



HOW TO

BOSS YA LIFE UP

Guide 2.0

EBOOK (INSTANT DOWNLOAD)



BLACK FRIDAY SPECIAL:

\$199

DATE 11/24

Chapter 1

How do I start?

Always start with a plan. Think of a business name that represents you and your style.

Once you have created your business name you will need to register it. Business registration is usually downtown at your county clerks office depending on the state that you reside in.

It is important that you register the business name before applying for your EIN (Employee Identification Number) this process is located on irs.gov. and should take approximately 10 minutes to complete. It is okay to apply for a sole proprietor which is free of charge when starting a business. Once completed you will receive your document instantly via email. Please keep your EIN in a safe place as it will be needed for business loans, opening business bank account, tax purposes etc.

You've received your EIN lets get started on your business logo. Your logo is a visual representation of your brand, so take the time to create something that resonates with your audience and accurately reflects your business identity. Once you're satisfied with the design, make sure to obtain high-resolution files suitable for various uses, such as printing, online presence, and marketing materials

Its time to look for vendors. Its crucial to find reliable and reputable partners who can provide the products or services you need. Most vendors provide samples before purchasing bulk so TAKE YOUR TIME. Always ask your vendor for shipping times because there are vendors that can take months to ship products.

If you have not already purchased our vendor list it is available at www.barbieertsmp.net

This is where many people are skeptical. Setting a launch date could be frustrating because you want to make sure your products are in on time. Set your date at least 90 days out so that it will give you time to receive your product/inventory, create your website, and create your business social media pages.



Chapter 2

Make Social Media Your Bestie

Building a strong and effective relationship with social media involves consistent effort and engagement. There are so many benefits in making social media your bestie.

Girl first of all take your page off private!

A public Instagram account has so many advantages. This option allows more exposure to yourself and/or your brand. Your content could possibly go viral and you will gain thousands of followers. Companies could contact you and present huge money opportunities.

Keep in mind followers can convert into dollars if you are using your social media correctly.

The only way to start getting brand deals, sponsorships, collaborations etc. is by having a public account. This helps brands get in contact with you easily, view your content, and overall presence on your platform, so always be sure to remain active on your social media.

This is one of the most powerful ways to grow your brand, and engage with potential or current customers.

Having a connection with your audience could build a community around your brand. You also are able to share real time updates with your audience to keep them updated on product launches, promotions, events etc.

Social media is also a FREE marketing tool. However, there are options to pay influencers to promote or even run ads to boost your content to attract your target audience.

You also have the opportunity to network with other businesses. This could open up doors for collaborations and big opportunities.

Be sure to update your bio. This generally includes your business contact & what you do just keep it short and sweet.

Never get caught up in the social media hype. Stay true to you, and stay focused. YOU GOT THIS! We all started at 0 always remember that.



Plan the Content

Month:

MON	TUE	WED	THU	FRI	SAT	SUN

Special Dates

Content Ideas

Focus for the month

Chapter 3

Idea+Inventory = INCOME

This formula highlights the process of converting a business idea into inventory and ultimately into income through successful sales. Stay focused on providing value to your customers, and your business is more likely to thrive and generate income over time.

Ordering inventory is a crucial aspect of managing a business, be sure that you always have the right products in stock to meet customer demand. Create strong relationships with vendors and always place orders ahead of time to prevent any delays with customer orders. My team and I perform a monthly audit on all inventory to keep track of what we have low in stock. Doing this allows us to see the slow moving items and prevent from overstocking.

Understanding your demand for your products determines the amount of inventory you are keeping on hand. If you have an item that is not selling as fast as other items consider running a flash sale to quickly get rid of old inventory to bring in new items.



Inventory

Inventory

Chapter 4

Legal Money

Consistent and proactive financial management is essential for the success and sustainability of your business. Regularly review and adjust your financial strategies based on your business's evolving needs and market conditions.

Money is coming in fast. Categorize business transactions monthly to avoid any delays when filing quarterly or yearly taxes. Quickbooks is a user friendly software that you can link your business bank account and categorize transactions, pay bills, record mileage when running errands for the business etc. If your business is making a significant amount of money consider hiring a CPA or bookkeeper to assist you with these tasks. 1800 accountant is a reliable company that assigns your own personal Accountant to help monitor all financial expenses, complete quarterly/yearly taxes, compliance, including profit and loss statements and more.

Quickbooks Scenerio

Name:	Debit	Credit
Business Phone	\$120.00	
Bank Fees	\$15.00	
Sales		\$5,500
Amazon	\$310.00	
Website Fee	\$39.99	

Paying yourself can be tricky. If your business is low on sales and you need to purchase inventory or pay for promo then
DON'T PAY YOURSELF

If your business is making a significant amount of money it is okay to start with at least 10% of monthly sales. Remember to take care of the business first before any payments are disbursed.

Expense Tracker

NOTES

Savings Tracker

PURPOSE:

GOAL AMOUNT:

PURPOSE:

GOAL AMOUNT:

PURPOSE:

GOAL AMOUNT:

PURPOSE:

GOAL AMOUNT:

Chapter 5

Marketing Secrets Unleashed

If you're new here we have a full marketing course (MARKET LIKE BARB) use code **MLB100** for \$100 off.

These are a few marketing strategies that I have come across since publishing our last marketing ebook.

