

MASTERMIND



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BOOSTER

HOW TO LAUNCH AND
SCALE YOUR BUSINESS
IN 2025





WHY THIS MASTERMIND?

This mastermind is a safe place where ambitious women entrepreneurs like you can come together, share their experiences, challenges and successes. The main goal is to create a community of support and mutual learning to help each of you overcome the obstacles that hinder the growth of your business.



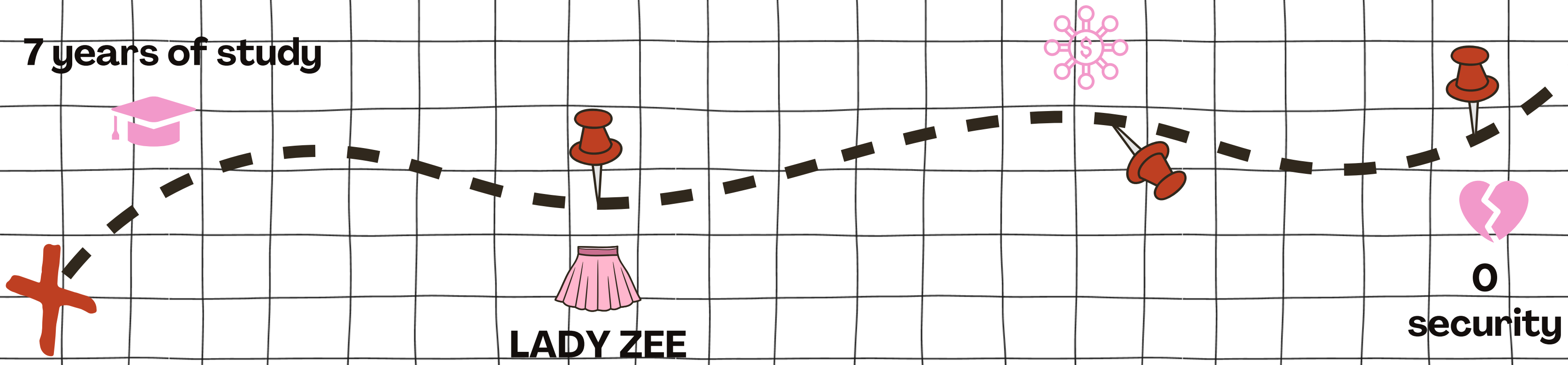
MY STORY

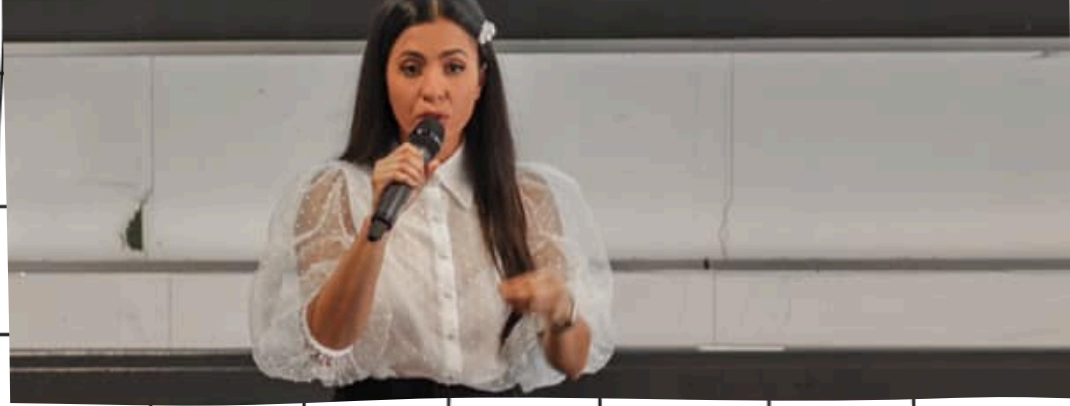
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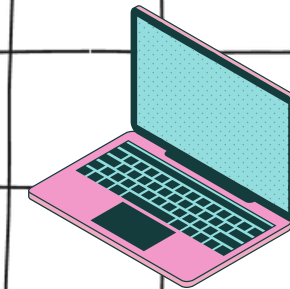
CDI & Side Hustles

7 years of study





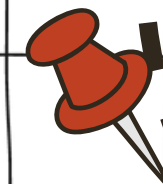
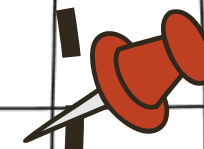
Training & investment



