

# Boss Mom Retreat Agenda

## FOR TEAM MEMBERS ONLY

### ADDRESS:

**DATES:** Friday October 13<sup>th</sup> – Monday October 16<sup>th</sup>

### HOTEL CONTACT:

**DANA CELL:**

**DANIELLE CELL:**

### IMPORTANT TIMES:

**Set up:** Friday, October 13<sup>th</sup> at 7pm

**Breakdown to two rooms:** Sunday, October 15<sup>th</sup> (need to know what time, 9pm?)

**Final Breakdown:** Monday, October 16<sup>th</sup> at 4pm

---

## Daily Agenda:

### Saturday, October 14th, 2017

Registration (8:00 am - 9:00 am)  
Introduction, Boss Mom exercise (9-9:45)  
Just Like My Child – 9:45 – 10:20  
Break (10:20am – 10:40 am)  
Your Movement Story (10:45- 11:20)  
Getting More Visible (11:20-11:30)  
KT Set up – (11:30 – 11:40)  
Tell a Joke + Grow Your Business with KT Speetzen (11:40 am - 12:30 pm)  
Lunch Provided & Pop-Up Boutique (12:30 pm -2:00 pm)  
Breakout Sessions (2:00 pm - 3:30 pm)  
How to Monetize Thyself Interview with Nicole Walters (3:45 pm 4:45 pm)  
Break 4:45 pm – 5:00 pm  
Your Free to Paid Journey (5pm - 6pm)  
Break 6:00 pm – 6:30 pm  
Dinner Provided (6:30pm - 7:30pm)  
Open Mic Night in CJs Lounge (7:30pm - 9:30pm)

### Sunday, October 15th 2017

Get Started (9:00 am)  
Shamelessly Feminine with Jen Rozenbaum (9:30 am - 10:00 am)  
How to Ask for the Sale (10am - 11:15am)  
Break 11:15 am - 11:30 am  
Something Fun (11:30 am - 12:00 pm)

Course Creation Strategy (12pm - 12:45 pm)  
Lunch & Pop-Up Boutique (12:45 pm -2pm)  
Breakout Sessions (2:00 pm - 3:30 pm)  
Break 2:30 pm 2:45 pm  
All Things Launches Coffee talk with Stacey Tuschl (3:45 pm 4:15 pm)  
Create Your Launch Plan (4:15pm 5pm)  
A Special Visualization (5:00 pm - 6:00 pm)  
Break 6:00 pm – 6: 30 pm  
Dinner Provided (6:30 pm - 7:30 pm)  
Pick Raffle Winners in CJs Lounge (7:30 pm - 8:00 pm)  
Karaoke Night in CJs Lounge (8:00 pm - 10:30 pm)

### Monday, October 16, 2017

Get Started: Pick your station (9:00 am)  
Goals & Strategy Setting (9am - 9:45am)  
First Sprint to Achieve First Goal (9:45 am - 10:45 am)  
Challenge Breakthrough Session (10:45 am - 11:15 am)  
Break 11:15 – 1:30  
Second Sprint to Achieve Next Goal (11:30 am - 12:15 pm)  
Breakthrough Mingle (12:15 pm -12:30 pm)  
Lunch on Your Own (12:30 pm - 1:30 pm)  
Recalibration (1:30 pm 2:00 pm)  
Map Out Your Next 60 Day Plan (2pm 3pm)

Wrap Up Exercise (3:00 pm - 4:00 pm)

**Sponsors:**

**Champion Sponsors:**

Tailwind

Thinkific

Pixartprinting

Maskcara Beauty

Neapolitan Creative

**VIP Sponsors:**

House Style Editing

Style By Natalie

Eating Clean Cooking Dirty

Natalie Gingrich

Vintage Meet Modern

**Partner Sponsors:**

Smart Business Moms

All up in her lady business

With Love Studio

**Contributing Sponsors:** Intentional Bookshelf, Muse, Melissa Morris, Yoga with Irena, Courson Designs, Unlimited Mom, Hustle And Bloom Creative, Tara Bosle, Vintage Meet Modern, The Virtual Savvy , Marrs Marketing, Hey Jessica, Scattered Sasha, Julianne DesJardins, Jen Hemphill, Write to Empowerment, All Girls Shave Club, Cardinal Rule Press , Fit Mom Go, , Scentsy, Shauna's Simple Little Things, Sparkle Hustle Grow, Shield Sisters Initiative , Willow & Anchor

---

**ROLES:**

**Host:** Dana Malstaff (Cell 909.437.2836)

Name	Role	Number	Responsibilities
	Dana's other half		Make sure Dana has what she needs & is on schedule
	Attendee Coordinator		Help ensure everyone knows what's happening
	General Overseeing		Ensure event is running smoothly with hotel
	Social Media Coordinator		Ensure we are posting to social media as needed
	Runner/Volunteer		Oversee Friday night set up / During event logistics?
	Runner/Volunteer		During event logistics?
	Video		Videography & Testimonial corner
	DJ		All audio/visuals/karaoke & Emcee
	Photographer		Photography (Friday – Monday)
	Balloon Décor		Day 1 set up of balloon décor
	Ambassador		Day 1 registration
	Ambassador		Day 1 registration
	Ambassador		Day 1 registration

