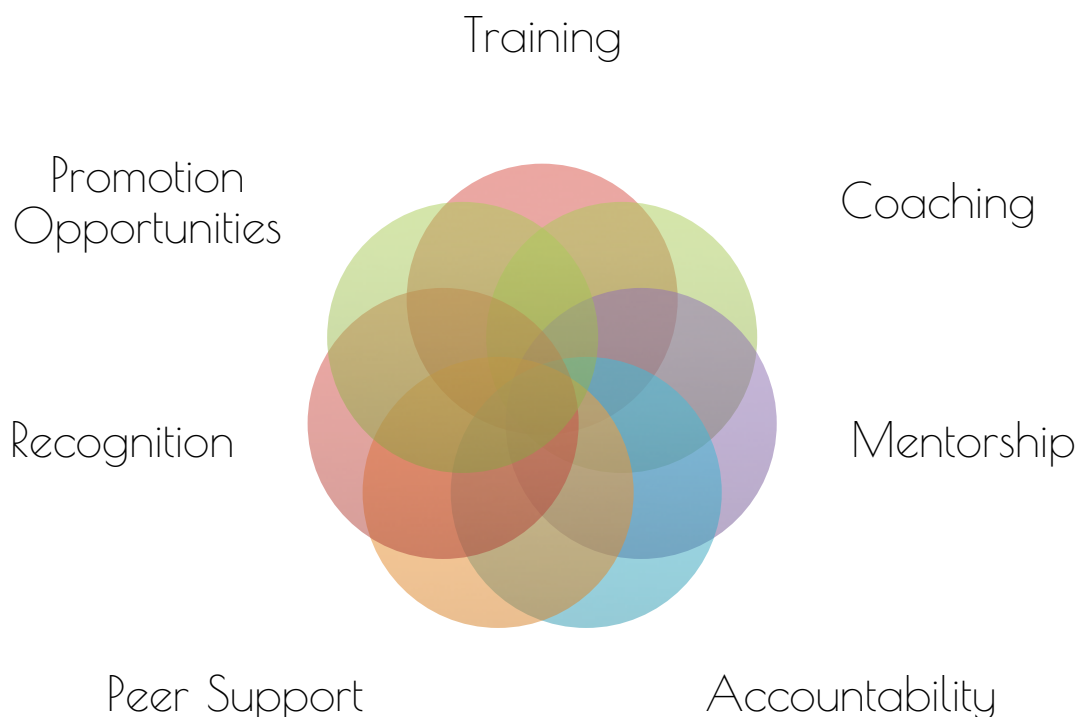


HAPPY BLACK WOMAN MA\$TERMIND

information. motivation. accountability. support.

PROGRAM GUIDE

Join a supportive community that will help you reach your big goals faster than you ever thought possible.



Are you ready to say YES to yourself?

"A year from now, you will wish you had started today." - Karen Lamb

Dear entrepreneur,

Congratulations for giving yourself the gift of investing in your own freedom! What I know about you is that you want more for your life, but you're feeling a little scared and unsure if this program will really work for YOU. But what I also know about you is that you're excited about the opportunity to make an empowered decision about your future.

I'm proud to be able to take a stand for you in making powerful choices because I've been there. I've done it myself. And every single time there's been a life-changing opportunity placed in front of me, I certainly didn't feel "ready." But a few years ago, I decided to stop focusing on what I didn't have and instead, find a way to get what I needed.



So what I know from experience is that you will get further much faster in your life and business if you invest in yourself with your time, money and energy because no one else is going to do it for you. Whenever you come across ANY great opportunity that could change your life, it's important to remember that the timing will never, ever be "perfect."

The best advice I can give you if you truly want to make progress on your goals is to stop talking about all the reasons why you *can't* and focus your time on figuring out how you *can*. Say "yes" to the opportunity while it's in front of you. Because unfortunately, you just don't know when...or if it will ever come around again.

Instead, choose to trust your faith that things will work out for your good if you will just take the first step.

