



★ Mastermind
Retreat ★

PLAYA DEL CARMEN, MEXICO

Session 1

* Embodiment Her *

**Journaling Session + Guided Meditation +
Group Discussion**

Journaling Prompts:

Describe the woman you want to step into – Who is she, what does she do, who does she spend time with?

What does it feel like to be here? How does she make decisions? What is important to her both personally and professionally?

Where does she live, what does she look like, what does she spend money and time on, etc.?



Guided Visualization

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Vivamus sed vestibulum nunc, eget aliquam felis.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Vivamus sed vestibulum nunc, eget aliquam felis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Vivamus sed vestibulum nunc, eget aliquam felis.



Group
Discussion

Break
Time

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Session 2

Abundance vs. Money

CEO Visionary Workshop

Abundance:

not only as plenty of money, wealth and material things. It also manifests as love, friendship, TIME, knowledge, peace, health, faith, community, FUN etc..

Your goals =

in alignment with the abundance you
desire in your life & business.

Visionary Reflection:

What does *abundance* look like for
you?

Visionary Reflection:

How does **your business play into the abundance** you desire?

Visionary Reflection:

Keeping your vision of abundance in
mind, **what are YOUR metrics for
'success'?**

Visionary Reflection:

The date is today, **but 3 years from
now...**

Partner Sharing

Break
Time

A decorative graphic consisting of a thin white oval that encircles the text. Three white, four-pointed starburst shapes are placed at the top-right, bottom-left, and top-right points of the oval's perimeter.

Session 3

* Your “Million Dollar” Brand Story *

PR Workshop

EDITORS' PICK

How Two Millennial Women Made Over \$130,000 While Traveling the World Full-Time

Celine Da Costa Former Contributor

May 17, 2017, 11:00am EDT

TWEET THIS

The goal was to build online businesses that gave us the freedom to travel, be our own boss and genuinely enjoy this one life we're given.

The goal was to build online businesses that gave us the freedom to travel, be our own boss and genuinely enjoy this one life we're given.



"We combined the strengths of both our virtual assistant and graphic design businesses to become a... [+]

BUCKETLIST BOMBSHELLS

31-year-old used her \$1,200 stimulus check to start a successful business

100-year-old sisters share 4 tips for staying mentally sharp (not crosswords)

'I work just 4 hours a day': This 29-year-old's side hustle brings in \$2 million...

ENTREPRENEURS

These millennials spend their days on the beach and still make money. Here's how

Published Fri, Aug 18 2017 3:33 AM EDT • Updated Fri, Aug 18 2017 3:33 AM EDT

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SHARE f t in



MENU

Elite DAILY

LIFESTYLE

F*ck The Haters: 8 Signs You Were Born To Kill It As A #GirlBoss

by CASSIE TORRECILLAS & SHAY BROWN
JUNE 11, 2015

Does the smell of fresh vanilla latte?

If so, you know there's a for business.

How We Landed Each Feature

Pitching & Landing Features:

Create a list of publications you want to be featured on (& where your target audience is reading!)

Craft enticing article pitches specific to the style of that publication – starting with your Signature Brand Story!

Find contributors emails and send pitches – plus NETWORK, NETWORK, NETWORK!!!

What is a 'Signature' Brand Story?

It's an intriguing, authentic narrative with a strategic messages that enables your growth

Our Story Arc



Unhappy in our 9-5s
after college

Quit our 9-5 jobs and
booked a one-way
ticket to Mexico!

"Fell into" starting
online businesses -
found the solution!

Make more than our
9-5s and travel the
world = happiness!

Now we teach other
women how to do the
same

Our belief, if you're
like us, you can too.

Crafting Your Signature Brand Story

A decorative orange swoosh graphic that starts under the 'S' of 'Signature', loops around the 'Your' and 'Brand', and ends under the 'y' of 'Story'. Two orange starburst shapes are placed on the swoosh, one near 'Your' and one near 'Signature'.

Part One

Before I started my own _____ business I was _____.

What were you doing in your career? How old were you when you started your business?

_____ motivated and inspired me to start my own business.

This could be a vision/desire etc. What was your big WHY behind starting your business?

Describe the day you made the decision to quit your job or start your own business. What was the day like? How did you FEEL at that moment?

