numbers—they understand them.



”



REMEMBER: Good records today lead to a stronger, more successful business tomorrow.





Business BUSINESS BANKING & RECORD KEEPING

BUILD GOOD HABITS FROM THE START

Successful business owners know where their money is, where it's going, and how to find important documents when they need them.



A SYSTEM
TODAY
FREEDOM
TOMORROW



1 MY BUSINESS BANKING CHECKLIST

- ☐ Open a business bank account
- ☐ Keep business and personal spending separate
- ☐ Set up online banking
- ☐ Download monthly statements
- ☐ Save proof of payments
- ☐ Review transactions weekly



2 MY BANKING INFORMATION

Bank:

Account Type:

Date Opened:



3 MY RECORD KEEPING SYSTEM

How will I store my business documents?

- ☐ Google Drive
- ☐ OneDrive
- ☐ Dropbox
- ☐ Computer folders
- ☐ Printed files
- ☐ Combination of digital and paper



4 MY FILING SYSTEM

Folder 1: _____

Folder 2: _____

Folder 3: _____

Folder 4: _____

Folder 5: _____



5 IMPORTANT DOCUMENTS TO SAVE

- | | |
|--|--|
| ☐ Invoices | ☐ Tax Documents |
| ☐ Receipts | ☐ Customer Records |
| ☐ Quotes | ☐ Supplier Information |
| ☐ Contracts | ☐ Website Login Details |
| ☐ Bank Statements | ☐ Domain Information |



6 MONTHLY ADMIN DAY

Choose one day each month to work on your business records.

My Admin Day:



7 MY WEEKLY ADMIN CHECKLIST

- ☐ Update income tracker
- ☐ Update expense tracker
- ☐ Save receipts
- ☐ Save invoices
- ☐ Back up files
- ☐ Review bank account
- ☐ Follow up on payments



8 BUSINESS PASSWORD TRACKER

Important accounts I need to keep secure:

- ☐ Banking
- ☐ Email
- ☐ Website
- ☐ Domain Provider
- ☐ Canva
- ☐ Social Media
- ☐ WhatsApp Business



9 MY BUSINESS ORGANISATION GOAL

This month I will:

- ☐ Create a filing system
- ☐ Organise all business documents
- ☐ Save everything digitally
- ☐ Schedule a monthly admin day
- ☐ Back up important information



SOUTH AFRICAN MOM TIP

Keeping good records isn't just for SARS. It saves time, reduces stress, and helps you make better business decisions.



“

MAMA MOTIVATION

Organisation today
creates freedom tomorrow.



”



My First Year

BUSINESS VISION

WHERE DO I WANT MY BUSINESS
TO BE IN 12 MONTHS?

Big businesses are built one small step at a time.

Today, let's dream a little bigger.

A YEAR
FROM NOW,
YOU WILL
BE SO PROUD
YOU STARTED
TODAY.



Believe
Plan
Build
Succeed

1 MY BUSINESS VISION STATEMENT

What do I want my business to achieve?



2 MY ONE-YEAR GOALS

INCOME GOAL

I would like my business to earn:

R _____

CUSTOMER GOAL

I would like to serve:

_____ customers

PERSONAL GOAL

How will my life improve?



3 MY FUTURE BUSINESS

In one year, I hope to have:

- ☐ A professional website
- ☐ Regular customers
- ☐ Consistent income
- ☐ A business bank account
- ☐ Strong social media presence
- ☐ Referral network
- ☐ Business registration completed
- ☐ Financial systems in place
- ☐ Better work-life balance
- ☐ More confidence



4 MY DREAM DAY

Describe your ideal workday one year from now.

What time do you start?

What are you working on?

How do you feel?



5 MY BIGGEST GOAL

If I could achieve ONE thing this year,
it would be:



6 OBSTACLES I MAY FACE

What challenges could slow me down?

- ☐ Lack of time
- ☐ Lack of confidence
- ☐ Family responsibilities
- ☐ Marketing
- ☐ Money
- ☐ Technology
- ☐ Finding customers
- ☐ Other _____



7 MY PLAN TO OVERCOME CHALLENGES



8 MY SUCCESS CELEBRATION

When I achieve my goals,
I will celebrate by:



9 LETTER TO MY FUTURE SELF

Dear Future Me,

Love,



10 SOUTH AFRICAN MOM TIP



Don't compare your
Chapter 1 to someone
else's Chapter 20.

*Focus on progress,
not perfection.*



11 MAMA MOTIVATION

“ The business
you dream about
tomorrow is built
by the actions
you take today. ”



Congratulations, Mama!