Analyze your content see what is doing well and what isn't

Check your content weekly. See what has been getting the most engagement (likes, comments, views) and that is how you decide what type of content you should be posting daily.

Collaborate with others that post similar content as you

Collaborating on Reels with friends that post similar content will help you gain hundreds of followers daily. My friend and I collab on videos from time to time doing that helped me gain thousands of followers. I remember I woke up to 4000+ followers than I had the day before.

Free virtual masterclasses

Having free classes or even free videos on your site are great ways for your audience and potential clients/customers to get to know you and what you do. In those masterclasses you give enough knowledge for the people that are watching to want to buy your products, because of how good you have persuaded them on WHY they need your product. You can also go live once a week if you wanted to, to do the exact same thing and drive people to your website. In these classes or lives you can present codes that they can use while the live or masterclass is in session. **PERFECT IDEA TO HELP BRING IN SALES.**

Highlight reviews

Showing proof that people shop with you and the results and testimonies on your page will increase sales as well. Putting it on your page in your highlights makes it easier for people to view.

Tell them to comment a special word

Telling your audience to comment special words in the comments to receive money off is another great marketing tip. You can even tell them to comment a special code and you will send them information directly to their DM which makes it easier for people to trust you and want to shop with you. I see this frequently on instagram.

Example #1: Comment **WIFIMONEY** in the caption for \$100 off this course and I will PERSONALLY DM you the code.

Example #2: Comment **WIFIMONEY** and I will DM you the link to my free masterclass to learn more about digital products.

Then vs Now (SHOW YOUR JOURNEY)

Showing your journey letting people know where you started and how far you have come shows them that you believed in yourself. This lets them know not only did you do it, but they can too.

HOOKS for videos to help you sell products and keep people engaged throughout the full video are....

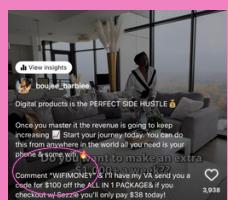
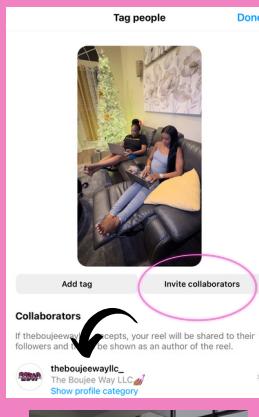
-You can make 10k a month doing this...

-Here is why you aren't getting sales...

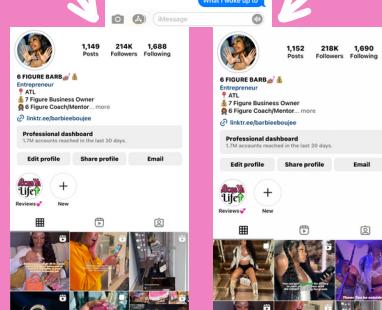
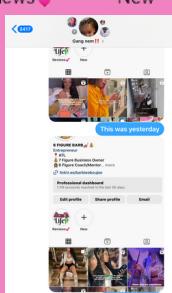
-Doing this changed everything...

-Doing this made me 6 figures...

-3 things you don't need to start selling digital products...



Reviews New



Chapter 6

NO Face NO Case

Faceless Marketing

With faceless marketing you can make lots of money. Faceless marketing focuses more on the brand itself. This specific way of marketing also provides more security and privacy for the person behind the scenes of the brand. With going this route your brand is open to being more universally appealing, and you are able to connect with a more broad diverse audience.

Since you will not be showing your face, your logo, content, color schemes, fonts etc. plays a big role in faceless marketing. These elements are extremely important for your brand image.

Content plays a big factor in faceless marketing which means you must know how to get quality content that will convert into sales. If you are not good at content no biggie that is what UGC creators are for as well as content creators and influencers. Of course these people will require fees upfront, but that is what comes with a successful faceless business if you don't know how to create content yourself. This form of marketing is a very smart approach, because you can bring in 10x the amount of money than you would with a faced brand. When running a faced brand people tend to not want to support because they see you becoming successful from people purchasing from your business and loving your products. Believe it or not people hate to see the next person doing better than them.

Examples of faceless brands:

Amazon

Nike

The Shaderoom(all tea pages)

Apple

Meme pages (ex.Justinlaboy)

Hair pages (Celine hair, Unice hair, etc)

Examples of faceless Marketing ideas:

-Making a cup of coffee/glass of wine

-Type on your computer

-Scenery videos (The beach, sunset, city views)

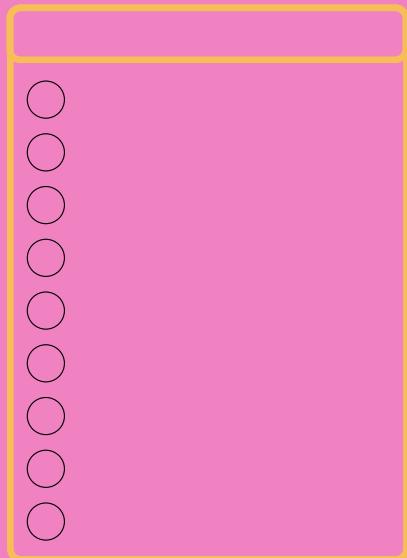
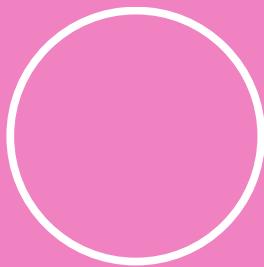
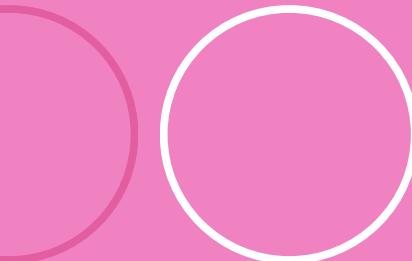
-You can also find people on Fiver to create your content