New Business



300k

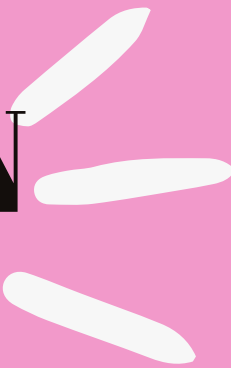


**Financial and
geographical
freedom**

**YOU DON'T BECOME AN
ENTREPRENEUR
BY CHANCE**



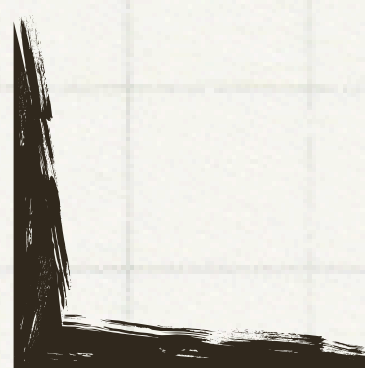
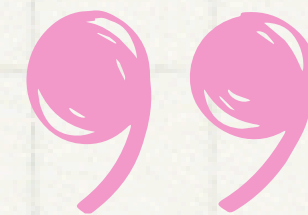
YOU DON'T BECOME AN ENTREPRENEUR BY CHANCE



- 🌸 Change your life
- 🌸 Achieve financial independence
- 🌸 Prove to yourself or others that it is possible
- 🌸 Making a positive difference in the world.



Being an entrepreneur means
knowing how to adapt, bounce back,
take action and innovate.



THAT'S WHY BEING SURROUNDED BY LIKE-MINDED PEOPLE

Allows you to move forward more quickly and
efficiently....



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SITUATION SETTING

RAISE YOUR YOUR HAND IF...



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4 fundamental principles

To build an entrepreneurial mindset

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TRY.
TRY AGAIN.
TRY ONCE MORE.
TRY DIFFERENTLY.
TRY AGAIN TOMORROW.
TRY AND ASK FOR HELP.
TRY TO FIND SOMEONE WHO'S DONE IT.
TRY TO FIX THE PROBLEM.
KEEP TRYING UNTIL YOU SUCCEED.

01

YOU ARE HUMAN

02

YOUR ENVIRONMENT INFLUENCES YOU

03

EGO IS YOUR ENEMY

04

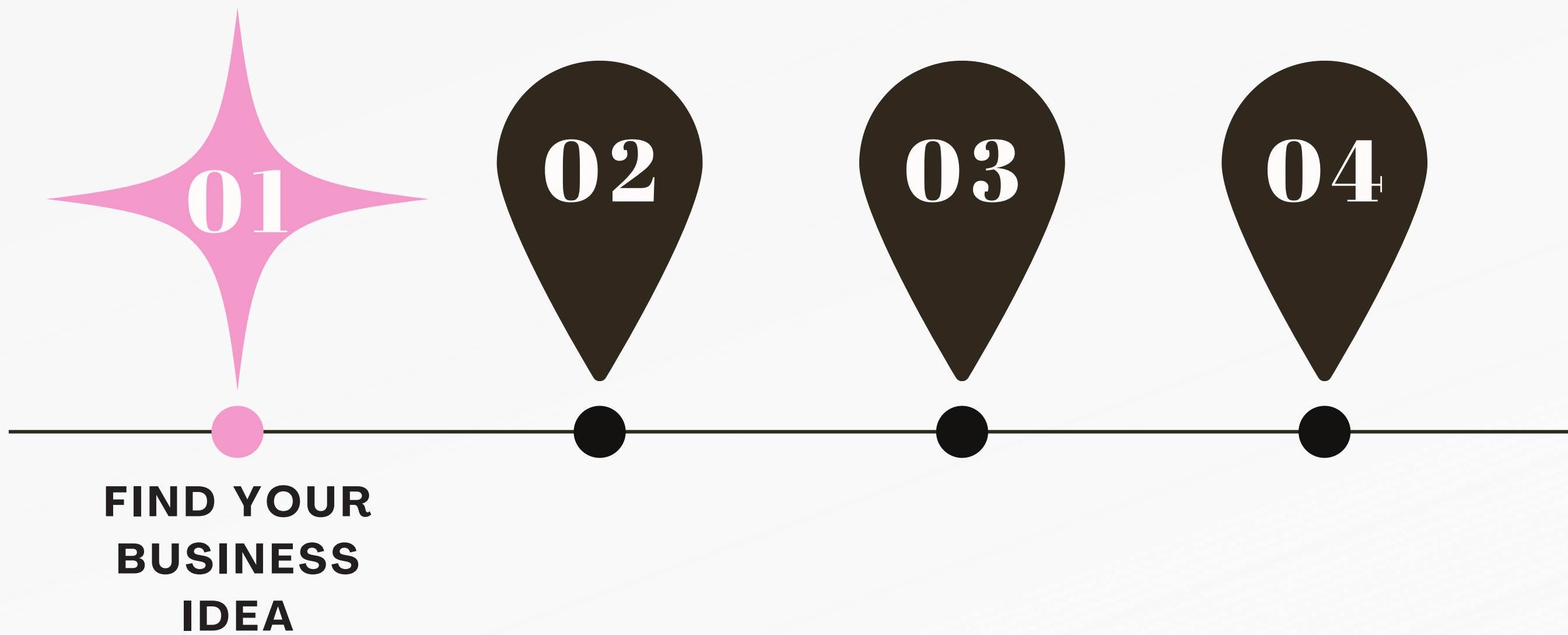
YOU ARE RESPONSIBLE FOR YOUR ACTIONS AND DECISIONS.



