



**The B.O.S.S. BluePrint:
4-Step Framework to Build Sustainability**

MASTERCLASS
ACTION GUIDE WORKBOOK

"Nonprofit is a Tax Stats, NOT a Financial Situation. Every nonprofit MUST have a revenue generating business model in order to self-sustainable and become profitable. It starts with your Board of Directors."

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COACHING PROFITABLE NONPROFITS

Hey there, I'm looking forward to connecting with you soon!

This Masterclass will give you insight into what it takes to build a high-performing Board of Directors.

I'll be sharing MANY examples of how my Members have started (or completely changed!) their charitable businesses by creating and launching a profitable business model. Hearing their stories while learning the strategies I'm going to teach you will give you the momentum you need to make some bold moves in your business!

To get the **most** from this Masterclass, here are three helpful suggestions:

SHOW UP LIVE

If you make the time to show up live, you'll get more from the Masterclass experience and gain the clarity you need to make BIG strides in your business. Plus, we're going to have a lot of fun together, so mark your calendar now!

PRINT THIS WORKBOOK

Print this workbook in advance and use it during our time together to stay fully engaged and take notes on the actions you want to implement quickly.

I've specifically given you just a few hints throughout this workbook as to what we'll be covering. Once we're on the LIVE Masterclass together, you'll be able to fill in the blanks as well as answer the questions, NO NEED to fill in the blanks now - I'll walk you through all the details soon!

JOT DOWN YOUR QUESTIONS

To get things started a little early, what questions would you like me to answer? (Since we'll be together, I'll be answering a BUNCH of Board Development questions at the end.) Think of your questions in advance and write them down!

PROFITABLE STRATEGY#1

BOARD PROFILE

Ideas and Insights . . .

Based on what you've learned about the *3 Major Mistakes*, which mistake are you guilty of doing?

- ☐ # 1: Empowering Your Board to Govern Over You
- ☐ # 2: Not Recruiting Your Dream Board vs. Friends & Family
- ☐ # 3: Not Requiring Your Members to Contribute Monetarily

PROFITABLE STRATEGY #2

COURTING

Ideas and Insights . . .

Have you developed a Board Prospectus? _____

List the TOP 3 people you need on your Board to leverage your Vision?

- a. _____
- b. _____
- c. _____

PROFITABLE STRATEGY #3

ONBOARDING

Ideas and Insights . . .

Based on what you've learned about Courting, list three (3) questions you will ask your Board Candidates.

Questions #1: _____

Questions #2: _____

Questions #3: _____

PROFITABLE STRATEGY#4

BOARD MANAGEMENT SOFTWARE

Ahh-Haa Moment...

Ideas and Insights...

At your current state (RIGHT NOW), would you INVEST in You as a Board Member?

- ☐ **Yes:** I have a clear roadmap and Strategic Plan for my organization's future.
- ☐ **No:** I'm STUCK and still in my head. I need to put it in writing and clearly know how to tell my story in a compelling way.

Two “Quick & Easy” Program Naming Frameworks

If you want to get a head start before, we meet up, one action item that kick starts your Program creation momentum is choosing a name for your **Program**.

If you don't yet have a Program topic, that's OK. The upcoming Masterclass will spark some creativity for you. However, if you already have a Program topic, and want to nail down your Program name, one of the easiest ways to do so is by using an effective naming framework.

Tip! Go for progress, not perfection, so that you can move on to the more important Program creation decisions and actions that will create life-changing impact in your business and the people you serve.

Framework #1:

The Desired Result Program Name

[Desired Result] in [length of time to deliver it] ... even if {objection 1}, {objection 2} and {objection 3}.

EXAMPLE:

Unlimited Tinder Dates in 30 Days
... even if you're new to the game, allergic to a selfie stick
and nervous to swipe right

Framework #2:

The *Thing* You Do Program Name

[The *Thing* You Do] 101: Quickly [what they'll achieve] so that you can [big benefit] without [problem they want to solve].

EXAMPLE:

Roadmap to International Adoption 101
Quickly cut through the international adoption red tape so that you can bring home your new child without waiting years to make it happen.