-Lighting a candle

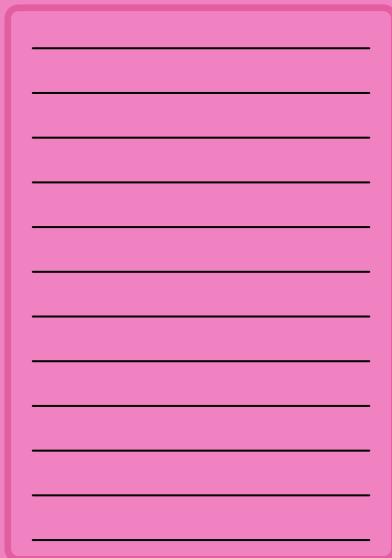
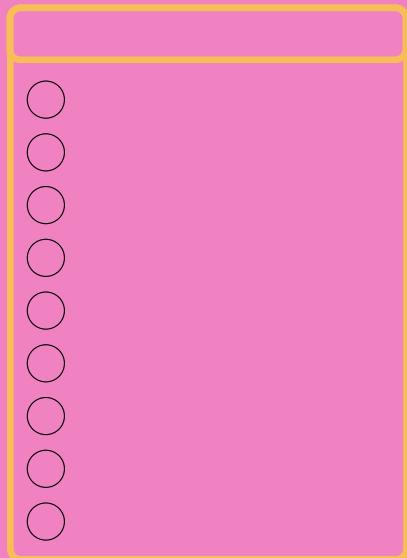
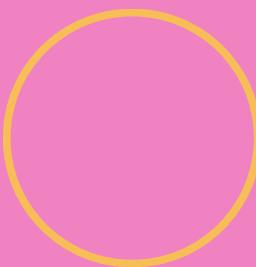
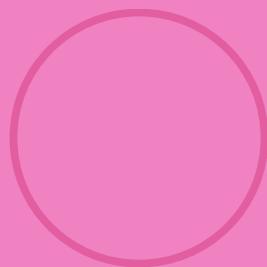
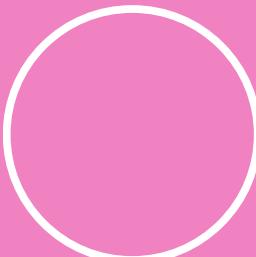
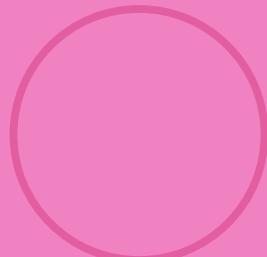
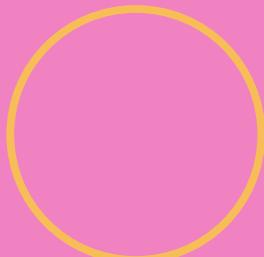
You can do voiceovers , text over videos with strong hooks, give them value tell them why they need the product and why they can't live without it, let them know what problem your product solves, explaining your product and how it can help, CALL TO ACTION (always always direct them to your link!!!) It has to be top notch quality content to keep people engaged.

****CLEAN YOUR CAMERA AT ALL TIMES IF YOU ARE CREATING YOUR OWN CONTENT IT IS VERY IMPORTANT.**

Marketing Ideas



Marketing Ideas



Chapter 7

Profit POWER

Digital Products

Starting a business is amazing, but digital products is literally a game changer. Although digital products offer the potential for significant profits they do require ongoing effort and adaptability.

When you are creating a digital product you need to provide knowledge that addresses a genuine need or problem. Every digital product I have created has been a solution to problems people may have with growing their platforms, businesses, marketing, and more.

ARE DIGITAL PRODUCTS ALL PROFIT?

This is a very popular question. It costs \$0 to create a digital product, and then once it's created you don't have to package, ship, or order inventory. Digital products can generate passive income however it is important to have realistic expectations.

Always consider any fees associated with the website where your digital product is sold. These fees can have a small impact on your profit.

For EX#1: One ebook costs \$50 your website will deduct \$1.50, so your overall profit is \$48.50.

For EX #2: If you make \$1000 in a week, but you paid an influencer \$200 of that within the same week to promote that product then it's not all profit.

With doing everything myself my results are always profitable. That is why it is very important to master marketing within your niche.

HOW DO I PRICE MY DIGITAL PRODUCT?

Pricing depends on the amount of knowledge and secrets you unleash.

My very 1st ebook was priced at \$20, because I provided limited knowledge. The more knowledge, tips, and tricks you release the higher the price can be.

You don't need thousands of followers to have a successful digital products journey. As long as you market your product the right way and always let your audience know that it could be the solution to a problem.

ARE THERE TAXES ON DIGITAL PRODUCTS?