The 4 laws

To launch and get
your business off
the ground

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3 business types

SERVICE

AGENCY, SUPPORT,
LIBERAL PROFESSION...

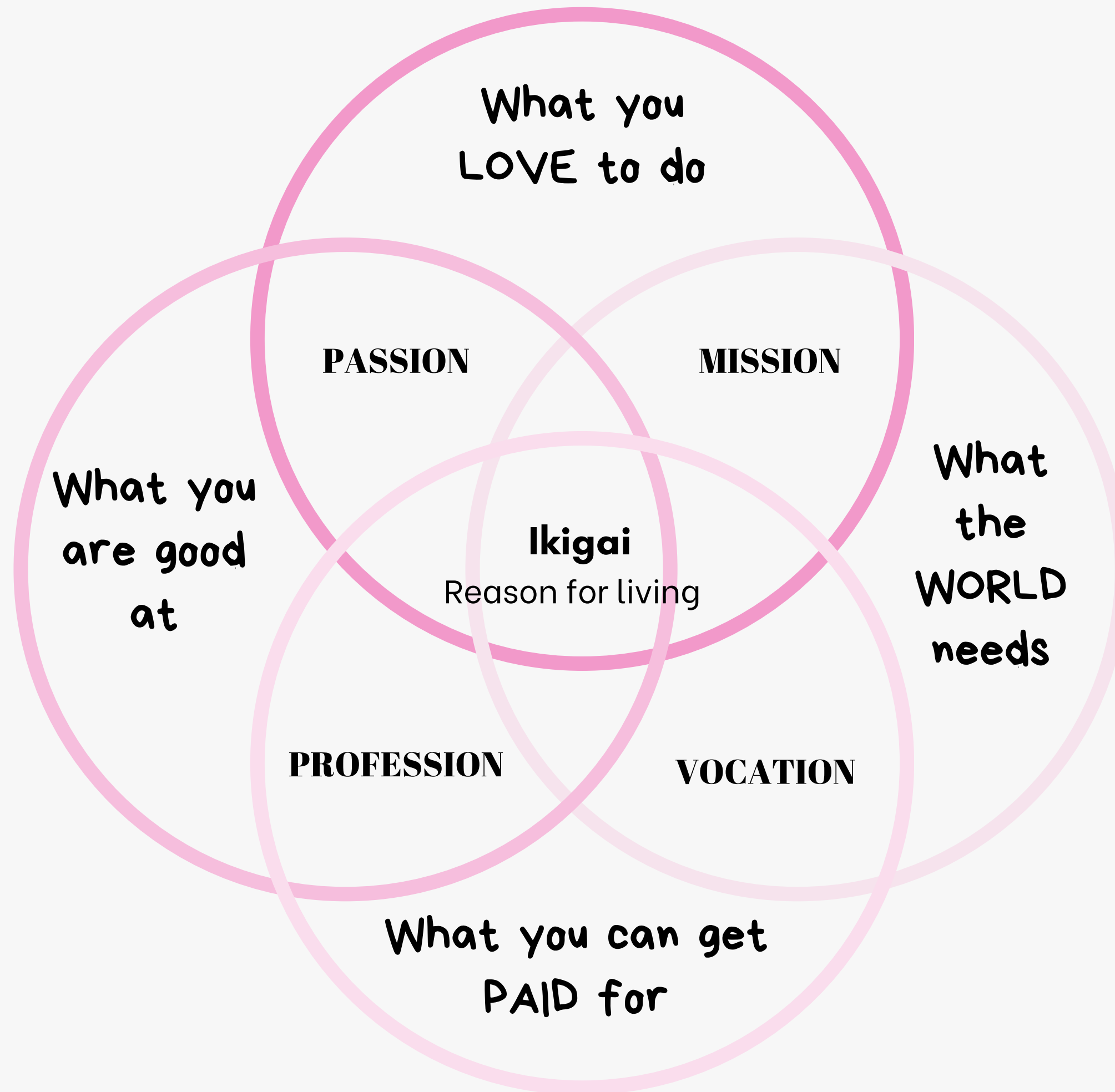
PRODUCT

BRAND, E-COMMERCE,
SALES OF EQUIPMENT...

SAAS PLATFORMS

2 TYPES OF
CUSTOMERS,
AUTOMATED SERVICE

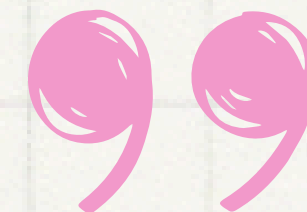
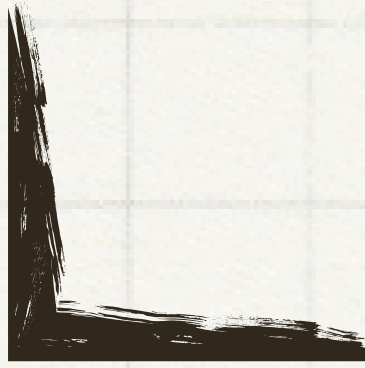
Write your answer here.