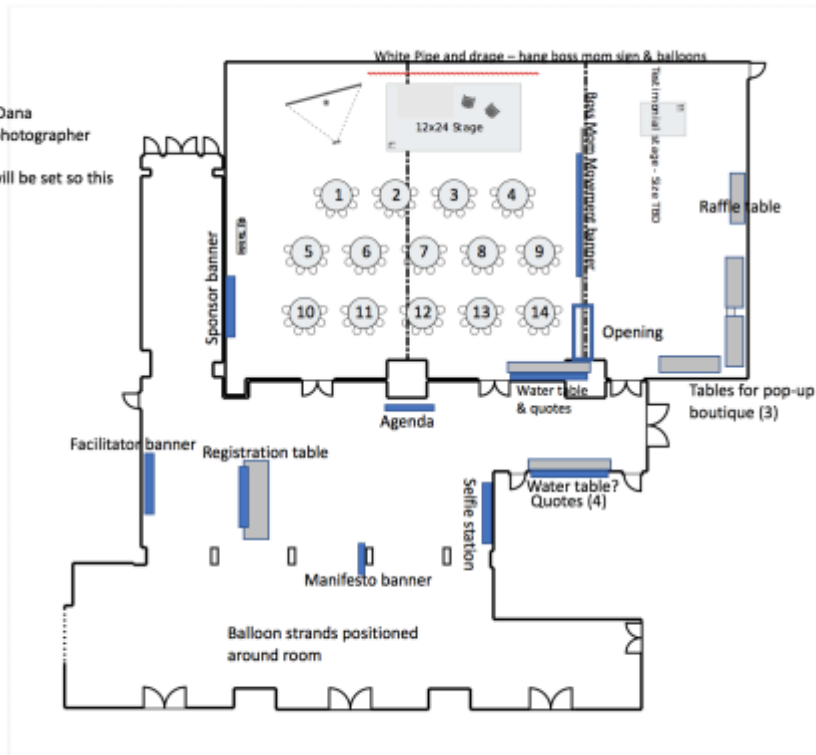
## DAY 1: Saturday Day – October 14th

### Event Set Up: Open 7am – 8am

The Boss Mom team will ensure that all of these elements of the event are ready to go before we open doors for registrants. We have some wiggle room up to 8:30 if needed – want to get photos of untouched set up by Taylor before we open doors

Tables 1 – 4 (starting)  
Tables 5-8 (growing)  
Tables 9,11-13 (scaling)  
Table 10 - speakers/Vivian/Dana  
Table 14 – videographers / photographer

Specific table assignments will be set so this may be tweaked a little








Boss Mom  
20.17.10.26.10.00 am  
Print Date: 20.17.10.06.13.05.40  
Mecklenburg Ballroom + Foyer

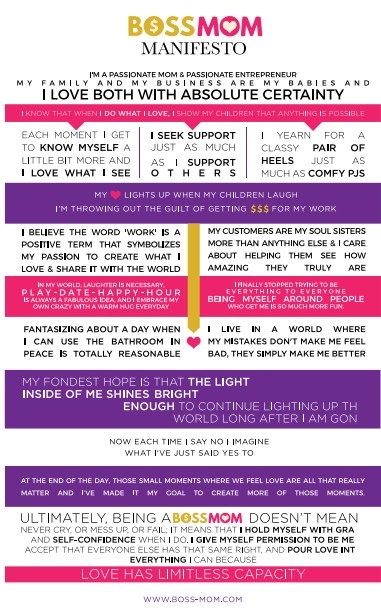

### Supplies we need to hang items:

- Clear wire to connect registration banner to table
- Something to hang the Boss Mom movement banner
- 8 bins for the raffles
- 22 folders for the facilitators, speakers, team with agenda and everything
- print a sign for the reg table for when event starts if everyone isn't checked in
- need a treasure chest (and need to know how many items we have)

## Event Lobby




- ☐ Lobby seating – check to make sure we like where seats are set up
- ☐ All signs are set up in the appropriate place




Name	Number	Details	Content
Entrance Banner	1	Main lobby entrance welcome sign (free standing)	
Registration table	1	Registration sign on table (fastened to table)	
Facilitator/speaker banner	1	free standing large board leaning against wall	
Agenda Banner	1	free standing large board leaning against wall	
Selfie Station Banner	1	Large fabric that needs to hang by the ceiling by grommets  Balloons are set up for station – Boss Mom on some of the balloons	

Manifesto Banner	1	free standing large board leaning against wall	 <p><b>BOSSMOM MANIFESTO</b></p> <p>IM A PASSIONATE MOM &amp; PASSIONATE ENTREPRENEUR MY FAMILY AND MY BUSINESS ARE MY BABIES AND <b>I LOVE BOTH WITH ABSOLUTE CERTAINTY</b></p> <p><b>I KNOW THAT WHEN I DO WHAT I LOVE, I KNOW MY CHILDREN THAT ANYTHING IS POSSIBLE</b></p> <p>EACH MOMENT I GET TO <b>KNOW MYSELF</b> A LITTLE BIT MORE AND <b>I LOVE WHAT I SEE</b></p> <p><b>I SEEK SUPPORT</b> JUST AS MUCH AS <b>I SUPPORT</b> <b>O T H E R S</b></p> <p>I YEARN FOR A CLASSY <b>PAIR OF HEELS</b> JUST AS MUCH AS <b>COMFY PJS</b></p> <p>MY <b>♥</b> LIGHTS UP WHEN MY CHILDREN LAUGH IM THROWING OUT THE GUILT OF GETTING <b>\$\$\$</b> FOR MY WORK</p> <p>I BELIEVE THE WORD "WORK" IS A POSITIVE TERM THAT SYMBOLIZES MY PASSION TO CREATE WHAT I LOVE &amp; SHARE IT WITH THE WORLD</p> <p>MY CUSTOMERS ARE MY SOUL SISTERS MORE THAN ANYTHING ELSE &amp; I CARE ABOUT HELPING THEM SEE HOW AMAZING THEY TRULY ARE</p> <p>IN MY WORLD, LAUGHTER IS NECESSARY. <b>PLAY-DATES=HAPPY-HOURS</b>. ALWAYS A FABULOUS IDEA AND I EMBRACE MY OWN GUILT WITH A WHOLE HEARTED SQUEEZE</p> <p>FINALLY STOPPED TRYING TO BE EVERYTHING TO EVERYONE. <b>BEING MYSELF AROUND PEOPLE</b> AND GETTING THE BIG MACH MACH</p> <p>FANTASIZING ABOUT A DAY WHEN I CAN USE THE BATHROOM IN <b>♥</b></p> <p>I LIVE IN A WORLD WHERE MY MISTAKES DON'T MAKE ME FEEL BAD, THEY SIMPLY MAKE ME BETTER</p> <p>MY FINEST HOPE IS THAT <b>THE LIGHT INSIDE OF ME SHINES BRIGHT ENOUGH</b> TO CONTINUE LIGHTING UP TH WORLD LONG AFTER I AM GON</p> <p>NOW EACH TIME I SAY NO I IMAGINE WHAT I'VE JUST SAID YES TO</p> <p>AT THE END OF THE DAY THOSE SMALL MOMENTS WHERE WE FEEL LOVE ARE ALL THAT REALLY MATTER AND I'VE MADE IT MY GOAL TO CREATE MORE OF THOSE MOMENTS</p> <p>ULTIMATELY, BEING A <b>BOSSMOM</b> DOESN'T MEAN NEVER CRY OR MESS UP OR FAIL. IT MEANS THAT I <b>HOLD MYSELF WITH GRACE AND SELF-CONFIDENCE</b> WHEN I DO. <b>I GIVE MYSELF PERMISSION TO BE ME</b> AND ACCEPT THAT EVERYONE ELSE HAS THAT SAME RIGHT AND <b>POUR LOVE INTO EVERYTHING I CAN BECAUSE</b></p> <p><b>LOVE HAS LIMITLESS CAPACITY</b></p> <p>WWW.BOSS-MOM.COM</p>
Balloons in lobby	?	Purple at bottom and fade to white. Not sure how many we will have so we will have to play with how it looks	

