



BOSSMOM[®] ACADEMY

LEAD BY:
BOSS MOM LLC
FOUNDER & CEO
DANA MALSTAFF

**JOIN THE BOSS MOM
ACADEMY TODAY**

*And Give Your Business
a Growth Spurt*



WE GET YOU, WE REALLY DO

Imagine consistent revenue, automated systems and the ability to predictably scale your business...without sacrificing your family time.

You are a driven Boss Mom who knows what she wants, but isn't quite sure how to get it. You have had some success in your business, but you aren't sure how to create consistent sales. Now you are ready to get the guidance to see your business grow in a way that gives you financial and time freedom. Yep, you are in the right place!

LET ME GUESS...

You have no problem coming up with great ideas. In fact, you have so many great ideas that you aren't sure where to start. You feel a bit stuck, stagnant, overwhelmed.

You started on this journey for more freedom, but you feel more chained to your business than ever. And you sometimes worry that you will end up sacrificing those priceless moments with your kids, which is the opposite of what you want.

Well, we have so got you covered!

YOU ARE A SMART, CAPABLE BOSS MOM

RIGHT NOW YOU ARE FEELING BUSINESS GROWING PAINS

You have clients, but you are still really trying to figure out exactly how to package what you offer so that you can sell more and turn it into a group program and/or course.

You feel like you are in a bit of a brand crisis. You aren't sure how to consistently attract your ideal client and turn cold traffic into converting leads and clients (you are so not alone).

Everyone keeps telling you to build your email list, but the opt-ins you create don't convert and it feels like a full-time job trying to figure out how to get it all to work (we understand, we really do).

WOULDN'T IT BE DREAMY IF...

When you sit down to work you didn't feel paralyzed by all of the options and decisions you could/should make to move your business forward. You now have a guide and you are confident in your choices enough to see them through.

You didn't have to wonder what to charge, how to handle objections, what kinds of programs to offer, how to translate your expertise into scalable programs, or any of the other confusing decisions you have to make in business.

Instead of waking up in a cold sweat wondering where you will find your next client, you wake up to the sound of a new call being scheduled, a new email in your list, and people tagging you because you are...well micro-famous (that's the best kind of famous, you know!)

WHAT PAST MEMBERS ARE SAYING...

The Boss Mom Academy was exactly what my business needed. I received brilliant business strategy and insight from Dana along with networking and accountability from the other ladies in the program. Plus she helped me launch my first online course which has grown into a membership site that has allowed me to scale my business and make money while I sleep!

-Kathleen Kobel, Amazon Consultant

YOU KNOW IT'S TIME TO GET GUIDANCE,
AND YOU WANT SOMEONE WHO YOU
CAN TRUST.

I know all too well how it feels to know you are a smart capable woman who feels stuck and a bit alone even when the online world is so big.

I know how it feels to realize you need help and guidance and look around at all the fancy sales pages where everyone and every program looks so enticing.

And I know how important it is to make sure you work with someone who not only has the knowledge, but also resonates with your personality, your lifestyle, and the way you think.

I have spent money on the wrong coaches, and I have spent money in places that brought me a huge return. I have tried things that worked and tried things that failed.

I have felt that knot in your stomach when someone you respect asks if this whole online business thing will really work....and even worse when you question whether they are right.

I have been through the fire and created a series of systems and roadmaps to help you get to where I am a heck of a lot faster than I did (and I think I did it pretty fast).



AND IN ADDITION TO EXPERIENCING THE JOURNEY FIRST HAND I HAVE...

- A degree in broadcast journalism (aka video, public speaking, and copywriting)
- Extensive sales training (aka how to sell on calls, on webinars, and in person)
- Over 20,000 students on various platform and courses
- Organically built the Boss Moms Facebook group to 33k+
- Run the Boss Mom Podcast for over 3 years (300+ episodes) and over 500k downloads.
- Written two books (3rd coming out soon) that both hit #1 in their category
- Executed 3 highly successful Boss Mom Retreats (100+ attendees) and extremely profitable one-day workshops
- Created and sold Boss Mom Products (from my site and Amazon)
- Spoken on national stages to audiences 400+

FEATURED IN...



thinkific

Inc.

