

DECISION CONFIDENCE

That feeling that everything you do has purpose & direction

DECISION CLARITY

A clear path that nurtures your tribe and grows your business

DECISION SUPPORT

Guidance to help you ensure your content & strategy rock

BOSS MOM[®]

BUSINESS STRATEGY MAPPING PROPOSAL



BUILDING YOUR STRATEGY

I would love to opportunity to be a part of your business journey and in true Boss Mom fashion, I always like to propose we date a bit before we jump into any long-term relationship.

I propose that we start with a 4-hour package where we can come up with a solid strategy for your new adventure, and then assess and decide if I am needed further.

Step 1: We start with a two-hour mapping session. This is where we dig into what you want to accomplish, talk through all your ideas and how you want to build your brand so that we can distill it down to the essentials so you can get started.

Ste 2: Either one additional two-hour call or two follow-up weekly calls to work on how you will be able to implement the plan. This also gives a little time for you to sit with the strategy and see if you sense any gaps, barriers, or new ideas. (we decide on the duration and structure in the first call based on how you work best)

Step 3: We will provide you with an outline of the plan we discuss on our calls as well as a recording of all of our calls for future reference. (we will provide a Trello strategic planning board with your custom plan)

Step 4: We assess next steps.



"Dana helped me clearly set goals and achieve them." – Samantha Johnston, Neopolitan Creative

WHAT'S included

ONE 2-HOUR RECORDED VIDEO MAPPING SESSION

TWO FOLLOW-UP RECORDED 60-MINUTE CALLS

EMAIL SUPPORT AND/OR VOXER SUPPORT FOR 30 DAYS

AN OUTLINE OF THE STRATEGY AND PLAN FOR YOUR BUSINESS

YOUR INVESTMENT

ONE PAYMENT OF \$2000

TWO PAYMENTS OF \$1100

CONTENT STRATEGIST

DANA MALSTAFF



With over 19,000 students in various courses, a 30,000+ community, and over 15 years of experience in behavior modification, content creation, community building, and business strategy, Dana grew the Boss Mom brand into a six figure business in less than a year. She launched the Boss Mom brand with her book *Boss Mom: The Ultimate Guide to Raising a Business & Nurturing Your Family Like a Pro..*

"Coaching with Dana is like having a BFF for your business. I really believe that working with Dana can shorten the learning curve for you by years!"

- Nicole Keating at The Art of Epic Wellness

Dana is super hands on, loves to brainstorm, will give you permission to say NO just as much as she will give you permission to say YES. She also has an outstanding team to help support everyone in the community.

Boss Mom is all about community and we teach you how to grow your business through community, movements, connection, great content, purposeful passion, and strategic planning.