## Main event space

### ☐ Décor:

Name	Number	Details	Content
Boss Mom Retreat Stage sign	1	Backlit Banner 13 oz 10ft x 5 ft brass grommets  Blenda will take care of balloons	 
Quote boards (back of main long water tables)	8	There will be 2 water tables....lean quotes against wall behind the tables. There should be 7 total quote signs	
Retreat workbook  & table setting - Table #  swag bag on chair	80	Workbooks should be laid out in front of each person's chair  Make sure each table has their table tent number  Balloon center piece  Swag bag on chair	
Window decal	4	Not sure they have windows for this, but got some just in case	

Raffle Prizes	8	8 raffle 8/11 self-standing boards  8 buckets – one for each raffle	 <p>Starting, Growing, Scaling, Health &amp; Wellness, Virtual Assistant, Beauty &amp; Style, Parenting, Social Media</p>
Empty Boss Mom sign	1	Has grommets and needs to hang on the dividing wall at a level where people can walk up and put post-its on the Boss Mom	
Sponsor banner	1	free standing large board leaning against wall	

☐ **Stage:**

- Backdrop and stage look good & safe
- Steps are there to get up on stage
- Balloons are set up appropriately
- 2 white chairs taken from lobby
- Side table (ask Kelsey)

☐ **Videographer**

- Find out from CJ what they need and scope out space for set up
- Sammy will record audio and CJ will take from there

☐ **DJ Station**

- DJ table set up to the left of the stage
- Wireless head mic
- Wireless mic or head mic for speakers
- 2 hand held mics
- one mic stand for questions

☐ **Photographer**

- List of images we want from Taylor before we open doors
- Do we want to get the photo shoot in early for future social media & sales pages?

## Saturday Morning Participant Registration

**Set up: 7am – 8am**

Role	Arrives	Notes
Boss Mom Team	7am	Helps with additional set up
DJ	7am	Find out how long he needs to set up
Photographer	8 or 8:30am	Figure out timing and what we want her to do at this time
Videographer	7am	Find out how long he needs to set up
Ambassadors	7: 45am	Don't need to help set up, just need to help manage flow once we open

### Supplied by hotel:

- Tables and table clothes should already be set up from night before
- 4 chairs supplied the night before

### Supplies Needed: (supplied by Boss Mom)

- Sign on front of table that says Boss Mom Retreat Registration (pixart)
- Clear wire needed to hang up sign
- Pens
- Media Release Forms (already signed digitally)
- Name Badges (set up in batches by alphabetical order)
  - Purple lanyards for facilitators & speakers
  - Pink lanyards are for attendees
  - Some buttons will already be applied as appropriate
- Attendees Name Checklist (4x / one for each ambassador)
  - Includes table assignment (will also be on their badge)
  - Indicator that they are there for all 3 days (Ultimate Pass)
  - 4 Drink Tickets already included
- Buttons (will be in pink buckets by registration table)
  - Author
  - Podcaster
  - Starting My Business
  - Growing My Business
  - Scaling My Business
  - Raising Your Business



## Attendee Registration: Open 8am – 9am

### Registration Process

- Attendee provides name
- Ambassador
  - Checks list & confirms
  - Provide name badge
  - Tell attendee their table assignment (on nametag first number is Sat / second number is Sun) – any seat at the table
  - **Tell attendee what to do next**
    - Hop over to the button station and take the buttons that apply and add them to your lanyard
    - Grab a snack and coffee
    - Go grab a selfie at the selfie station before we start
    - Doors will open around 8:40am - find your seat and check out the workbook and swag bag
    - Mingle, but start to go to your table by 8:45 am
    - Tell them where the pumping room is if they need it
    - If you have any questions at all just ask anyone with a Boss Mom Team on their nametag

### What to do if:

- **Attendees name is not on the list:** Contact NJ to talk to attendee
- **Attendee does not have a name tag:** If they are on the list then simply have them write their name on an extra name tag (we will have a stack just in case)
- **Attendee has a question ambassador does not know how to answer:** Contact NJ unless you see another team member nearby.
- If we hit 8:55 and people are still not checked in then the ambassadors can leave the table to get to their seats and someone from the Boss Mom team will take over

We can go down to one person at the registration table once most people have checked in.