When It comes to taxes for digital products these items are generally not taxable depending on the state that you reside in. You will pay taxes on the overall revenue quarterly or yearly depending on your earnings.

****Tax laws can change so stay informed with all tax updates and regulations****

Digital Products
ALL TIME REVENUE



Payments		View Payments
Today	Yesterday	All Time
Gross revenue 8,424 successful payments		\$485,683.89

Chapter 8

HOW TO BALANCE BUSINESS W/ YOUR 9-5

Working a 9-5 should not stop you from your dreams of owning a business.

Balancing a business with a 9-5 can be challenging, but it is possible. Create a schedule that outlines your working hours for your business, and your full time job.

While you are at work use time management to prioritize your tasks.

For Example: It only takes less than 5 minutes to post on social media, so take your 15 min break/lunch break to dedicate time into your business, check emails, or even send invoices.

Most people need their 9-5 to fund their business. It is extremely possible to start a business without quitting your job. Many successful entrepreneurs have launched their business while working a full time job. I started my business in 2017 working a FULL and PART TIME job. I was exhausted, but it did not stop me from chasing my dreams.

I worked a 9-5 and a 6pm-2am Monday-Friday, and some nights I stayed up until 3-4am making wigs for my clients to consistently fund my business, so it could grow to its full potential. I always made time for my business no matter what .



Chapter 9

THIS IS NOT A RACE

Taking your time to plan and strategize when it comes to your business will increase long term success. When it comes to entrepreneurship carefully planning allows you to anticipate challenges, recognize opportunities, and most of all create a solid foundation for your business.

My entrepreneur journey started in 2017.

On launch day 10/17/17 I received a couple of sales after that crickets for months. It was discouraging.

In 2018: I started getting sales from time to time, but they weren't consistent. I kept going, because I knew if strangers were supporting me more people that I didn't know would support me as well.

I had 2 jobs in 2018 including my business, and I STILL made sure to post 3 times a day. I didn't stop posting 3 times a day until I hit 10k followers(if you don't believe me all the proof is still on my page lol) I wanted it so bad that I stayed consistent with posting, because I knew that social media would make me a MILLIONAIRE!

I always wore my brand daily, and people would ask me at work where did I get my hair, lashes, etc. and I would let them know that I had my own business & that I sell the items. This is how you get your brand out there by wearing your own products or even doing your own services on yourself. I also did brand photoshoots to keep my website looking professional and clean, and if I didn't have money for shoots I would do my own.

In 2019:

I was still in business STILL pushing. I started making more YouTube videos showcasing my products and filming my journey of starting my own business. I wasn't making a lot of money, but

I was still spending my last to invest in my business, because I knew I had the POTENTIAL TO BE GREAT!

I was writing my mom checks for 30-\$60 around this time just for helping me out with my business. We were splitting the revenue we made every 2 weeks.

In March of 2019 is when I went VIRAL on YouTube from one of my videos showing my lash inventory that had come in before I drove 45 minutes to work as a bartender and some nights I only brought \$10 home, and then having to get up and go to my day job 6 hours later. It was hard, but I NEVER GAVE UP. I attended business seminars for a bigger push for me to keep going.

Hearing other people's story is always motivation for me. Orders were small, but they were coming in and that alone made me keep going. At this point I was at about 3500 followers and had a giveaway every 1000 followers I gained, and this helped me grow my page .

The end of 2019 I hit 2 years in business, and I got sooooo busy with wholesale lipgloss that I had to stop making custom wigs for my clients. My business took off in a totally different direction than I expected, but I was grateful. I went from ordering samples of lipgloss base to buckets! I also hit my first 5k month, then the following month I hit 9k. I moved into my first high-rise in downtown Dallas, and got a BRAND NEW 2019 Audi coupe. Everything was finally paying off.

Continued...

In 2020:

Business was going so great that I was able to take my family on a fully paid trip to L.A. and we all went shopping, went to the beach, and just had a great time overall.

Then Covid was born lol , but things seemed to be growing even faster. With everyone sitting at home and not being able to go anywhere it brought us in a lot of business, because people were wanting to start their own business and we provided the products for that.

At this time I had my family helping me which we will talk about more in (chapter 17) Having my family as my team was the best decision I ever made.