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Vivamus sed vestibulum nunc, eget aliquam felis.

What was a major life hurdle/setback you've experienced that has shaped who you are today?

Part Two

Fast forward to today, what have you accomplished since then? I.e. How much revenue and/or clients have you had?

What does your life look like now? What's changed since what you were doing before?

What type of specific clients do you work with?

What transformation or results do you help your clients achieve?

What unique perspective/belief/process/ makes you different from other businesses like yours?



Group Sharing

Pitching + Getting Featured



Pitching Tips:

- 1. Do your research! Craft your headline the same way that specific publication writes their headlines.**
- 2. Find the writers emails and/or LinkedIn.**
- 3. Subject Line: Write so it feels more like a friend is reaching out [NAME, an idea for your podcast] [NAME, loved your X]**
- 4. Use your story angle in different ways!**

Break
Time

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Session 4

Developing Your Buyer Personas

Workshop

The What & Why of Buyer Personas

- 1. Missing sales opportunities - WHY?**
- 2. Speak directly to our target audience, understand if anything had changed post Covid**
- 3. Develop more powerful marketing & sales messages**
- 4. Improve conversion rates - potentially identify new needs**

- Market Research, which includes a mix of the following:
 - A long-form Typeform survey (survey buildout + "ask" email templates for you to send) to your audience
 - 3-7 phone interviews to understand what makes them tick, why they chose/didn't choose you in the past, and what objections they need addressed in copy. Interviews are recorded and transcribed.
 - Competitor research to identify market gaps
 - Message mining in Amazon, Facebook groups, past testimonials/surveys you've run, customer support tickets, Yelp, Quora, and other forums to define other concerns, hopes, and needs of your audience & product positioning

Target Audience/Customers

Profiles

- Holly | **The Restless Dreamer**

Holly was looking for something more. She wasn't unhappy in her job, she just knew she was "comfortable." In fact, she says if COVID hadn't happened she might've never taken the leap toward the career that supported the life of her dreams—one full of travel, freedom, self-sustainability, and new experiences. Though she loved her job as an assistant wedding planner, during her furlough, she was able to pivot to serving clients as a VA, and her business has already taken off.

- Kellie | **The Pivoting Go-Getter**

Kellie *hated* her job. She was, in a word, miserable. When she was laid off from the job she desperately wanted to quit, however, she found herself craving a sense of purpose and direction and more inclined to wallow than work. She needed structure and a game plan. Enter Bucketlist Bombshells, and the courses she'd previously dismissed, skeptically calling them "MLM-type bulls**t." Now, she's built a business of her own, applying her educational background in unexpected ways, having rounded out her skills with the help of the Bucketlist Bombshells courses.

- Katie | **The Open-Minded Learner Seeking Flexibility**

Katie *doesn't* want to travel the world or live in Barcelona—she's quite happy staying put at home in Houston. She just wasn't "feeling it" working in finance in the Oil & Gas industry, and it was taking a toll on her well-being. After hearing about the Bucketlist Bombshells from a friend, she dove in, no questions asked. Thinking she might lean more analytical, she was surprised to find she had a creative side that needed fulfilling all along.

- TK (non-student) | **The Curious Skeptic**

Looking For / Desired Outcomes

Your audience wants a guide—a step-by-step approach to creating the life they dream about through online/remote work. They want a full pivot to a professional future, not a side-hustle. **They need equipping and direction for lasting change.** Oftentimes, they also need encouragement after hearing a lifetime of narratives that make this life seem somehow irresponsible, impossible, and financially unstable.

Quotables:

- A way to live **a more freedom based lifestyle** and have a **business that I loved**
- A different **path** | A **guideline** to start | **Direction**
- A way to find/create **financial stability**
- During the webinar you literally talked about everything that I was going through, **from the fear and the doubt, to the desire to change and be an entrepreneur.** You covered it all and I felt I finally found what I needed.