## Saturday Morning Event Begins

### Before event begins: (a few minutes before 9am – to begin at 9am)

- Sound check and make sure Dana is mic'ed up and everything is set for video & sound
- Sammy will play music and ask everyone to take their seats

### 9am sharp - Event Begins (10 minutes)

- Sammy will then intro Dana with the music and spoken intro (2 min)
  - Something about how everyone here today has been inspired by our host
  - You have found community, connection, and guidance through Boss Mom
  - And we want to make sure that continues today and many years to come
  - Mention maybe how you know Dana (Sammy to improv)
  - I am so excited to get this party started and introduce you to your host Dana Malstaff the Boss Mom herself
- **SAMMY...this is just an outline... let's chat to get you comfy so you can improve**
- Dana will step up on stage & welcome everyone
- Things to remember for welcome: (8 min)
  - My own general welcome, uplifting and motivational
  - This is a space for 'judgeless gratitude'
  - Have team stand up
  - Logistics: how raffles work, giveaways work, the day will unfold, drink tickets
  - Final Countdown is song to let you know it's time to sit back down
  - **Explain Scavenger Hunt** – have facilitators pass them out
  - Explain the purple tickets & Boss Mom Treasure chest
  - Have people stand up depending on their roles
  - Transition into first exercise (Boss Mom Movement)

### 9:10am – 9:40am Boss Mom Movement (AI) Exercise: Total time 30 minutes (Done by 9:40)

- **Dana will already be on stage – 5 minutes**
- (dana will outline exactly what she will say) here are talking points...
  - o why Boss Mom exists
  - o It's unique for each person
  - o Why it's important to decide what Boss Mom means to you
  - o Walk through the exercise (how it will work) (do NOT talk about post its)
  - o Give thought joggers
- **Start exercise (part 1) Total 15 min**
  - o Everyone write down their thoughts in their workbook (PAGE 19) – **3 minutes**
  - o Discuss in your groups – **5 minutes**
  - o Have 4 volunteers come up to share their experience – **7 minutes**
- **Finish exercise (part 2) – Total 10 minutes**
  - o Dana on stage to tell them about the next step
  - o Facilitators pass out yellow post-its to table
  - o Tell them what to write down (one thing that stood out)

- Sammy will play music
- Let them do the exercise – **2 minutes**
- When I say go.... Have them get up and put the post it on the banner (make sure we are ready to film it) – **8 minutes**
- Sammy will play different music and we will direct everyone to sit down.

#### **9:45am - Just Like My Child part of event (Starts by 9:45am) – finish by (10:30am)**

- Dana on stage – talk about how we have so much opportunity in our lives and it's so important to remember that there are women around the world that don't have the same opportunities, which is why it's important to do what we can to give each woman the resources to become a Boss Mom on their terms. That's why Boss Mom has partnered with Just Like My Child and The Girl Power Project to help educate and empower girls in third world countries like Uganda to understand their civil rights, how to empower other women, how to earn money. Intro the video (3 min)
- **PLAY THE VIDEO (Sammy)** – provided by Vivian (7 min)
  - NOTE: (we want to do a live to my page for this)
- After the video I will intro Vivian and bring her on stage (2 min)
- Vivian on stage in white chair – interview style with Dana Malstaff
  - **Dana** – start off with why this organization spoke to her
  - **Question:** Each time you travel you meet new girls, and get to connect with girls you already know... what kind of impact are you seeing these programs are having on their lives?
  - **Question:** All of the women in this room have children of their own and it's hard to imagine our children being put in the same kinds of situations that these children are facing everyday... can you talk through an average day for one of these girls.
  - **Question:** Not everyone has big dollars to donate, or free time to go overseas to donate time, but it's important to understand that every \$1 makes a difference, and there are actions we can take to continue a ripple effect that will help change the world...so let's talk about the different levels of impact in your program (talk through the donation tears)
  - **Dana** – have the facilitators hand out the sheets and talk about the 8k goal. Go over the tiers and mention largest donation gets a ticket to the gala
  - **Finish up** – talk about how you should make this organization your cause too and that we will be emailing everyone a link with images and content to put on your website, promote in social media, and make sure to talk to Vivian to learn more
  - Have facilitators gather up the forms and have Danielle and NJ get them from the table **(have Zac or Andrew add them up)**

#### **10:30 – 10:45 BREAK**

- **Scavenger hunt:** For this break go share the JLMC video from my Boss Mom page and check it off the list
- 10: 43 - **Sammy** to play Final Countdown to get everyone back in their seats
- 10:40 Irena get mic'ed up at Sammy station

- 10:45-10:50 - IRENA** up on stage and lead everyone to get more energy (channel motivation)
- **Sammy** to play movie motivating music with no words (music all the way through next part)
  - Dana goes up on stage and gives Irena a big hug and mentions how awesome she is 😊

**10:50 start / end by 11:30 Movement Story**

- Dana on stage and music dies down as Irena leaves (5 minutes)
  - o Before we hop in tell them about the Starting Your Business Raffle
  - o Pull the AI exercise & JKMC together to talk about how we are beautiful, amazing, complex creatures that have many passions and interests.
  - o Talk about how our movement is more than a manifesto, but the words we use to grow our tribe, sell our programs, and get ourselves out of bed each day
  - o Why it's so important and then walk through exercise & how it will work
- Everyone writes in their workbook (pg 20 + 21) (5 minutes)
- Everyone talks around their table – (10 minutes)
- A few come up and share their experience and talk through with Dana (15 minutes)
- **Getting More Visible (11:20-11:30)**
  - o Dana to talk for a minute about translating that into getting visible (2 minutes)
  - o Have them take a few minutes to fill out that work page (pg 22) (8 minutes)
- **Starting Your Business Bundle - TOTAL VALUE: \$4900**

<p><b>Complete Custom Website Design</b>  <b>Contributed by: <a href="#">Hustle &amp; Bloom Creative.</a></b>          You have a business and you want to make sure that your website really helps you shine. Look no further because you are about to get your very own custom website designed by Hustle &amp; Bloom Creative. (Valued at \$3000)</p>
<p><b>Choose Your Own Copywriting Adventure</b>  <b>Contributed by <a href="#">Tara Bosler.</a></b>          Writing engaging copy for your business can be one of the hardest things to do, but not with Tara in your corner. You get to pick from between content for a full custom sales page, a seat in her next intensive to help you learn how to write your own content, or a seat in her DIY Course for website content. (Potential value of \$800)</p>
<p><b>Custom Logo &amp; T-shirt Design</b>  <b>Contributed by <a href="#">With Love Studio</a></b>          You want to wear your brand and With Love Studio will help you design a shirt that you can wear with pride and excitement. (Valued at \$100)</p>
<p><b>3 months of 1:1 Personal Financial Coaching</b>  <b>Contributed by: <a href="#">Jen Hemphill.</a></b>          In the starting phases of a business we have to be extra careful that we manage our finances the right way from the very beginning. Our personal lives and our business lives are truly intertwined and that's why these three 60 minute coaching sessions with Jen, and one year access to her Fearless Money Sisterhood Membership, is going to ensure you get to that growing stage quicker. (Valued at \$1000)</p>