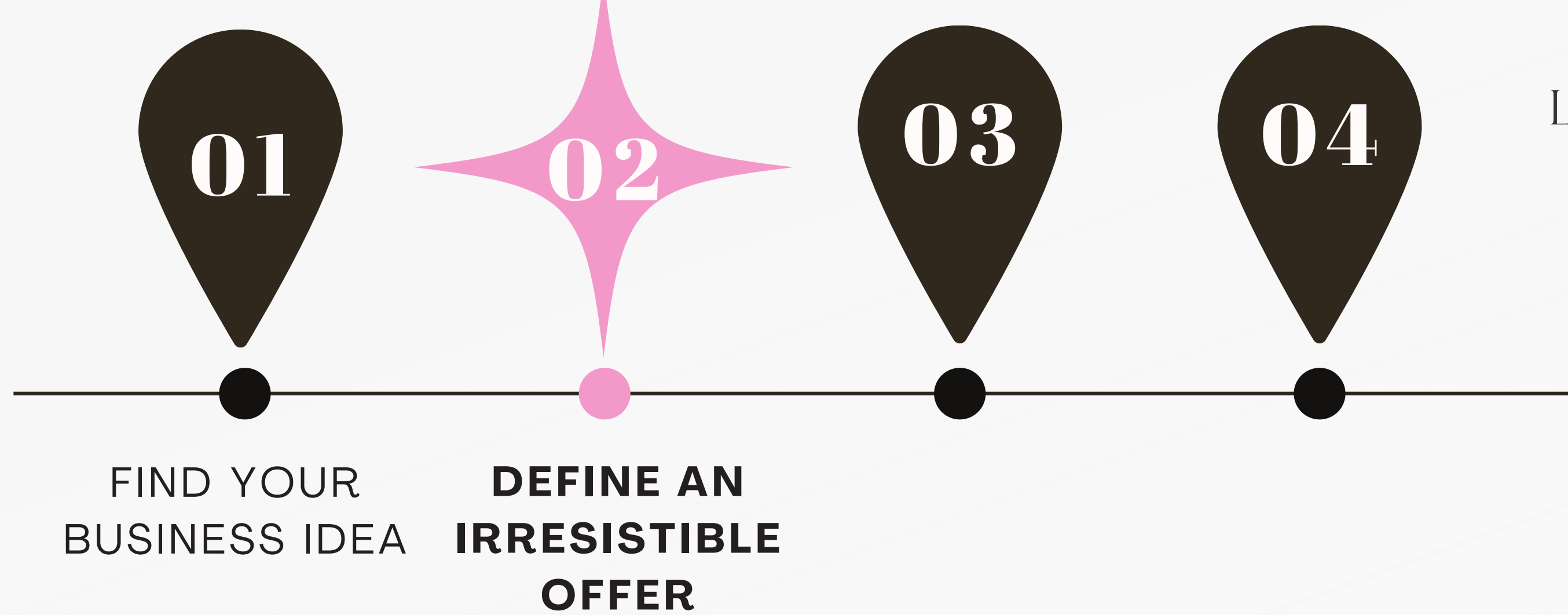


People don't buy what you do,
but why you do it.