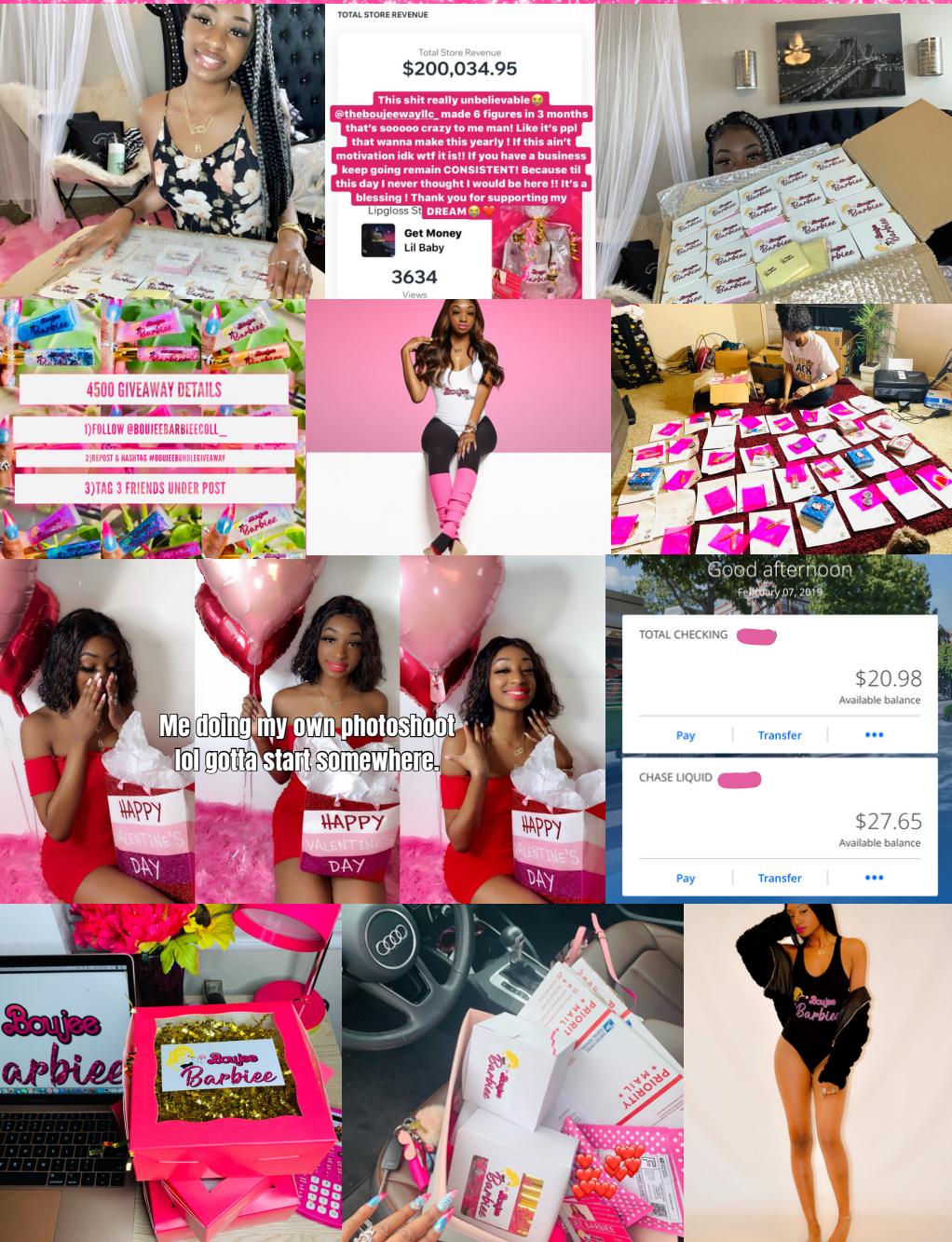
I hit my 1st \$30,000 month in April. I went from sending my mom \$60 checks to \$500 deposits.

I also finally hit 6 figures in sales. At this point I finally felt like I was LIVING and not just existing.

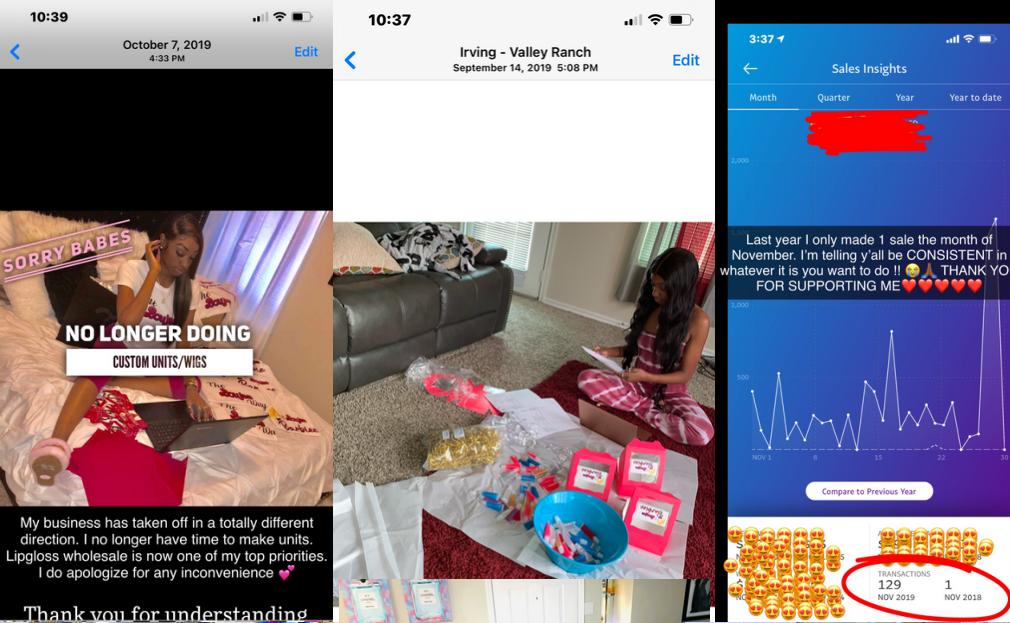
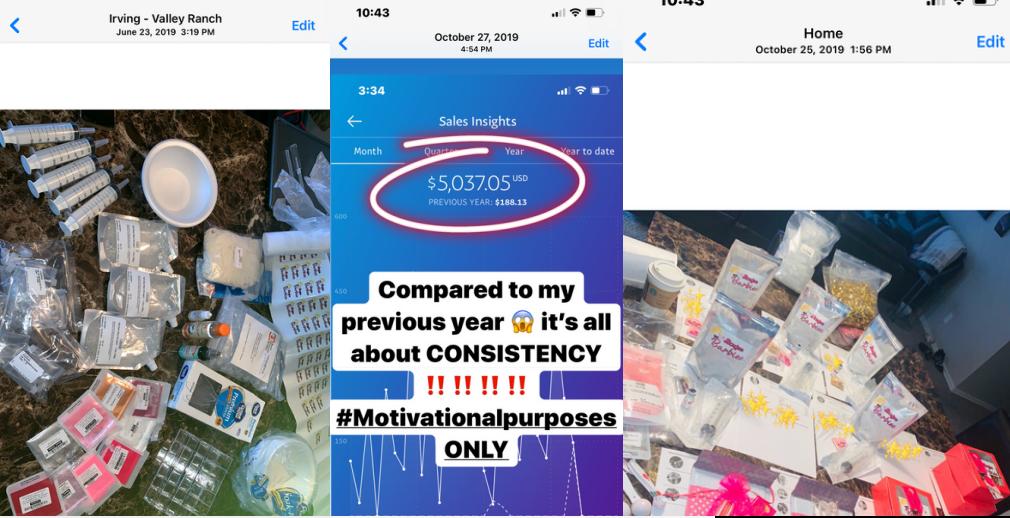
FAST FORWARD 3 YEARS LATER:

I am now in a position where I don't have to worry about anything. I am financially free. I get to do what I want when I want. I even get to travel to places I have always dreamed of going. Slow and steady wins the race. I didn't rush the process. Everything takes time. I am now a 7 figure business owner (@theboujeeawayllc_). I also have generated half a million in sales with digital products in only 1 year and 9 months. YOU CAN DO THIS TOO! STOP DOUBTING YOURSELF AND JUST START!

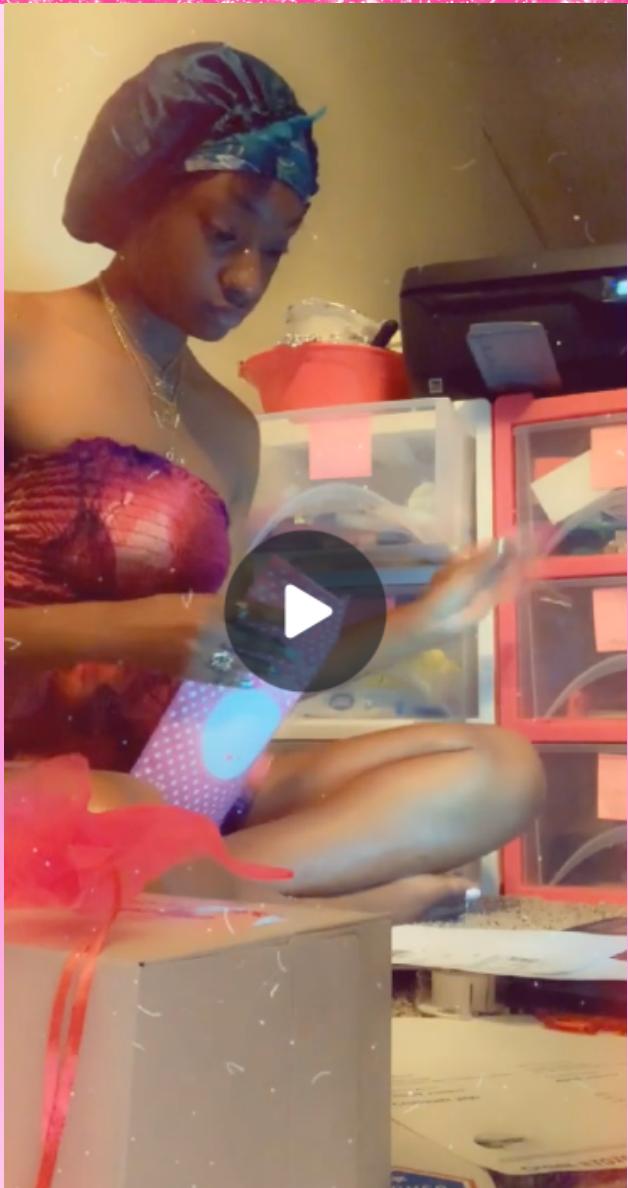
The journey may take a while, but it's worth it



The journey may take a while, but it's worth it



SEP 5, 2019 @ 10:00PM



Couldn't upload video, but this is me working late
shipping orders. I had so much faith in my business.
HAVE FAITH.

IN MY MOMS KITCHEN

IT Girl Vision Board



CHASE 

This is just 1 of my accounts.
You can do this too sis!
I PROMISE!