**11:30 am / ends 12:30 - KT Speetzen – How to grow your business through joke telling**

- **Make sure ppt is set up**

- KT should go to **Sammy** at 11:30 to get is mic'ed up
- Dana will be up on stage and call out to KT and ask about taking jokes to build our business
- Dana & KT will do their surprise thing (5 minutes)
- KT will take over and Dana will leave the stage
- KT will do her talk for 30 minutes (interactive) 11:40 – 12:10
- Ask for people to come up and talk about their experience (10 minutes)
- Ask for volunteers to tell their story / joke at open mic night (will go off and each lunch with KT and she will provide additional support)

**12:30 – 1:50 pm Lunch (3 min)**

- Dana will be on stage and ask everyone how they feel so far
- Let them know that lunch is there and what it is (see hotel document)
- Talk about pop-up boutique & testimonial booth
- **Don't forget the scavenger hunt**
- Mention the Growing Raffle (see below)
- You can eat at your tables or anywhere you like, but we need you out of the room by 1:30 so we can arrange for the breakout sessions
- Prep for breakout sessions:
  - o Be back in the lobby by 1:50
  - o At 1:55 we will let you in the room and you should find a table with a topic you want to learn about (you will get a chance to do them all if you want) There will be about 16 to a group so
  - o Tables 1,3,4,11,13 – clear off your personal items as these will be breakout session tables
  - o Breakout leaders please be back in the room 15 minutes early (1:30)

**Growing Your Business Bundle - TOTAL VALUE: \$2300**

<p><b>Lifetime Access to the Raising Your Business Program</b></p> <p>Contributed by: Dana Malstaff, CEO of Boss Mom LLC</p> <p>This program is all about showing you how to think through each decision in your business, create the right programs and content in the right order, grow your brand, and automate your business. If you are sick of feeling like you're spinning your wheels and want to actually get some traction in your business, then this program is going to help get you there, plus you get 12 months of monthly group Ask Me Anything Calls. (Valued at \$1,000)</p>
<p><b>Brand Breakthrough Intensive</b></p> <p>Contributed by: Jaclyn Malone, marketing and mindset mentor</p> <p>You feel a shift in your business and have BIG dreams, but the road to get there seems fuzzy at best. You are ready for the clarity, confidence and excitement to figure out how to stand out from the crowd, hone in on your messaging, and what your very first steps should be! It includes an in-depth, soul-searching, mic-dropping 90-minute intensive call to clarify your messaging, plan out your very</p>

	next steps in business and/or tackle your mindset so you can truly step into your own expertise. (Valued at \$500)
	<p><b>Business Process Mapping</b></p> <p>Contributed by: <a href="#">Melissa Morris</a>, Process Strategist</p> <p>As your business grows it gets more and more complex. It's easy to lose time and money because of inefficient processes. Melissa helps ensure that each process in your business runs as efficiently as possible so that you can automate, build a team, and ultimately scale without adding more work. You get two one-on-one calls with Melissa to pick a business process, map it out, and create an exact plan to set up that system in your business. (Valued at \$300)</p>
	<p><b>Delegate It! Dream Team Audit and Onboarding:</b> Simplified course and toolkit Contributed by: Danielle Roberts of Legacy Creative Company.</p> <p>A 45-minute strategy call with an in-depth look into your business to see where you can add to your team and start delegating, giving you room to grow and uplevel. With the Onboarding: Simplified course and toolkit, it takes all the guess work out of onboarding a new team member. (Valued at \$500)</p>

## 2:00pm – 3:40pm Breakout Sessions

- Team: set up breakout sessions tents on tables: **(will need Zack and Andrew)**
  - o Table 1: Content Strategy – Dana Malstaff (add chairs from 5 & 6)
  - o Table 3: Videos for Your Business - Jessica Stansberry (add chairs from 2 & 7)
  - o Table 4: Book Writing & Editing - Liz Thompson & Alexa Bigwarfe (chairs from 8&9)
  - o Table 13: Running a Product Based Business - Veronica Staudt & Julie Ball (chairs from 14 & 12)
  - o Table 11: Sales Funnels - Dawn Marrs (chairs from 10 & any extras)
  - o Average size group will be 16 so use the guide above so we can make it work
- **Sammy** – Have some lively music (no words) at 1:55 and doors open
- **NJ** on stage to welcome everyone back and call out which able is which and help everyone settle in
- **Sammy** to play really low music without words (the room will be loud)
- **Sammy** to move everyone to their next session every 20 minutes
  - o 2:00 - 2:20, 2:20 - 2:40, 2:40 – 3:00, 3:00 – 3:20, 3:20 – 3:40
- At 3:40 **Sammy** to play music louder and **NJ on stage** will tell everyone to take a quick break so we can get the room back in order, but be back and in your seat at 3:45...listen for the Final Countdown
- **NJ Mention scavenger hunt** to mention something you just learned on your Facebook page, tag the breakout leader, and tag Dana (take a pic with the breakout leader if you want)

**Break from 3:45 – 3:55** (back in seats so we can get started right at 4 pm with Nicole)

**Nicole Walters – Monetize Thyself (4pm – 5pm)**

- **Sammy** – Mic Nicole up during break
- **Sammy** play Final Countdown at 3:55 to get everyone back in chairs
- Dana will be on stage to settle everyone down and introduce Nicole (2 minutes)
- Nicole will come up and sit to chat (30 minutes)
  - o Question: I didn't get to see your Periscope where you quick your job, but what made you decide to take that leap so publically?
  - o We have women in the audience who are figuring out how to monetize and those that are in the process of scaling, I would love to hear how you started making money in your business and how you bring in income now. Share your revenue journey.
  - o I love how you merge your fun personality and business (we are a lot alike in that way) how do you decide how much of yourself you will show each day (I would love to talk about that video that went viral of you talking about the bus stop moms)
- We will invite people to come ask questions (20 minutes)
- Wrap it up and thank Nicole