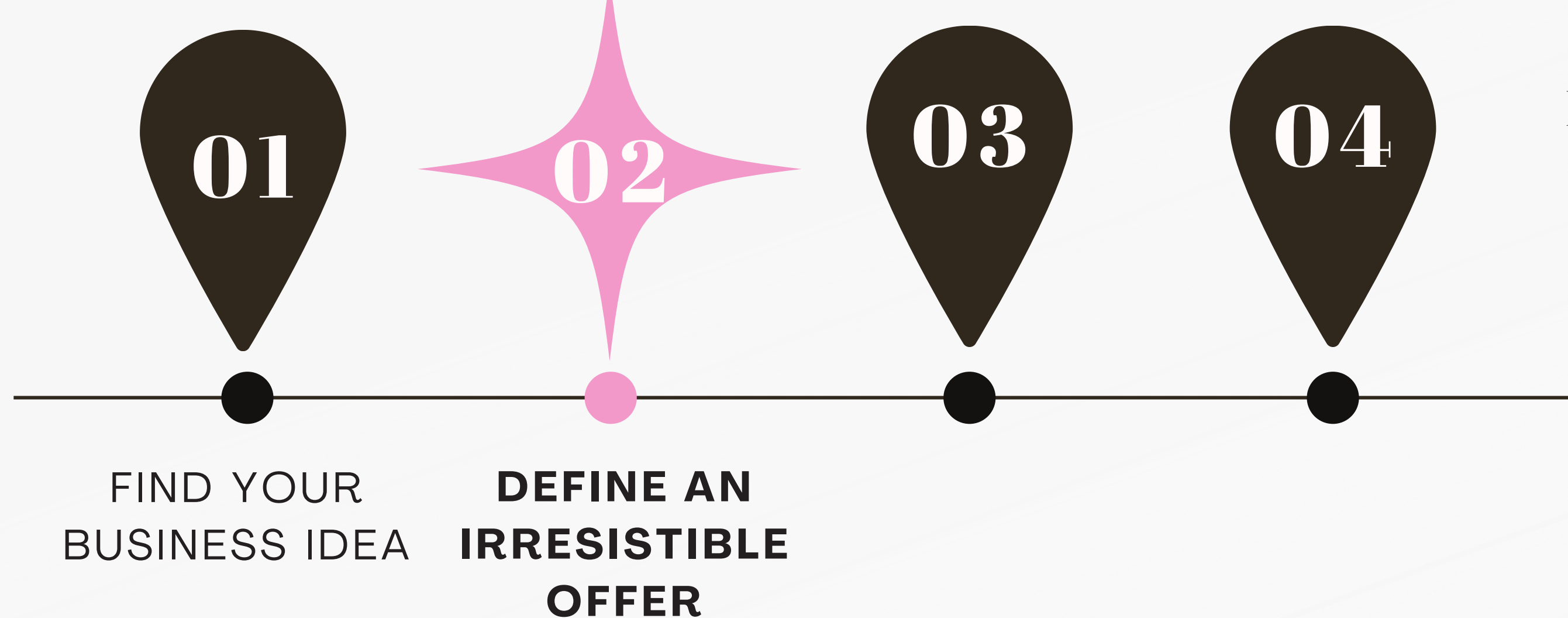
Simon Sinek



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KNOW YOUR
MARKET


KNOW YOUR
TARGET


KNOW YOUR
COMPETITORS
AND THEIR
OFFER


BE SURE OF
THE VALUE
YOU PROVIDE
TO YOUR
CUSTOMERS

Identify your target market



1. How is the market supposed to react? >
2. What language do you speak? >
3. Is this a growing market? >
4. What are the needs? any constraints ? Entry barrier ? >