YOU'VE TAKEN THE FIRST STEP TOWARDS BUILDING YOUR DREAM BUSINESS

Take a moment to celebrate how far you've come.
Starting a business takes courage, determination,
and belief in yourself.

And you did it.

YOU'VE GOT
THE VISION.
THE PLAN.
NOW GO BUILD
SOMETHING
BEAUTIFUL!

Strong
Focused
Fearless

Believe in
your
dreams



MY BUSINESS NAME



WHAT AM I MOST PROUD OF?



THE BIGGEST THING I LEARNED



MESSAGE TO MYSELF

Write a note that you can read
when business feels hard.



WHAT I ACCOMPLISHED

- ☐ Chose a business idea
- ☐ Defined my customer
- ☐ Created my offer
- ☐ Chose a business name
- ☐ Planned my branding
- ☐ Planned my website
- ☐ Created content ideas
- ☐ Set up social media
- ☐ Planned my marketing
- ☐ Set financial goals
- ☐ Learned about SARS
- ☐ Learned about business registration
- ☐ Built my business plan
- ☐ Took action
- ☐ Believed in myself



MY COMMITMENT TO MYSELF

I promise to:

- ☒ Keep learning
- ☒ Keep showing up
- ☒ Keep taking action
- ☒ Keep believing in my business
- ☒ Keep moving forward even when it's difficult



MY BUSINESS LAUNCH DATE



MY FIRST BIG GOAL



MY SUCCESS SIGNATURE

I am officially committed to
building my business.

Name: _____

Signature: _____

Date: _____



SOUTH AFRICAN MOM TIP

No successful entrepreneur
had everything figured out
when they started.

*The difference is that
they started anyway.*



A FINAL WORD

“A year from now,
you'll wish you had started today.
The good news is...
You already have.”

MAMA MOTIVATION

Dream it. Plan it. Build it.

YOUR BUSINESS JOURNEY STARTS NOW.



South African BUSINESS RESOURCES DIRECTORY

YOUR GO-TO RESOURCE LIST

Starting a business is easier when you know where to find help.

Save this page and refer back to it throughout your business journey.

GOOD TOOLS
RIGHT NOW,
BETTER BUSINESS
TOMORROW.



Plan
Organise
Grow

You've
got
this!



BUSINESS REGISTRATION

CIPC

Register your business and reserve company names.

- ☐ Research company registration
- ☐ Research annual returns

Website: www.cipc.co.za



TAX & COMPLIANCE

SARS

For tax registration and business tax information.

- ☐ Learn about tax obligations
- ☐ Create a tax filing system

Website: www.sars.gov.za



DOMAINS & WEBSITES

XNEELO

- ☐ Check domain availability
- ☐ Register a domain name
- ☐ Learn about hosting

Website: www.xneelo.co.za

WORDPRESS WEB SERVICES

Affordable websites for small and startup businesses.

- ☐ Website design
- ☐ Website maintenance
- ☐ Hosting assistance

 078 508 3604

WIX

- ☐ DIY website option
- ☐ Beginner-friendly website builder

Website: www.wix.com



DESIGN & BRANDING

CANVA

- ☐ Logo design
- ☐ Social media graphics
- ☐ Marketing materials
- ☐ Business cards

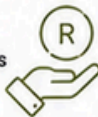
Website: www.canva.com



BUSINESS BANKING

Research:

- ☐ FNB
- ☐ Standard Bank
- ☐ Nedbank
- ☐ ABSA
- ☐ Capitec Business



SOCIAL MEDIA TOOLS

- ☐ Canva
- ☐ Meta Business Suite
- ☐ WhatsApp Business
- ☐ Google Business Profile



MY BUSINESS TOOLKIT CHECKLIST

- ☐ Business name
- ☐ Logo
- ☐ Domain
- ☐ Website
- ☐ WhatsApp Business
- ☐ Social media profiles
- ☐ Business bank account
- ☐ Marketing plan
- ☐ Record-keeping system



IMPORTANT LOGINS & LINKS

Website: _____

Domain: _____

Email: _____

Social Media: _____

Other: _____



SOUTH AFRICAN MOM TIP

You don't need every tool immediately.

Start with what you need today and add more as your business grows.



MAMA MOTIVATION

Successful businesses are built with systems, not stress.



YOU ARE BUILDING SOMETHING BEAUTIFUL.
Keep going, keep growing, keep believing in yourself!



You've got this, Mama!