#### **Your Free to Paid Journey (5pm - 6pm)**

- Dana will already be on stage and before we hop in mention the Scaling Raffle (see below)
- Link the idea of monetizing and the importance of congruency with all of our content, from free to paid
- No matter where you are in your business you can always build or review your free to paid journey. Mention how it will look for stating, growing, scaling
- Walk them through the worksheet (10 minutes) (1<sup>st</sup> date to commit)
- Everyone works in their workbook (10 minutes)
- Discuss at table (10 minutes)
- Have people come to mic to ask questions (not so much to share their journey) (10 minutes)
- Now talk about the pool and have everyone fill in some ideas for the pool (5 minutes)
- Talk at table (5 minutes)
- Take a few ah-ha moments at mic (10 minutes)

#### **Scaling Your Business Bundle - TOTAL VALUE: \$4000**

	<p><b>Program Mapping &amp; Funnel Audit</b>  <b>Contributed by: Dana Malstaff, CEO of Boss Mom, LLC</b>          Scaling is all about leveraging and automating what you have that's working in your business. On these two 50 minute one-on-one calls Dana will help you map out how you are going to scale and maximize your growth through systems and funnels. (Valued at \$1000)</p>
	<p><b><u>Grow Your Brand On Amazon</u></b>  <b>Contributed by: <u>Kathleen Kobel</u>, Amazon Consultant   Seller Central Expert</b>          If you want to grow your brand then you need to be on Amazon. This six week course is for the entrepreneur who would like to grow their business by utilizing Amazon to deliver their products. It is everything you need to get your store up and running. (Valued at \$1000)</p>

<p><b>Expand Your Brand Audit</b>  <b>Contributed by: Lilah Higgins</b>          You are taking your business to the next level and you need a brand that grows with you, connects with your audience in effective ways, and establishes you as a thought-leader. Lilah will review your brand and give you insights and actions steps to take your brand to the next level.          (Valued at \$1000)</p>
<p><b>Strategic Planning Mapping</b>  <b>Contributed by: Natalie Gingrich</b>          If you really want to be the CEO of your own business, then you need Natalie in your life. Within two 60 min calls you will define and prioritize the strategic objectives in your business so that you have an annual plan for 2018 that you can actually execute. If you are looking to scale, then this is going to show you the big picture and all of the parts needed to get you there. (Valued at \$1000)</p>

### Wrap up for break & dinner

- Dana on stage already to talk about how the day went and wrap up
- Break to go freshen up and dinner will be ready at 6:30 (buffet style)
- Tell them what we are serving (look at hotel doc)
- **Mention Scavenger hunt again**
- Make sure everyone knows when we start at Cj's (7:30) and where it is just in case they skip dinner
- Mention drink tickets (4 total to use as they want then it's cash bar)
- And mention the Health & Wellness Raffle
- Mention Irena and yoga the following morning at 8am & coffee and light breakfast provided

### Health & Wellness Bundle - TOTAL VALUE: \$1230

<p><b>One year membership to <a href="#">Eating Clean Cooking Dirty.</a></b>          Contributed by Samantha Rodgers          ECCD is an online meal planning and prep system designed to take the stress out of healthy eating.          (Valued at \$180)</p>
<p><b>Private Virtual Yoga Training</b>          Contributed by <a href="#">Irena Miller</a>, Yoga Expert          For an entire month, twice a week, you and Irena will meet together via Zoom for a personal 30 minute yoga session. Plus, one-month access to her Yoga Club for group practice. (Valued at \$400)</p>
<p><b>Custom engraved cutting board</b>  <b>Contributed by: <a href="#">Courson Designs.</a></b>          (Valued at \$50)</p>
<p><b>One-month Energy &amp; Clarity Coaching</b>  <b>Contributed by: <a href="#">Valerie Friedlander, Founder of The Unlimited Mom.</a></b>          This package includes Energy Leadership Index Assessment + in-depth results review, 4 weekly 45 minute coaching calls, unlimited virtual access during the month and a 15 minute emergency call. This is a must for your health and wellness. (Valued at \$600)</p>



**Open Mic Night in CJs Lounge (7:30pm - 9:30pm)**

- Sammy should have speakers in lounge already (make sure we have a stand up mic)
- Sammy to have music up and going by 7:30
- Team: Help round everyone up into Cj's
- Dana will get on stage and welcome everyone and talk for few minutes...then intro KT
- KT to do a 10-minute stand-up
- Each of the 3-5 volunteers will get up and do their stand-up story (3-5 minutes each)
- KT will close it out and then bring me back up on stage
- Dana to give out awards to 5 brave ladies
- Dana will tell everyone the rest of the evening is to mingle – we have the place until 10 pm and to get rest because Sunday is an awesome day
- Remind everyone about scavenger hunt
- Remind everyone about yoga with Irena

**Breakdown / Room Changes:** Hotel staff to change out table linens. No other room changes are needed.

## Day 2: Sunday, October 15th 2017

Host: Dana Malstaff

Role	Arrives	Notes
Boss Mom Team	8 am?	Helps with additional set up
DJ	8:30 am?	Find out how long he needs to set up
Photographer	8:45am?	Figure out timing and what we want her to do at this time
Videographer	8:00 am?	Find out how long he needs to set up
Ambassadors	Not needed for the day	Don't need to help set up, just need to help manage flow once we open
Irena	8:00am	To provide 8:00am – 8:30 yoga

### 8:20am – 8:40am - Morning Yoga

- Irena to arrive at 8:00am to get mic'ed up
- Led by Irena Miller pop-up boutique area – Open to all attendees

**8:00am – 9:00am** breakfast and coffee in foyer

**Registration:** Everyone should be checked in already, if there is anyone who did not check in and arrives late, tell them to go see NJ