Differentiating Factors

Your audience commends your ability to relate to a young woman who wants “more” for her life—they are inspired by your story and the attainability/accessibility of something similar being possible for them. They see Bucketlist Bombshells as an avenue to “discover” what’s possible, **instead of having to have a plan all on their own.**

Bucketlist Bombshells is NOT:

- Overly ambitious and rushing to make \$1M (instead, create a sustainable source of income to replace and/or exceed your current salary)
- Only for those who know 100% that they want to do this (instead, welcoming the people investigating it as an option)
- Intended to overwhelm you with too many possibilities (instead, allow you to get experience in a few places so you can pick which direction is best for you)

Quotables:

- It's a community of **women supporting women**. The Bucketlist Bombshells motivate and inspire young women to believe that they can be whatever they want to be. **Nobody has to be tied down to a 9-5, it is possible to make a living off of your passions and talents. This program is designed to either help women discover their own digital marketing, design, writing, talents that they didn't know they had, or enhance them in order to make money and start a business from home.**
- Bucketlist Bombshells helps **young millennial women** ditch their dreadful 9-5's and live life to the fullest by teaching them online skills while they travel the world and/or **live their life on their own terms.**
- Your whole vibe was **super inviting and approachable**. I felt that as great as many other courses sound, they just didn't quite fit the business style I was trying to pursue 🌸

Questions + Discussion



* Gratitude Meditation *

Session 5

Simple Recurring Revenue Model

Workshop

Benefits of a Recurring Rev. Model

Month over Month revenue that continues to grow over time adding significant annual revenue

Time vs. Money Scalability. Your team can take on the management and repetitive tasks

Pitch your current clients and add to your product ladder customer journey and lifetime value your customer

20% Growth Rate + 90% Retention Rate			20% Growth Rate + 90% Retention Rate		
\$47 Price Point			\$97 Price Point		
January	22	\$1,015	January	22	\$2,095
February	23	\$1,096	February	23	\$2,263
March	25	\$1,184	March	25	\$2,444
April	27	\$1,279	April	27	\$2,639
May	29	\$1,381	May	29	\$2,850
June	32	\$1,492	June	32	\$3,079
July	34	\$1,611	July	34	\$3,325
August	37	\$1,740	August	37	\$3,591
September	40	\$1,879	September	40	\$3,878
October	43	\$2,029	October	43	\$4,188
November	47	\$2,192	November	47	\$4,523
December	50	\$2,367	December	50	\$4,885
Annual Total		\$19,266	Annual Total		\$39,761

30% Growth Rate + 90% Retention Rate			30% Growth Rate + 90% Retention Rate		
\$47 Price Point			\$97 Price Point		
January	23	\$1,100	January	23	\$2,270
February	27	\$1,287	February	27	\$2,656
March	32	\$1,506	March	32	\$3,107
April	37	\$1,761	April	37	\$3,635
May	44	\$2,061	May	44	\$4,253
June	51	\$2,411	June	51	\$4,976
July	60	\$2,821	July	60	\$5,822
August	70	\$3,301	August	70	\$6,812
September	82	\$3,862	September	82	\$7,970
October	96	\$4,518	October	96	\$9,325
November	112	\$5,287	November	112	\$10,911
December	132	\$6,185	December	132	\$12,765
Annual Total		\$36,100	Annual Total		\$74,504

Behind the Scenes: "The BB Collective"




Brainstorming Session

Group Sharing

A decorative orange oval with a thin line and two four-pointed sparkles at the top and bottom. The text "Group Sharing" is centered within the oval.

Break
Time

A decorative graphic consisting of a thin white oval that encircles the text. Three white, four-pointed starburst shapes are positioned at the top-right, bottom-left, and top-right points of the oval's perimeter.

Session 6

* Building Services for Scaling *

Workshop

It costs five times more to attract a new customer, than it does to retain an existing one.

Customer Journey



**Product #1: Strong Sales Funnel,
High Conv. Cost, Builds Trust**

**Product #2: What do they need
next from you? Higher Price Point**

**Product #3: Highest Ticket
Offer. Premium Service**

Evaluating Your Product/Service Idea



Profits vs. Vanity Metrics

A decorative orange oval with a dashed line and two starburst accents, one at the top right and one at the bottom left, framing the text.



Brainstorming
Your Product
Ladder

Group Sharing

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Session 7

*** The Part-Time CEO ***

Your 80/20 Assessment Workshop

A white speech bubble with a starburst at the top right and bottom left, containing the text "20% of the effort is creating 80% of the result." The background is a solid teal color with a faint, stylized cloud in the bottom left corner.