\$100,772.19

Available balance

Chapter 10

MANIFESTATION IS KEY



Must watch

[click here](#)



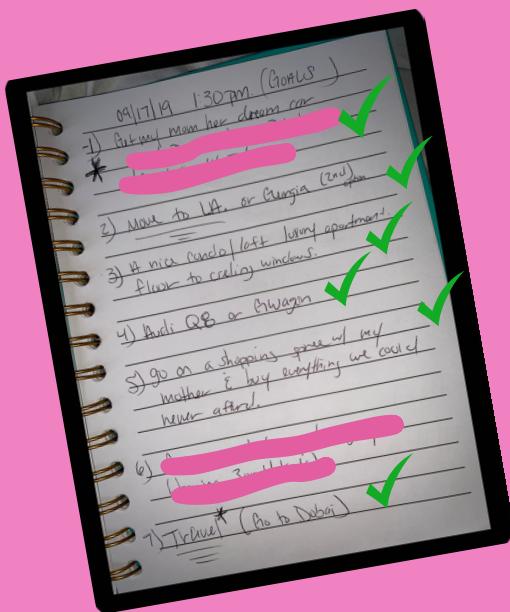
Bringing your thoughts and desires to reality is very possible as long as you keep a positive mindset.

I have manifested nearly my entire life, because I focused on the bigger picture which was me becoming a better version of myself and bringing my dreams to reality. I always kept a positive mindset even when it came to my business I always spoke highly of it and I still do.

Watch the things you say, because they definitely do have a huge impact on you and your future.

Let's stop right here for a second. If there are some things you want to manifest for this week, this month, this year, or even next year, just write it down and watch it come to life as long as you put in the necessary work and prayer for it to happen.

In order to bring your dreams to reality follow these additional steps which are
PRAYING FOR IT AND WORKING FOR IT.



Affirmations



Affirmations















































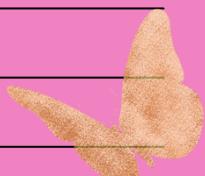












A faint watermark of US dollar bills is visible in the background of the entire document.

012

Bank of Abundance & Wealth

7777 Manifestation Lane

Universe, Earth 1111

DATE _____

PAY TO THE ORDER OF _____

DOLLARS

FOR _____

The Universe

AUTHORIZED SIGNATURE

520 741 8 9213140 11:11 333 222

Bank of Abundance & Wealth

7777 Manifestation Lane

Universe, Earth 1111

DATE _____

PAY TO THE ORDER OF _____

DOLLARS

FOR _____

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DATE _____

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AUTHORIZED SIGNATURE

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Chapter 11

F* THE HATERS

HOW DO YOU DEAL WITH THE HATE?

Ummmmmm, YOU DON'T.

BLOCK, DELETE, AND KEEP IT PUSHING. I live by this my block list is as long as the Nile River chiiii lol

Are you ready for the HATE? Starting a business no matter what kind of business it is will come with hate, and people's opinions that you never asked for. When starting a business you must have thick skin and most definitely prepare for the worst.

People will discredit you

Steal your work

Steal your ideas

Talk crazy to you

Reveal your vendors w/o your knowledge that you worked so hard to find.

Leave hateful, disgusting comments

And the list goes on....

I have had my logo stolen, people steal my content, my ideas w/o any credit , I had to completely change my name(which I was very sad about). I've even had people create a whole thread about me and drag my business through the mud, but through everything I never gave up. I still kept going which is why I am in the position that I am in today.

If you aren't ready for this you are not ready to be an Influencer, Content Creator, Entrepreneur etc., because all of things come with HATE regardless of who you are, what you have, or what you have done.

You must toughen up. You need tough skin for this lifestyle. YOU got this babe!

UNBOTHERED



Chapter 12

NO CONTENT = NO SALES

Now THISSSSS! THIS IS WHAT I LIVE BY OK!!! You must post content in order to bring in any type of revenue, because if you don't " NOBODY IS GONNA KNOW. HOW WOULD THEY KNOW?" Lol no seriously just post. I cannot stress this enough. Once I cracked the code on how I could make 10k a month it started increasing to now 30k-50k months just by posting and talking about my product DAILY. THAT TAKES NOTHING, but a quick 5-10 minutes. Get on their nerves. They will either unfollow you or continue to follow you, but either way you must continue to post the content babe.

People always ask me "Do you get tired of posting everyday?"

The answer is YES. YES I DO, but me missing one post I could miss out on an extra \$500, an extra 1k,5k,10k that's how I think of it. Im so hungry for it though that I will not let up on posting, because these platforms are FREE marketing tools. IT COST NOTHING to post the content now look you just made 10k in 7 days just from posting. Once you get to this point you will see why I post everyday.

Its also easy for me, because creating content has become a huge passion of mine, so it doesn't feel like a job strictly because I am doing something I love. Are you ready to be on TOP!?

POST THE CONTENT.

Content Ideas

DATE:



DATE:



DATE:



DATE:



DATE:



DATE:



DATE:



DATE:



DATE:



Chapter 13

CONTROL YOUR CHARACTER

Sometimes social media hate comments can trigger you to get out of character. Keep in mind these people don't know you they only know what you allow them to. Since I've become an entrepreneur I've learned to control my anger by ignoring the hate and unwanted opinions.

Controlling your character has a lot to do with customer service. Don't expect to keep or gain new customers if you don't have good customer service. If you feel like you are unable to handle unsatisfied customers invest in hiring a virtual assistant that is well trained in this field.

Customer reviews is a good way to establish a good business relationship with your potential customers, so be sure to have a place on your website or even on your social media where current customers can leave feedback on products or services. Always let customers know that their opinions are valued.

Chapter 14

BECOMING THE PLUG



What I mean by this is you are the source, and you have the potential to reach a broad customer base.