### Event Begins:

**8:30am – 8:55am** Sammy plays upbeat music

**8:55am** Sammy starts to play final countdown so everyone knows it's time to take their seats

**9:00am** Sammy introduces Dana Malstaff (what song should we do?)

**9:00am** Dana gets on stage

- Welcome to day 2 – remember back to Day 1
- Outline of the day
- Talk about raffle – how to get more raffle tickets today & Beauty & Style package
- Set up Jen Rozenbaum
  - The struggle that so many Boss Moms have and part of why I started Boss Mom
  - How I believe that it is important to be ourselves, and feel like a beautiful, wonderful woman
  - Bring Jen on stage to sit in white chairs

## Style & Beauty Bundle - TOTAL VALUE: \$1150

<b>Jewelry &amp; styling session</b> <b>Contributed by:</b> Veronica, Founder of <a href="#">Vintage Meet Modern</a> . This package includes a Vintage Meet Modern Signature Styling Session, Jewelry Box Edit or Audit, jewelry box, style book, vault access for rare and vintage pieces, plus \$100 shop credit. (\$300)
<b>Makeup Bundle</b> <b>Contributed by</b> Kirsten Tyrrel, <a href="#">Maskara Beauty</a> . If you plan to be on camera for your online business, which you should, then you need to make sure your makeup is fabulous and still authentically you. You get a mini double decker compact with ten colors, 30 second HAC brush, a shadow everything brush and stay setting spray, plus a makeup session with Kirsten to show you how to apply everything just right. (Valued at \$300)
<b>Event Styling Session</b> <b>Contributed by</b> Natalie Hughes. While this doesn't include the cost of the clothes it will ensure that you have the perfect outfit that you can use time and time again. (Valued at \$500)
<b>Thinkific Comfy Hoodie</b> Contributed by: Thinkific (Valued at \$50)

### 9:15 am – 9:45 am Shamelessly Feminine with Jen Rozenbaum (interview style)

- How did Shamelessly Feminine start?
- How has your recent health challenges made you feel about the brand and about yourself?
- For all the women who struggle with being shamelessly feminine what can they do?

### 9:45am – 10:00am – let people come up and ask questions

**10:00am – 10:05** wrap up with Jen (we have some cushion so if this runs long that's ok...with a hard stop at 10:15)

### 10:05am How to Ask for the Sale intro (10 minutes)

- We just talked about seizing our passions and pursuing the movement we want to start and we it's also important to realize how challenging it can be to ask for what we want
- It's not just about learning how to pitch your services and products, it's also about having the courage and excitement to even start
- Name situations that are common where people don't pitch (some that I still do)
- How to get past our fears and run towards the pain as Jen would say
- Do exercise 'what makes you nervous, what are you going to do about it' (20 minutes)
  - o Write down in your journal – 3 minutes
  - o Talk at table – 5 minutes
  - o Get up and tell someone new 1 reason why your program is worth buying (1 min each, switch, 3 times)
- Everyone sits back down and have a few people come up and share their experience (10 minutes)

### 11:10 Dana to wrap up (5 min)

- Quick break, mention **scavenger hunt** and that we will be doing something fun when we get back (ie. Some giveaways and purple tickets)

#### **11:15 am - 11:30 am Break**

- **Move two extra chairs up on stage so we have 4 (Andrew or Zac)**
- **Sammy** plays final countdown to get everyone back in seats

#### **11:30am Dana on stage with announcements (end by 11:50)**

- This is where I will talk about Raising Your Business, the Academy & the Boardroom (see separate paper)
- Set up so we can show the course in Thinkific on the screen
- **Printed page** with the info to sign up that is in the back of the room with team?

#### **11:50 am The Boss Mom Treasure Chest and check in with the scavenger hunt**

- **Irena go get mic'ed up**

#### **11:55 am - IRENA** gets up on stage and does breathing exercise to get the creative juices flowing 5 min)

#### **12:00 pm Course Creation Strategy (panel done by 12:30 pm)**

- Dana gets back up on stage and mentions how she decided to do this a bit last minute – but I want to do a panel
- Invite Abbey Ashley, Jessica S, Kendra?, Julie Stoian to the stage (we will have one mic to pass around and one mic for the audience)
- This is more about creating courses than launching courses (20 min)
  - o Quick 30 second intro for each one – business & courses they have
  - o How did you get started making courses (where in your business were you when you jumped in?)
  - o What is the most challenging part of getting a course made and out there?
  - o What is one piece of advice for outlining your course?
  - o What is one tactic that you have used and think worked well for selling your course?
- Let audience ask questions (10 min)

#### **12:30 - Thank the panel and as they leave ask everyone to think about the course they want to make – now think about the frustration, transformation, and who it's for. Let's start there (pg 35) – done by 12:45**

- o Write on their own – 5 min
- o Talk in their group – 10 min

#### **12:45 – Dana on stage to announce break for lunch**

- Mention what's for lunch (see hotel doc)
- **Mention raffle** – Virtual Assistant
- **Mention pop up boutique**
- **Mention scavenger hunt** – go live in your page and tag Dana and mention what you will create next for your business.

- You can eat at your tables or anywhere you like, but we need you out of the room by 1:30 so we can arrange for the breakout sessions
- Prep for breakout sessions:
  - o Be back in the lobby by 1:50
  - o At 1:55 we will let you in the room and you should find a table with a topic you want to learn about (you will get a chance to do them all if you want)  
There will be about 16 to a group so
  - o Tables 1,3,4,11,13 – clear off your personal items as these will be breakout session tables
  - o Breakout leaders please be back in the room 15 minutes early (1:30)

### **Virtual Assistant's Bundle - TOTAL VALUE \$3050**

<p><a href="#"><u>The VA Bootcamp</u></a>  <b>Contributed by Abbey Lynn Ashley of <a href="#"><u>The Virtual Savvy</u></a>.</b> If you have considered becoming a virtual assistant this is the course for you. In this 13 module course, you'll go from getting started and launching your VA business all the way through developing packages, solidifying your brand, finding clients and signing contracts with them! . Nothing is held back! (Valued at \$2000)</p>
<p><a href="#"><u>Ontraport for Virtual Assistants</u></a>  <b>Contributed by <a href="#"><u>Dawn Marrs</u></a>.</b>          This comprehensive course will take you from Ontraport Newbie to Pro. You'll learn the ins and outs of this powerful visual marketing automation and reporting platform so that you can offer Ontraport support to your clients. *Does not include Ontraport platform.* (Valued at \$750)</p>
<p><a href="#"><u>ConvertKit Mastery</u></a>  <b>Contributed by <a href="#"><u>Jessica Stansberry</u></a>.</b>          This 10 module course will teach you everything you need to know about the email service provider ConvertKit. Now you can say you know all the needed tools to run a successful business (Valued at \$300)</p>

