

The Roadmap Quickstart Guide:

5 Steps to Propel You Forward (before you even buy the course!)

We Want to Welcome You to Our Inner Circle!
Quickly we are...

**Steph McFee - Women in Business Advocate
and Branding Strategist**



Jen Cottes, MBA - Your Simple Business Coach

Why we created this guide for you?

You might be here because **The Roadmap with Master Resell Rights** peaked your interest. Well, we know the unique barriers of the aspiring single mompreneur. We are both single mompreneurs who truly understand the unique pressures that divorce, co-parenting and post-separation conflict can have on your time and finances. **DOING IT ALONE IS NEVER EASY.** Everything falls on your shoulders from the finances to the doctor appointments. Figuring out how to fit it all in and have quality time is never easy.

What if we could fast-track this for you, save you time, and take away the overwhelm of starting something new?

This is what we want to do for you, **BEFORE**, you even start! Follow the steps below and you'll be way ahead of the game!

(This is exactly what we did and we were set up in under a week!)

STEP 1: GET CLEAR ON WHO YOUR AUDIENCE IS?

Who do you want to help?

Why do you want to help them?

What result do you want to support them in achieving?

Here's what we want to do:

To help warrior women, experiencing post-separation conflict, co-parenting, and dictated schedules re-imagine life without money stress, chaos or burnout and find ways to earn income online without sacrificing time with your kids. The Roadmap with MRR, Digital Automation as a solution for aspiring or experienced Mompreneurs is Simple Business Design at its best!



“

Trust your own inner knowledge, intuition, and ability to authentically connect with the needs of the people you want to help... ”

STEP 2: CREATE YOUR INSTAGRAM BRAND IDENTITY

You clearly have something special and unique to share that can really help others. You want to pop and stand out from the others.

If you plan on selling The Roadmap with MRR, then just focus on that ONE main offer (to start) for your one main audience. Then choose a handle on Instagram that will quickly help others recognize what you're about. Here are some examples (which may already be taken, but use them as a guide):

[@digital_momprenneur](#)
[@whynot_digitalmomprenneur](#)
[@digital_mommaprenneur](#)
[@makemoney_withMaggie](#)
[@GoDigital_withGretta](#)

STEP 3: START POSTING REELS ON IG

“BUT I HAVEN'T BOUGHT THE COURSE YET!”

Yes, yes, we know. But the idea is to get your Instagram set up and running, with your new brand before you even start building your sales funnels to give it time to percolate. AND, you can bring your audience along your journey and build connections as you go. Once you are in the **Chaos to Control Community** you will be able to grab a collective of IG Reel Ideas that we (and the community) have prepared for you specific the Roadmap with MRR.

Be clear, be consistent and see what happens!

“ Be clear, be concise, be consistent!”



STEP 4: GO THROUGH THE MODULES AND START BUILDING YOUR SALES FUNNEL

AFTER YOU BUY THE COURSE, (inside the community) we will tell you the exact modules to go to first!

Inside the Chaos to Control Community, we have tools and tips to speed up your launch, give you time back. We work together side-by-side to propel each other forward. The culture around this product is what compelled us (Jen and Steph) to join forces and collaborate together,



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While there are many SAHM's killin' it with the Roadmap, we did not see single (divorcing) moms taking this by storm. We want to create a movement and we want you to be apart of it - we are all partners in business.



“ We want to create a movement, where single mompreneurs collaborate (not compete) to help each other thrive online! ”

STEP 5: KEEP GOING! DON'T STOP!

Staying consistent and persistent will be key. We want you to stay balanced and you don't need much more time in the day once you're all set up (at least that's what we're finding!)

Stay consistent and lean into the Chaos to Control Community for collaborations, connection and help.

“ YOU DON'T HAVE TO STRUGGLE, MAMA...

THE ROADMAP - AN ALL-IN-ONE COURSE



- > No upsells!
- > 100% Profits if you decide to resell.
- > Free Community.
- > Over 90 easy to watch modules.
- > Lifetime access.
- > Community within The Roadmap.



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