Your Client Avatar



HIS PAIN



HIS NEEDS

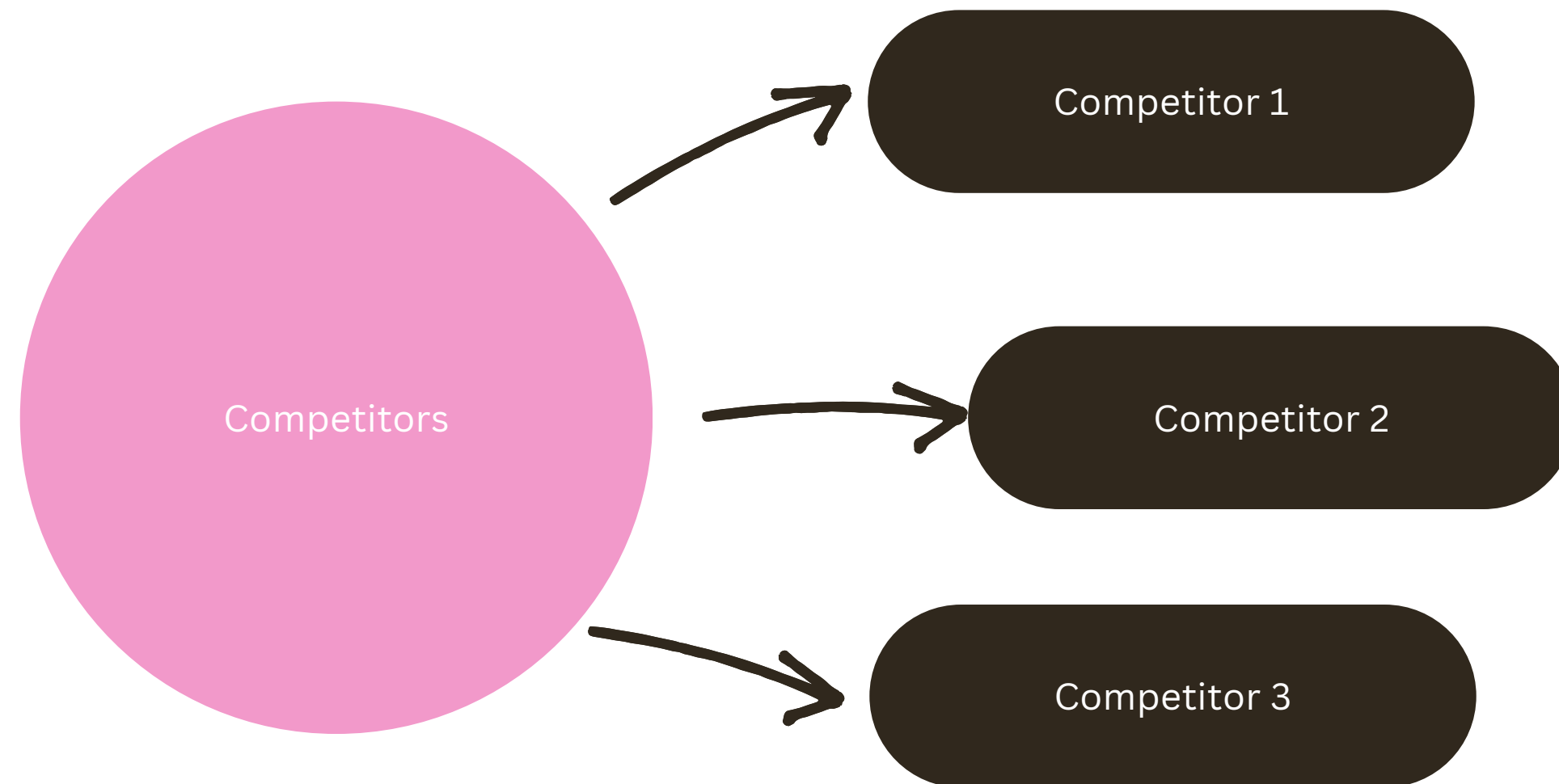


HIS DREAMS

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Analyzing your competitors

Pay attention to their products/services, their pricing, their marketing campaigns and what you can refine and improve to make your product or service better.



The golden rules to follow when creating your offer

01

MAXIMIZE THE DESIRED OUTCOME

Solve a problem that deserves to
be solved



02

MAXIMIZE THE PERCEIVED PROBABILITY OF SUCCESS

Testimonials and case studies



03

MINIMIZE THE TIME NEEDED FOR SUCCESS

How can we speed things up?