**20% of the effort is creating
80% of the result.**



Your 80/20
Assessment



Group Sharing

Break
Time

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Session 8

Your Knock-Out Marketing Channel

Workshop

Consistent Content Marketing

Choose ONE main channel that aligns with your communication style, a channel your target audience utilizes and sounds FUN to you to commit to for the next 90 days.

Our Student Spotlight Series

STUDENT SPOTLIGHT

FROM EVENTS MANAGER
TO VIRTUAL ASSISTANT:
HOW ONE WOMAN
DITCHED 12-HOUR
WORKDAYS FOR ONLINE
FREEDOM

Ever wondered what it takes to ditch the cubicle and become a full-time girl boss? Our [Student Spotlight Series](#) interviews our students who have made the transition from 9-5 to remote CEOs!

From what inspired them to start their own business, their favorite podcasts, go-to morning routine, advice to aspiring girl bosses, and so much more!

Today, we're sitting down with our student Holly Smith, Founder of The Genie VA! Originally from Shropshire, England, Holly gives us a glimpse into her online business journey...



Q: WHAT TYPE OF ONLINE BUSINESS DO YOU OWN AND WHAT SERVICES DO YOU OFFER?

I'm the Founder of [The Genie VA](#), where I provide extensive administrative assistance to wedding professionals and bloggers who are looking to



WE'RE CASSIE & SHAY

Welcome to our slice of the internet. Around here, we're obsessed with helping women like you discover what's really possible for your life & career for more joy, purpose & fulfillment.



Search



Biweekly for 4 years!

Email Marketing



Hey Cassie,

I think you can agree that we've all had a preeetty BIG wake-up call over the past year and a half, don't you think?

Even if you're typically the play-it-safe, love-my-comfort-zone, don't-shake-up-my-routine kind of girl, [even you are seriously considering if it's time to make a career change.](#)

You're comfortable at your current job Cassie, but you can't shake this feeling on a Monday morning that there must be a better path out there for you...

...A career that **actually** utilizes your skills and most importantly, brings you more joy and fulfillment *every.single.day.*

But if we're being real honest (you know we don't sugarcoat things around here), you're scared to leave your comfort zone.

You're wondering how you can make a career change – *without*



Hey Cassie – how's your week goin' love?

I just poured myself a strooong French Press coffee and plopped down on my couch to write to you because [there's something that I think you really need to hear today...](#)

Last night, I was on the phone catching up with one of my college besties.

After our usual marathon-long catchup session, all of a sudden she got really quiet and said,

"Cass, can I ask you a serious question?"

Monday Mailers for 8 years!

Organizing your content ideas in Airtable! (Batching)

Organic Social Media - Master Content Calendar

Views: Working Grid - Alayna View

Topic	Notes/Context	Content Type	Dropbox Link to Videos
1 Tuesday - Meetings Day	This is a casual story with a "behind the scenes" feel. Take a video where you share how things go on a typical Tuesday. ...	Business	
2 BTS of the BB Academy			
3 Kopila			
4 How You Started			
5 Time Blocking	Talk about how you use time blocking to schedule your days and how this helps you tap into a creative flow. You can ...	Business	
6 Team Intros/Team Takeover			
7 Organization Tips			
8 Business Owner Life			
9 How to figure out what you're passionate about / How you found your passion			
10 The story behind the name "Bucketlist Bombshells"	Someone on Instagram said, "Still don't know what your name means even after taking all the courses" So I thought it woul...	Business	
11 New Home Tour	This one is pretty straightforward! People do like seeing the behind the scenes of your personal life so, feel free to shoot ...	Lifestyle	
12 Show a typical workday	Sharing a typical workday was a request we got from the Instagram audience. In this story you can take it over the ...	Lifestyle	
13 Show more details about your first	Our audience is interested in hearing about how you first	Business	

21 records

Content Reflection

What is the ONE marketing channel that sounds the most FUN to you to commit to posting consistent content?

What questions are your clients (or potential clients) always asking you?

How often do you want to be producing content on this channel?

How can you utilize this channel in your sales funnel to drive leads?

Group Discussion

A decorative orange oval with two starburst accents, one at the top right and one at the bottom left, framing the text.