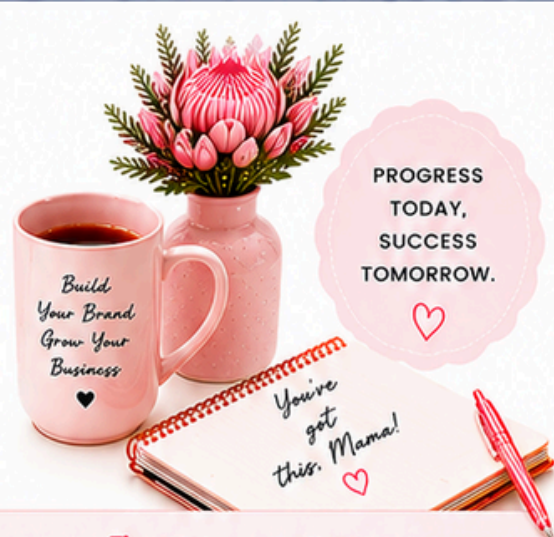


Website Launch CHECKLIST

GET YOUR BUSINESS ONLINE

A website helps customers find you, trust you, and contact you.

Use this checklist to make sure you're ready to launch.



MY WEBSITE BASICS

- ☐ Domain name registered
- ☐ Hosting set up
- ☐ Website platform chosen
- ☐ Business email created
- ☐ SSL certificate installed



MY WEBSITE PAGES

- ☐ Home Page
- ☐ About Page (optional)
- ☐ Services Page
- ☐ Contact Page
- ☐ Privacy Policy
- ☐ Testimonials Page
- ☐ FAQ Page (optional)



BRANDING CHECKLIST

- ☐ Logo uploaded
- ☐ Brand colours chosen
- ☐ Fonts selected
- ☐ Professional photos added
- ☐ Social media links added



WEBSITE COSTS GUIDE

DOMAIN NAME
A domain name is your website address (e.g., mybusiness.co.za).
ESTIMATED COST:
R100 per year

WEBSITE HOSTING
Hosting is what keeps your website online and accessible to visitors.
ESTIMATED COST:
R100 per month

RECOMMENDED SUPPLIER

xneelo

- ☐ Domain registration
- ☐ Website hosting
- ☐ Business email options



CONTACT INFORMATION

- ☐ Phone number added
- ☐ WhatsApp linked
- ☐ Email address added
- ☐ Contact form tested
- ☐ Google Maps added (if needed)



CONTENT CHECKLIST

- ☐ Headlines written
- ☐ Services described
- ☐ Call-to-action buttons added
- ☐ Testimonials added
- ☐ Pricing added (if applicable)
- ☐ Images optimised



MOBILE-FRIENDLY CHECK

- ☐ Website looks good on phone
- ☐ Website looks good on tablet
- ☐ Buttons are easy to click
- ☐ Contact forms work



FINAL TESTING

- ☐ Check all links
- ☐ Test contact forms
- ☐ Test WhatsApp button
- ☐ Check spelling
- ☐ Check loading speed
- ☐ Ask a friend to review it



MY WEBSITE DETAILS

Website Address:

Launch Date:



WEBSITE LAUNCH DAY CHECKLIST

- ☐ Website live
- ☐ Announce on Facebook
- ☐ Announce on Instagram
- ☐ Update WhatsApp Business
- ☐ Share with friends and family
- ☐ Celebrate! 🎉

DONE-FOR-YOU WEBSITE OPTION

WORDPRESS WEB SERVICES

Don't have time to build your own website?
We can create a professional starter website for your business.



INCLUDES:

- ✓ Home Page
- ✓ Services Page
- ✓ Contact Us Page
- ✓ WhatsApp Integration
- ✓ Social Media Integration
- ✓ Mobile-Friendly Design
- ✓ Basic Contact Form

WEBSITE PACKAGE PRICE:

R3 000 once-off

*Domain registration and hosting excluded.

ADDITIONAL COSTS:

- Domain: R100 per year
- Hosting: R100 per month

CONTACT:

078 508 3604

info@wordpresswebservices.co.za



DIY WEBSITE OPTION

WIX

Wix is the simplest way to set up your own website.

APPROXIMATE COST:

Around R300 per month (depending on the package)

BENEFITS:

- ☐ Beginner-friendly
- ☐ Drag-and-drop builder
- ☐ No coding required
- ☐ Hosting included
- ☐ Templates included
- ☐ Quick to launch

BEST FOR: New business owners who want to create their own website without technical knowledge.

RECOMMENDED WEBSITE OPTIONS

OPTION 1: BUILD IT YOURSELF

Wix

- ☐ Approx. R300 per month
- ☐ Easiest option for beginners
- ☐ Hosting included
- ☐ No technical experience required

EASY & FAST!