04

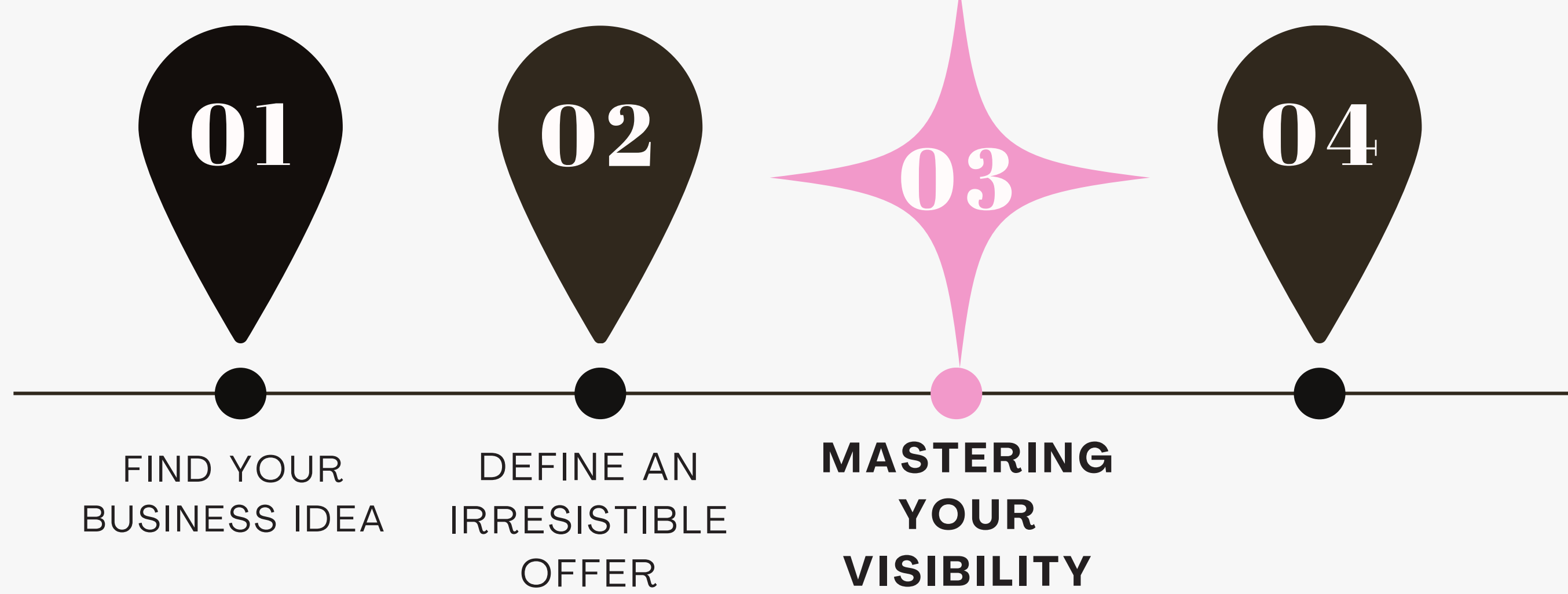
MINIMIZE EFFORTS AND SACRIFICES

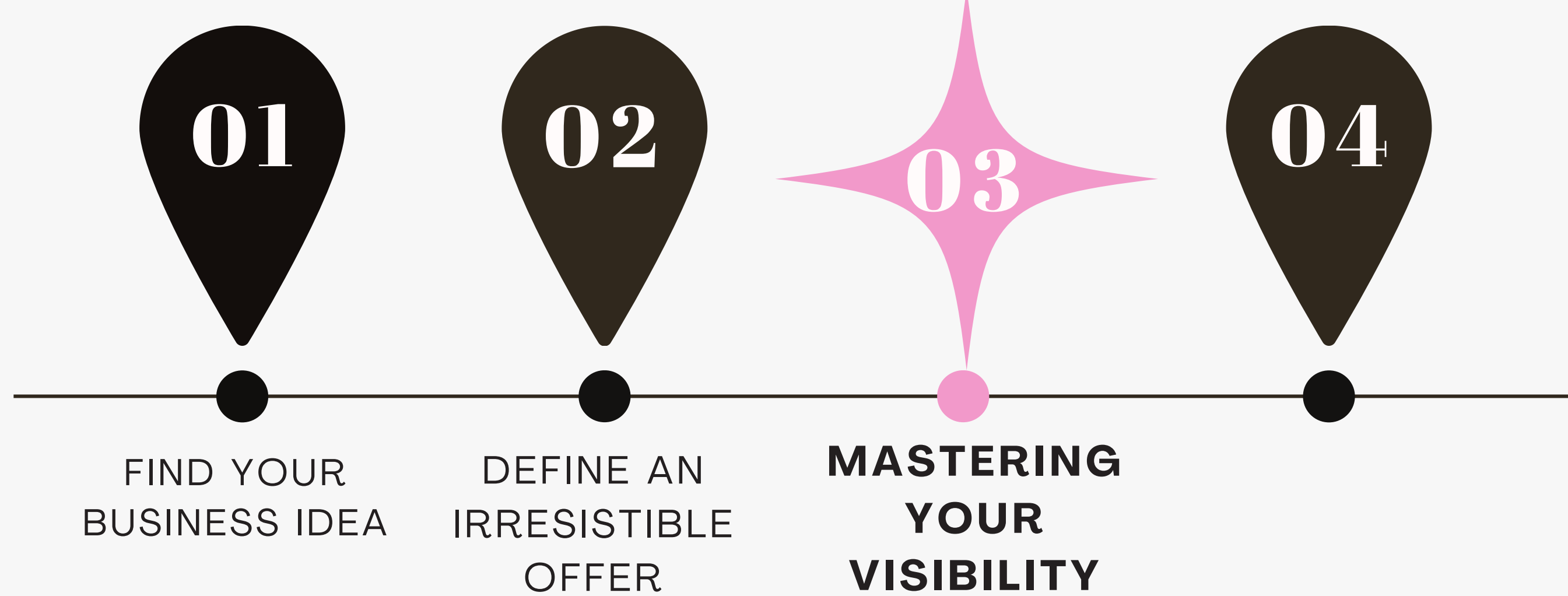
How can we make things easier,
more transparent, more
convenient?