FAST
COMPANY

EO FIRE

SMART
PASSIVE INCOME

HEI HAL ELROD
INTERNATIONAL

WHAT'S INCLUDED?

WHAT PAST MEMBERS ARE SAYING...

"Joining the Boss Mom Academy has been a business and life-changing decision. Through Dana's masterful, direct yet encouraging, coaching style, I am now booked out 6-8 months in advance."

- Liz Thompson,
House Style Editing



CONTENT REVIEW CALLS

Creating content that converts can be one of the hardest aspects of online business. It's not just about following a template (which we have) it's also about getting support when it doesn't convert the way you want the first time around. We do content review calls on the second and fourth Wednesday of each month to help you tweak and refine your content. (ie. sales pages, emails, packages, proposals, ads, etc)



TRAINING CALLS

While you have lifetime access to the Raising Your Business program, we know that there are little hacks and specialized tactics that help move your business forward. We strategically select training on the first and third Wednesday of each month that you can implement quickly to help grow your business. Areas like lead generation, buzz creation, flash sales, getting featured and so so much more.



RAISING YOUR BUSINESS ACCESS

My signature course, Raising Your Business, is where all of the templates, processes, sales funnel, and sales training is held. This means that you don't have to wait for the weekly calls to get value. You have a crazy amount of resources to help you move your business forward.

Raising Your Business is a 6 module program with proven results. Many of our RYB students level up to the Boss Mom Academy



ONE-ON-ONE COACHING CALLS

I am a true believer that a group program is one of the most powerful ways to grow your business. I also think that sometimes we need some extra love and dedicated one-on-one time. That's why you get 2 (50 min) Planning calls throughout the program. One in the beginning and another to use when you want. PLUS... you get two 15 minute emergency calls to use at any time.

2 Planning calls (50 min)
2 Emergency calls (15 min)



PRIVATE COMMUNITY

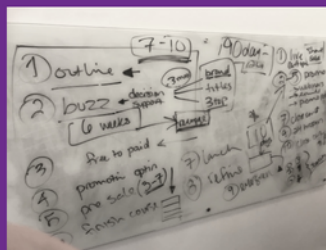
You are going to fall in love with the other ladies in the Boss Mom Academy and since we have new members join each month you will want to be able to connect with other members, get accountability, share your wins & challenges, ask for feedback, and more. To help us get off Facebook and stay focused we have a dedicated BMA Slack channel where everything is searchable and super easy to use.



IN PERSON MASTERMINDS

We love to meet online and video chat, but some of the real magic happens in person. Throughout the year we offer a one-day BMA mastermind followed by a paid one-day intensive workshop for non-members. When you join the BMA you get free access to 2 of our in person BMA masterminds as well as the one-day intensives on the second day.

Feb 22-23: San Antonio, TX
May 22-23: Chicago, IL
July 17-18: Baltimore, MD
Oct 16-17: Sacramento, CA



WHAT YOU LEARN



HOW TO STRUCTURE A SUSTAINABLE BUSINESS

It's not just about making a sale, a program, or an interview. You are building a real business and you want predictable results and steady growth.

PACKAGE

Offer the right programs the right way to attract your ideal client, get results, and save you time,

ATTRACT

Become a micro-famous influencer with organic traffic and referrals, and features.

CONVERT

Go from traffic that never buys to consistent revenue that you can predict.

YOUR INVESTMENT

Full Price: \$8,000

Fast Action Discount -\$3000

Your total investment \$5000 paid in full

Monthly payment option: \$997 for 6 months

RECOUP ANALYSIS

A quick look at a few scenarios so you can see how quickly you can recoup your costs.

2 contracts at \$2,500

5 programs/courses at \$1000

5 clients at \$500 per month (recoup in 2 mo)

**CHECK OUT MORE
TESTIMONIALS AT
BOSS-MOM.COM/BMA**