Right now, you have an opportunity to step forward into a much bigger vision for your life.

Will you take it?

Love,

Rosetta

*"At the moment of commitment, the universe conspires to assist you."
- Johann Wolfgang von Goethe*

Training, Coaching and Mentorship for Entrepreneurs Who Want to Build a Business Helping Others, While Creating a Life of Happiness, Success and Freedom!

Welcome to the Happy Black Woman Mastermind! This 12-month training, coaching and mentorship program is for YOU if you want to build a business helping others, all while creating a life of happiness, success and freedom. The Happy Black Woman Mastermind Program will provide you with all the information, motivation, support and accountability you need to start and grow a business doing what you love!

What if...you gave dedicated focus to your business for an entire year with the support and leverage of an entire community of like-minded women entrepreneurs?

PROGRAM AT A GLANCE:

TRAINING

- ✓ Live and Virtual Mastermind Retreats
- ✓ Monthly Training Webinars

COACHING

- ✓ Monthly Group Q&A Calls
- ✓ Monthly Private Coaching Calls

MENTORSHIP

- ✓ Worksheets, checklists and action guides to help you implement new marketing strategies
- ✓ Done-for-you marketing materials and templates from Rosetta's personal "swipe files"

ACCOUNTABILITY

- ✓ Weekly Accountability Partner
- ✓ Monthly "Get It Done" Power Hour Sessions

PEER SUPPORT

- ✓ Access to Private Facebook Community

RECOGNITION

- ✓ Monthly Recognition Opportunities in HBW Newsletter, Website and Social Media

PROMOTION OPPORTUNITIES

- ✓ Opportunities to promote your business to HBW 12K Email List
- ✓ Opportunities to promote your business to 120K+ Facebook Page

MASTERMIND RETREATS

- August 7, 2014 | Virtual 1-Day Retreat – online
- November 1-2, 2014 | Live 2-Day Retreat – Atlanta, Georgia
- February 6, 2015 | Virtual 1-Day Retreat – online

MONTHLY TRAINING WEBINARS

Here is just a sampling of the kind of training you will receive throughout your membership year:

- Get Your First Client in 30 Days! 3 Step-by-Step Marketing Strategies to Attract Your First (or Next) Client
- Develop Your Signature Product or Service: How to Choose the Right Programs, Packages and Pricing for Your Business
- Email Marketing Quick Start: How to Set Up Your Email List and Create Your “Free Cupcake” to Attract New Subscribers
- Email Marketing Quick Start: How to Create Autoresponders and Send Out Consistent, High Value Newsletters
- Build Your List! 3 Simple Marketing Tools to Grow Your Email List, Attract New Clients and Make More Sales
- Social Media Quick Start: How to Use Facebook, Twitter and LinkedIn to Make More Money in Your Business
- Boost Your Profits! How to Quickly Increase Your Income with Promotions, Discounts and Sales
- Powerful Networking: 7 Ways to Leverage Your Network, Ask for Help and Grow Your Business

All training calls are recorded and will be available for you to access on our private Mastermind online forum.

MONTHLY GROUP Q&A CALLS

These are calls where you can get all your questions answered, as well as “laser coaching” from Rosetta on any challenges you’re having with implementation in your business! All group Q&A calls are recorded and will be available for you to access on our private mastermind online forum.

MONTHLY “GET IT DONE” POWER HOUR SESSIONS

Depending on which membership level you choose, you will enjoy access to timed “power hour” work periods during which you crank out results in the flow of group action and support. This is

also where you can get technical support with any tasks you've been struggling with. With the energy from these sessions, there will be no stopping you!

MONTHLY PRIVATE COACHING CALLS

Depending on which membership level you choose, you will enjoy monthly private coaching calls (50 minutes each), where we will work on your product launches, talk through your marketing and sales strategies and problem-solve your challenges.

WEEKLY ACCOUNTABILITY PARTNERS

In the beginning of the program, you will select an Accountability Partner from the group. It's up to you who you work with, but you'll want to choose someone you will enjoy speaking to on a weekly basis to hold each other accountable.