OPTION 2: PROFESSIONAL WEBSITE

WORDPRESS WEB SERVICES

- ☐ Professional 3-page website
- ☐ Home Page
- ☐ Services Page
- ☐ Contact Us Page
- ☐ WhatsApp Integration
- ☐ Social Media Integration
- ☐ Mobile-Friendly Design
- ☐ Contact Form

COST: R3 000 once-off

*Domain and hosting not included.

ADDITIONAL COSTS (BOTH OPTIONS 1 & 2)



DOMAIN NAME
R100 per year



HOSTING
R100 per month

RECOMMENDED SUPPLIER:

xneelo

WHICH OPTION IS RIGHT FOR ME?

- ☐ I want the easiest DIY option → Wix
- ☐ I want a professional website built for me → WordPress Web Services
- ☐ I'm not sure yet



MY WEBSITE BUDGET

Domain (Yearly): R _____
Hosting (Monthly): R _____
Website Design: R _____
Other Costs: R _____
TOTAL BUDGET: R _____



SOUTH AFRICAN MOM TIP

Your first website doesn't need to be perfect. Launch it, learn from it, and improve it over time.

MAMA MOTIVATION

“A website is open for business even while you're sleeping.”



Congratulations, Mama!

YOU DID IT!

YOU STARTED THIS WORKBOOK WITH AN IDEA.

Today, you have a plan.

You have goals. You have tools.
And most importantly—you've taken action.



YOU ARE
BUILDING
SOMETHING
AMAZING!

*One step
at a time.
You've got
this, Mama!*



LOOK HOW FAR YOU'VE COME

- ☒ Defined your business idea
- ☒ Identified your ideal customer
- ☒ Created your offer
- ☒ Planned your marketing
- ☒ Built your website plan
- ☒ Set up your social media
- ☒ Learned about finances
- ☒ Learned about SARS
- ☒ Created a business vision
- ☒ Developed a growth plan
- ☒ Invested in yourself



MY BIGGEST ACHIEVEMENT

The thing I am most proud of is:



MY PROMISE TO MYSELF

I promise that I will:

- ☒ Keep showing up
- ☒ Keep learning
- ☒ Keep growing
- ☒ Keep believing in myself
- ☒ Keep moving forward, even when things feel difficult



WHAT I WILL DO NEXT

- ☐ Launch my business
- ☐ Finish my website
- ☐ Create my first social media post
- ☐ Contact my first customer
- ☐ Register my business
- ☐ Start earning income
- ☐ Keep learning



A LETTER TO FUTURE ME

Dear Future Me,



HOW CUSTOMERS CAN CONTACT ME

- ☐ WhatsApp
- ☐ Email
- ☐ Phone
- ☐ Facebook
- ☐ Instagram

Preferred Method:



MY RESPONSE TIME

I aim to respond within:

- ☐ 1 hour
- ☐ 4 hours
- ☐ 24 hours
- ☐ 48 hours



MY BUSINESS POLICIES & BOUNDARIES



PAYMENT POLICY

- ☐ Full payment upfront
- ☐ 50% deposit
- ☐ Payment on delivery
- ☐ Payment within ___ days



LATE PAYMENT POLICY



CANCELLATION POLICY



REFUND POLICY



MY CUSTOMER BOUNDARIES

I will not:

- ☐ Work for free
- ☐ Reply outside business hours
- ☐ Accept abusive behaviour
- ☐ Start work without payment
- ☐ Undercharge to please everyone



MY BUSINESS VALUES

- ☐ Professionalism
- ☐ Honesty
- ☐ Reliability
- ☐ Quality
- ☐ Kindness
- ☐ Communication
- ☐ Integrity



DIFFICULT CUSTOMER NOTES

How will I handle difficult situations?



MY BUSINESS DREAM

One year from now, I want my business to:



MY SIGNATURE

Today I commit to taking the next step.

Name: _____

Signature: _____

Date: _____

MY CONFIDENCE REMINDER

I am allowed to:



Charge fairly



Say no



Protect my time



Take breaks



Run my business professionally

MAMA MOTIVATION

“Dream it. Plan it.
Build it. Believe it.”

FROM ME TO YOU

Thank you for allowing me to be part of your business journey.

Your dreams matter.

Your ideas matter.

And your future customers are waiting for what only you can offer.

You've got this, Mama.

SOUTH AFRICAN MOM TIP

You don't need to build your business in a day. You just need to keep taking the next step.

A FINAL MESSAGE

Starting a business isn't about being fearless. It's about being brave enough to start before you have all the answers. Every successful entrepreneur once stood exactly where you are today. The difference? They took the first step. And now, so have you.

KEEP GOING. KEEP GROWING. KEEP BELIEVING.

You were made for this!