12:45 pm -1:45pm - Lunch & Pop-Up Boutique

### **2:00pm – 3:40pm Breakout Sessions**

- Team: set up breakout sessions tents on tables: **(will need Zack and Andrew)**
  - o Table 1: Project Management – Natalie Gingrich (add chairs from 5 & 6)
  - o Table 3: Facebook Ads – Julie Stoian (add chairs from 2 & 7)
  - o Table 4: Social Media - Sasha Gray & Heather Heuman (chairs from 8&9)
  - o Table 13: Personal Brand – Jaclyn Mellone (chairs from 14 & 12)
  - o Table 11: Leveraging Your Blog - NJ (chairs from 10 & any extras)
  - o Average size group will be 16 so use the guide above so we can make it work
- **Sammy** – Have some lively music (no words) at 1:55 and doors open
- Dana on stage to welcome everyone back and call out which table is which and help everyone settle in
- **Sammy** to play really low music without words (the room will be loud)
- **Sammy** to move everyone to their next session every 20 minutes
  - o 2:00 - 2:20, 2:20 - 2:40, 2:40 – 3:00, 3:00 – 3:20, 3:20 – 3:40

- At 3:40 **Sammy** to play music louder and Dana on stage will tell everyone to take a quick break so we can get the room back in order, but be back and in your seat at 3:45...listen for the Final Countdown
- Dana **Mention scavenger hunt** to mention something you just learned on your Facebook page, tag the breakout leader, and tag Dana (take a pic with the breakout leader if you want)
- Mention raffle bundle – visibility (plays nicely into the launch talk)

### Visibility & Social Media Bundle - TOTAL VALUE: \$3400

<b>Facebook Business Page Audit</b> <b>Contributed by: <a href="#">Sasha Gray</a>, Founder of Scattered Sasha</b> A full audit that will transform your unengaged business page into a highly engaged tool to grow your business. Plan to increase engagement. Includes a personal review of your current page and a one-on-one call with Sasha to set your improvement plan. (Valued at \$300)
<b>ConvertKit Migration</b> <b>Contributed by <a href="#">Julienne DesJardins</a>.</b> (Valued at \$1000)
<b>\$100 Shop Credit</b> <b>Contributed by: <a href="#">Hello World Paper Co &amp; Stamps</a>.</b> Of course your business needs its own custom stamp and other awesome printed materials to make you look legit and don't forget Instagramable. Hello World has you covered. (Valued at \$100)
<b>A Full Year of Tailwind</b> (Valued at \$2000)

**3:45 – 3:55 Break** (back in seats so we can get started right at 4 pm with Stacy)

### 3:45 pm to 4:15 pm - All Things Launches Coffee talk with Stacey Tuschl

- **Sammy** – Mic Stacy up during break
- **Sammy** play Final Countdown at 3:55 to get everyone back in chairs
- Dana will be on stage to settle everyone down and introduce Stacy (2 minutes)
- Stacy will come up and sit to chat (30 minutes)
  - o Question before you ever got into the online world or business coaching you built a million-dollar business that started in your back yard. How has launching your online business been different?
  - o You have launched several different kinds of programs over the last year, do a run-down of the programs you have created and offered.
  - o You have leveraged your community, emails list, and Facebook ads to help launch your programs, what has worked the best for you and why?
  - o Have there been any big failures as for as launch tactics that you will never to again?
  - o The 5 main phases of a launch are strategy & creation, pre-launch, live-launch, post-launch, and maintenance... where do you spend the most time and why?
  - o We can then do a quick walkthrough of your latest launch

- We will invite people to come ask questions (20 minutes)

#### **4:15pm - 5pm Create Your Launch Plan**

- With Stacy still there, Dana will tell everyone that we will hop into the workbook (pg 40)
  - o Stacy and I will walk around and master facilitate
  - o Fill out on their own – everything but the next steps– 10 min
  - o Talk in group – 10 min
  - o Stand up and tell someone new one new thing you are excited to try in your next launch (1 min each person – 3 rounds) – 8 min
  - o Everyone sit back down and write down your next steps to move your launch forward – 3 min
  - o Talk with table – 5 min
  - o Wrap up

#### **5:00 pm Dana on stage to begin to wrap up the day – how has it been? (5 in)**

- Mention the last raffle – parenting (plays perfectly into the next generation)
- Once we break this will be the last time to take advantage of the pop-up boutique and finish checking off items on your scavenger hunt.
- Dinner will be at 6:30 in the foyer and it's going to be delicious (say menu)
- You can go change for the karaoke if you want or stay in the same clothes 😊 but come ready to sing.

#### **Parenting Bundle - TOTAL VALUE: \$875**

	<b>One Year Subscription to the Intentional Bookshelf Club</b> <b>Contributed by Samantha Munoz</b> (Valued at \$150)
	<b>Montessori Home or Virtual Consultation</b> Contributed by Jeanne-Marie Paynel (Valued at \$450).
	<b>Fit Mom Go Accountability Group</b> <b>Contributed by Erin Kendall</b> Fit Mom Go accountability buddy and prizes bring fun and motivation while building a habit of fitness. (Valued at \$297)
	<b>Boss Mom Mug</b> Contributed by Dana Malstaff (Valued at \$15)

#### **5:05 Visualization Exercise (the second half of the Boss Mom sign)**

- Talk about how amazing this event has been (Monday will be amazing too)
- When we started this event we

A Special Visualization (5:00 pm - 6:00 pm)

Break 6:00 pm – 6: 30 pm

Dinner Provided (6:30 pm - 7:30 pm)

Pick Raffle Winners in CJs Lounge (7:30 pm - 8:00 pm)

Karaoke Night in CJs Loung (8:00 pm - 10:30 pm)