One of the things I like about being a wholesaler is that I receive large cosmetic wholesale orders which is a quick turnover of inventory. When I became the source my revenue tripled for my cosmetic brand [@theboujeewayllc_](https://www.instagram.com/theboujeewayllc_).

One of the main pros for my team and I is the consistent revenue.

For example: My tube vendor charges \$500 for 20,000 tubes, and I make my money back with just 1 wholesale order of 500 tubes.

Always do your research for your vendors before you make a decision to purchase bulk. Compare pricing or even book a call to speak with a sales rep. Most vendors have HUGE discounts when purchasing freight quantities.

Once you establish a good relationship with your vendors, and you're familiar with their shipping times, and quality products you can then sell your personal vendors and become THE PLUG.



Chapter 15

RICH OFF CONTENT

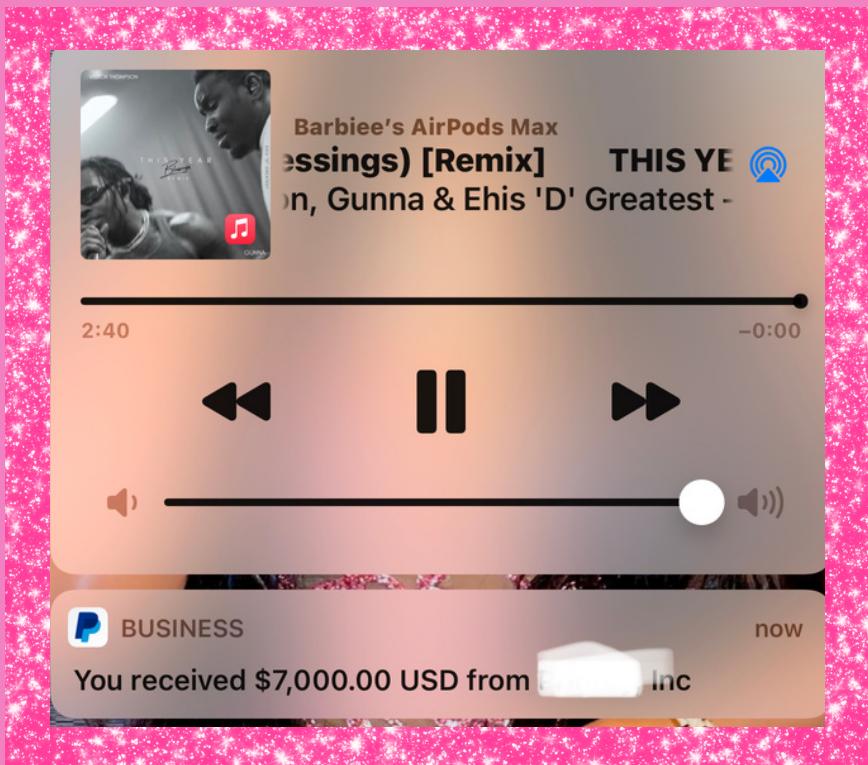
This can be described as a level of success through social media.

For example: I am a Entrepreneur, YouTuber, Content Creator, Business coach/mentor and Ebook designer/writer with these roles I generate a significant amount of revenue through sponsorships, advertisements, and several other monetization methods through my social media platforms.

Keep in mind you do not need to have thousands of followers to get RICH OFF CONTENT.
The followers will come on their own just post the content.

With me utilizing my platforms I generate at least 10k a week by posting content daily. This may sound unrealistic to many of you, but trust me anyone can do this.

P.S. you will NOT get rich off content posting once a month.



Chapter 16

ACKNOWLEDGE YOUR MILESTONES



It is very important for me to celebrate every milestone big or small. Doing this boosts my motivation to keep going. I also express my gratitude to my family, friends, and supporters for the continuous support.



I also like to reward myself big or small for reaching new goals. I use these milestones as stepping stones to set new goals.



Continue to surround yourself w/ positive influences to keep yourself grounded w/ a positive mindset during this journey.

Chapter 17

FAMILY TIES

Finding a good team to help you build your business can be frustrating. Since I started my business my mom and brothers have supported me every step of the way. I began with just Mama Boujee and I in her kitchen (iykyk), my brothers have always been behind the scenes packaging, helping get content, fulfilling orders etc. I couldn't ask for a better TEAM.

Mama Boujee have always taught us to stick together through everything. The bond we all share is unexplainable. Without my mom and brothers I honestly feel like my business wouldn't have made it this far. While in office we separate our personal lives from business and get the job done. Now that I'm in a different state I can count on them to run [theboujeeawayllc](http://theboujeeawayllc.com) like I've never left.

I hear so many stories about people who don't have family to support them or their business, I'm here to tell you no matter what you keep operating your business. Show them that you can and will be successful without them. My prayers are with all of you new and existing business owners. Don't let anyone place their fears on you starting a business or being a successful entrepreneur cause you won't make it! There is no limit to success, keep striving everyday and never give up.



This was employee appreciation day, I gave everyone a bonus + lunch

\$500

IN 30 DAYS

Savings Challenge

Start date _____



END DATE _____

\$1,000

IN 30 DAYS
Savings Challenge

Start date _____



END DATE _____

\$2,000

IN 30 DAYS

Savings Challenge

Start date _____



END DATE _____

Manifest it babe

Manifest it babe

Manifest it babe