

DECISION SUPPORT

Guidance to help you ensure your content & strategy rock

DECISION CLARITY

A clear path that nurtures your tribe and grows your business

DECISION CONFIDENCE

That feeling that everything you do has purpose & direction

BUSINESS STRATEGY MAPPING PROPOSAL

BUILDING YOUR STRATEGY

I would love the opportunity to be a part of your business journey. The best place to start is to map out your overall business strategy so that we can make sure you are creating the right programs and structuring your business in the right way to create the best possible outcome.

Here is how the process works.

Step 1: We start with a two-hour mapping session. This is where we talk through all your ideas, what you want to accomplish, and how you want to grow your business. Our goal is to take all of your ideas and distill them down into a strategic plan to grow your business.

Step 2: You begin to implement the plan and we have 3 additional calls that we can use as you like to help you make decisions, create the right content and systems so that you can get the plan moving.

Step 3: Watch your plan come to life and leverage my experience to help you assess and jump hurdles as they arise.



"Dana helped me to refine what I already had instead of creating new things, she helped me to put performance goals in place and really focus on revenue generating tasks. From March 2018 to October 2018 my income has increased each month with October being a new record!"
- Brittany Dixon

WHAT'S included

ONE 2-HOUR RECORDED VIDEO
STRATEGIC MAPPING SESSION

THREE FOLLOW-UP RECORDED
50-MINUTE CALLS TO USE AS NEEDED

EMAIL SUPPORT IN BETWEEN CALLS

YOUR INVESTMENT

ONE PAYMENT OF \$2100
THREE PAYMENTS OF \$76500



THE FOUR PILLARS TO THE COMMUNITY BUILDING INTENSIVE

YOUR BRAND CULTURE

- How the culture is established in the group.
- Who you are attracting and how.
- The roles and boundaries for your group

YOUR NURTURE FUNNEL

- How you are pulling group members into your email list.
- Exact email flow and structure to nurture them to your programs.
- How to continually grow your list.

YOUR ECOSYSTEM

- How to create engagement in the group.
- How to get people to share the group and content.
- How to empower people to become part of your culture.

YOUR CONTENT

- What content you should post.
- What content others should post.
- How to create buzz for the group.
- How to create buzz inside the group.

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.