PRIVATE FACEBOOK GROUP

Throughout your membership year, you will have access to our private Happy Black Woman Mastermind Facebook group where you can network, get support and request feedback from your fellow members!

PLUS...\$1,000 in PROGRAM BONUSES!

- Access to the Launch Your Business Boot Camp Homestudy (\$497 value)
- Complimentary VIP Registration at the next Launch Your Business 3-Day Boot Camp – May 1-3, 2015 (\$497 value)

SELECT YOUR MEMBERSHIP LEVEL:

GOLD

- ✓ Access to Monthly Training Webinars
- ✓ Access to Monthly Group Q&A Calls
- ✓ Weekly Accountability Partner
- ✓ Access to Private Facebook Community
- ✓ Recognition on HappyBlackWoman.com website
- ✓ Complimentary VIP Registration at May 2015 Launch Your Business 3-Day Boot Camp

Gold membership in the Happy Black Woman Mastermind is \$4,500. Payment plans are available, or you may pay in full and enjoy a generous \$500 savings, bringing the Gold membership investment to just \$4,000. See application for details.

PLATINUM

- ✓ All benefits of Gold
- ✓ Access to Monthly "Get it Done" Power Hour Sessions
- ✓ 2 Virtual, 1-Day Mastermind Retreats - August 2014 and February 2015
- ✓ 1 Live, 2-Day Mastermind Retreat - November 2014
- ✓ Opportunity to promote your blog posts, teleseminars, webinars and product launches to HBW Facebook page of 120K+ fans
- ✓ Priority consideration for speaking opportunities at upcoming HBW events

Platinum membership in the Happy Black Woman Mastermind is \$7,000. Payment plans are available, or you may pay in full and enjoy a generous \$1,000 savings, bringing the Platinum membership investment to just \$6,000. See application for details.

DIAMOND

- ✓ All benefits of Platinum
- ✓ Monthly Private, 50-Minute Coaching Calls
- ✓ 2 Private, Virtual "Product Launch" Intensives
- ✓ Opportunity to send (2) solo emails to HBW list of 12K during membership year (for your product launch, teleseminar, webinar or new program announcement)

Diamond membership in the Happy Black Woman Mastermind is \$13,000. Payment plans are available, or you may pay in full and enjoy a generous \$2,000 savings, bringing the Diamond membership investment to just \$11,000. See application for details.

Your Mastermind program benefits begin in August 2014. Acceptance is first come, first served. Once all spots are filled, the Mastermind will be closed to new members. Please know that this is a 12-month non-cancellable commitment. There are absolutely no refunds or cancellations and you are legally and financially entirely responsible for the FULL payment of the program.

MEMBERSHIP OPTIONS AT-A-GLANCE:

PROGRAM LEVEL	DIAMOND	PLATINUM	GOLD
INCLUDES:	\$11,000 PIF (or \$1100/mo)	\$6,000 PIF (or \$600/mo)	\$4,000 PIF (or \$400/mo)
Monthly Training Webinars	✓	✓	✓
Monthly Group Q&A Calls	✓	✓	✓
Private Facebook Community	✓	✓	✓
Accountability Partner	✓	✓	✓
Recognition on HBW Website	✓	✓	✓
Complimentary VIP Registration at 2015 LYBBC	✓	✓	✓
Monthly "Get it Done" Power Hour Sessions	✓	✓	X
1 LIVE 2-Day Mastermind Retreat	✓	✓	X
2 VIRTUAL 1-Day Mastermind Retreats	✓	✓	X
Opportunity to Promote on HBW 120K+ Facebook Page	✓	✓	X
Opportunity to Speak at Upcoming HBW Events	✓	✓	X
2 Private VIRTUAL Product Launch Intensives	✓	X	X
Opportunity to Send (2) Solo Emails to HBW 12K Email List	✓	X	X
Monthly Private, 1-on-1 50-Minute Coaching Call	✓	X	X