DESIRED OUTCOME X PERCEIVED PROBABILITY

TIME REQUIRED X EFFORTS AND SACRIFICES





Your personal branding is your power

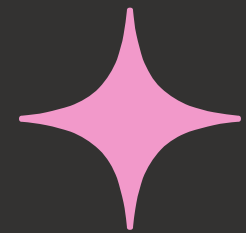
1 Consistency

2 Quality

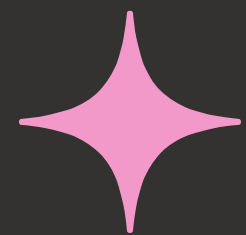
3 Storytelling

4 Authenticity

2 golden rules



Value



Emotion



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THE 3 R'S OF CONTENT

THE 3 R'S OF CONTENT

REGULARITY



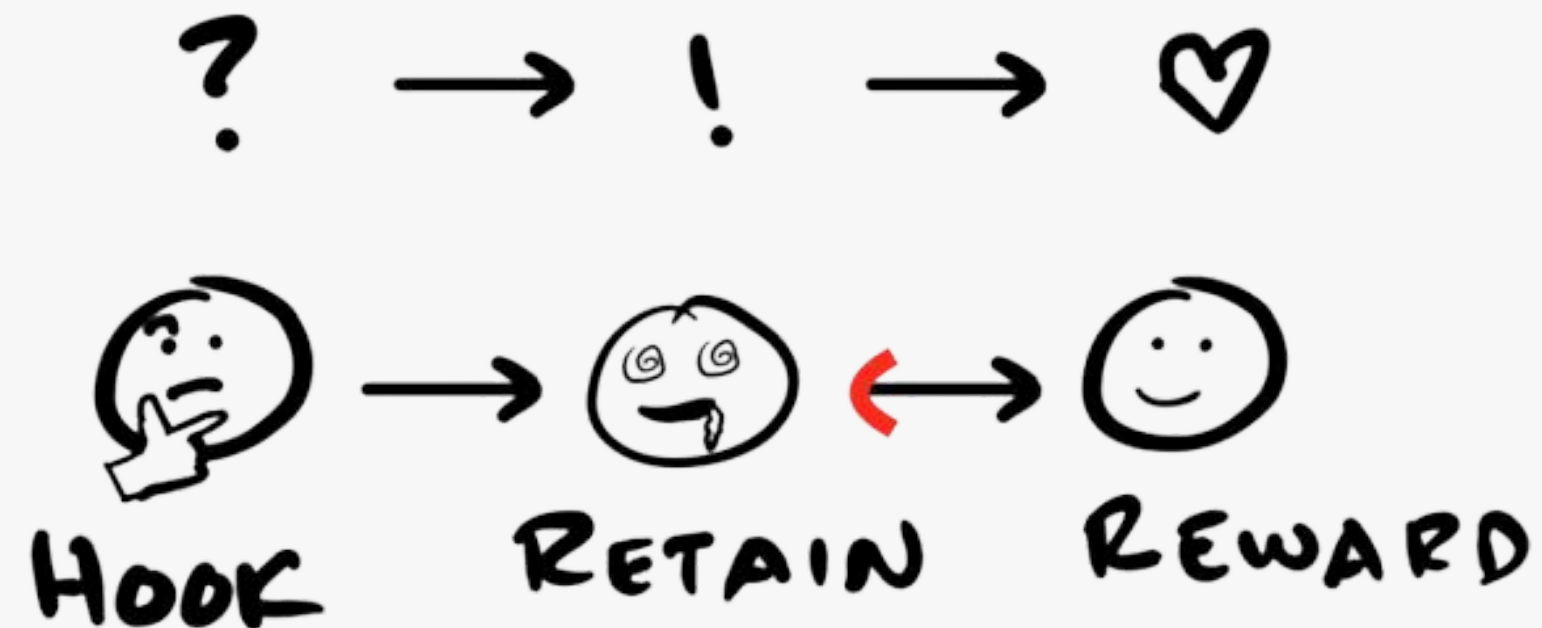
REACTION



RETENTION



The Reels Winning Formula







Selling is knowing how to
listen AND understand
your prospect



CLIENTS ?



Collects customer
feedback in the form
of SMS, audio or video

NO CUSTOMERS?



Offer your
service/product to X
customers for free

Customer acquisition on social networks

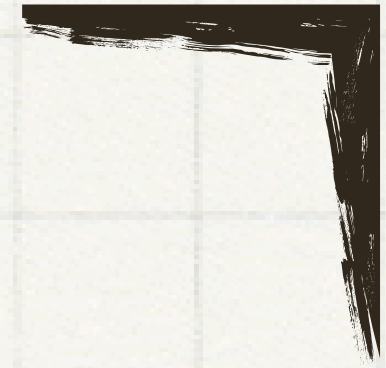
1 Attractive content ↘

2 Active engagement ↘

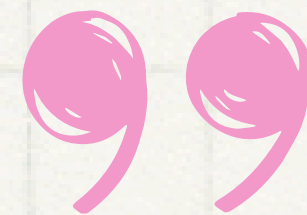
3 Paid Ads ↘

FIND YOUR ACQUISITION CHANNEL

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Be the one who finds the
problems
Not the one pushing her
product



The steps of conversion

01

BUILDING TRUST

02

KNOW THEIR MOST URGENT PROBLEM

03

KNOW THEIR DEEPEST DESIRE

04

EMPHASIZE THE GAP

05

PRESENT YOUR PERSONALIZED OFFER



Sales script

Who

- WHO YOU ARE DEALING WITH

Where

- WHERE DOES YOUR PROSPECT WANT TO GO?

Why

- WHY HE WANTS TO GO THERE

What

- WHAT IS HE MISSING?

When

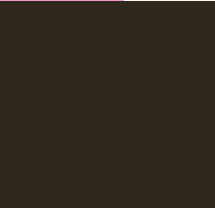
- WHEN ARE YOU READY TO MOVE FORWARD

How

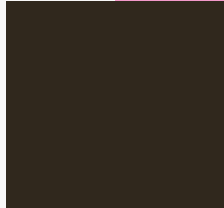
- HOW CAN I HELP YOU?

The reasons that prevent you from launching and developing your business

- 1 Too many limiting beliefs/fears
- 2 Unsuitable business model
- 3 Lack of differentiation
- 4 Wrong Target/Market Size
- 5 Insufficient communication
- 6 Poorly developed customer acquisition strategy
- 7 Underdeveloped sales skills
- 8 Lack of volume / flexibility / questioning
- 9 Resistance to change
- 10 Refusal to delegate / tooling



**Thank you for
your attention!**



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