



WHOLE BOSS

BizStartHER Kit

The Holistic Approach to Building a
Business You Love

Latrice Folkes Jones

The Ultimate Business Starter Kit For Women Who Want It All

Let's just imagine for a moment that you see money consistently coming into your bank account, you're in the best shape of your life, the kids are happy, your love life is poppin', you're refreshed because you just got back from a spa day and you feel so satisfied and at peace, because you are truly living the life that you want and impacting so many others that you were called to help. #winning

That is very possible for you, but it may not be the case right now. This entrepreneurship thing can be very difficult at times, especially as a **female entrepreneur also managing a lot of other roles**. We can sometimes find ourselves overwhelmed, out of energy, and low on cash with way too much on our plates.

I've been there and have definitely been down that path of overwhelm and burnout. I had to totally change the way I did business to make sure that I made myself a priority.

That's the **goal of this kit**, to get you started with the clarity, plan, and systems to get it all done not only in your business but your personal life, because the two impact each other.

Entrepreneurship is wholistic. It will take every part of your being to make it work. That's why it's crucial to **know thyself, love thyself, set boundaries and set up systems to help you get things done**.

On the next page, I will give you an overview of what's included in this kit. It is not filled with fluff, but with jewels that will help you build your business holistically with your whole person in mind. Enjoy!

Latrice Folkes Jones

What's included in the kit?

*All Worksheets are Fillable and Links are Clickable On Your Computer

- 1** **4 Pillars of the Whole Boss Method** is the foundation of Whole Boss Brand.
- 2** **Whole Boss Roadmap** is a framework designed to help you to quickly setup a balanced profitable business without sacrificing your self, health, and the ones you love.
- 3** **The Whole Boss Evaluation Worksheet** will help you take an honest look at where you are right now and where you want to go in the major areas of your life.
- 4** **The Whole Boss Time Sheet** will help you identify how you are spending your time to see where it is going.
- 5** **The Whole Boss Decluttering Plan** will help you identify and release the clutter that's holding you back to clear a path to your success.
- 6** **The Whole Boss Self-care/Energy Planner** will help you make yourself a priority. Take care of yourself daily with mindset work, exercise, sunshine, supplements, water, good food and rest with this one-page planner.
- 7** **The Whole Boss one-Page Business Plan** will give you much needed clarity to plan your business for more balance and profit.
- 8** **The Whole Boss Tool Box Essentials** is a list of my favorite tech tools to help you create more peace, balance, and flow in your life and business.
- 9** **Whole Boss Products** are a list of products I am creating (or have created) to assist you on your journey to becoming a Whole Boss to Cleanse, Nourish and Maintain Your Business.
- 10** **Join our Whole Boss Tribe** Private Community and Connect with us on social media @thewholebosstribе.

4 Pillars of Whole Boss

These 4 pillars will give you a strong foundation to help you keep it all together as you build a **"You-Centered" Business with "Client-Centered" Products and Services.**

First things first, **take care of yourself**, you are a priority your self-care matters.

Next, **take care of your household**, if your house is not in order it can make it very difficult to run an efficient business.

Take care of your clients, this is your bread and butter. You created your business to make a living from serving your clients... make sure they are taken care of.

Lastly, **take care of your business**, make sure that you have processes and systems that keep your business house in order.

If you build your business upon these 4 pillars you can't be stopped! Don't worry I teach you how to use my **Whole Boss HRS™** [Habits, Rituals & Systems] Method for your life and business to get it all done!



Whole Boss Roadmap

1

Foundation Systems

Map out your dream life and business. Get clear about who you are, what you want, your message, who and how you want to serve. Also, clear any unnecessary clutter to reduce overwhelm and make room for your success.

2

Self-Care Systems

Set up self-care systems to help you take excellent care of yourself while building and growing your business. Learn how to set boundaries, get energized, and nourish yourself to be your best self and prevent burnout.

3

Organization Systems

Keep a balance between your home and business life. Use tools, templates, and systems to manage your household, clients, content, and schedules to get more done by doing less.

4

Profit Systems

Setting up these systems the right way with sales funnels, client nurturing and traffic systems will help you make money on autopilot so that you can have more time to do the things you love with the people you love.

5

Client Systems

Create client-centered products and services. Get clarity on your ideal client, your message, and how to attract them. Create systems to get new people into your business every day with less effort.

6

Balance Systems

Using our Whole Boss HRS™ (Habits, Rituals & Systems) method will help you know what to do daily to reach your goals and bring it all together to find your balance in self, family, love, and business.

WHOLE BOSS EVALUATION WORKSHEET

Let's take a snapshot of where you're at in your life & business and where you want to go

Where are you now in your life and business?

Rate your life now between 1-5, 5 being the best.

1 2 3 4 5

What do you want?

HEALTH	Physical Health	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Mental Health	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Emotional Health	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Spiritual Health	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
WEALTH	Income	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Wealth Attraction	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Savings	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Investments	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
FAMILY	Children Health	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Children Happiness	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Quality Time	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Orderly Home	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
LOVE	Ideal Mate Attraction	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Happiness	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Passion	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Commitment	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
BUSINESS	Clients	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Offers	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Content	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Outreach/Social Media	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

WHOLE BOSS DECLUTTERING PLAN

Identify & Release Your Clutter, Clear a Path to Your Success

Head

Do a brain dump of your ideas, desires, fears and anything taking up mental space.

Heart

Identify emotions you need to let go of that's holding you back.

Body

What foods and activities do you need to let go of for a healthier body?

Home

What "stuff" can you get rid of in your home that's adding too much clutter?

Digital Spaces

What cyber areas do you need to clean out? Email, social media, etc.

Commitments

What commitments can you get rid of, delegate or shorten?

WHOLE BOSS SELF-CARE/ENERGY PLANNER

Love Yourself More Each Day

MINDSET/MEDITATION/GRATITUDE

DONE HOW LONG?

EXERCISE

DONE HOW LONG?

TYPE?

SUNSHINE

DONE HOW LONG?

SUPPLEMENTS

VITAMIN B-12

IRON

VITAMIN D3

OMEGA-3

MULTIVITAMIN

OTHER _____

HYDRATE

16 OZ. H2O 

16 OZ. H2O 

16 OZ. H2O 

16 OZ. H2O 

MASTER MEAL PLAN

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
B							
L							
D							
S							

REST

BEDTIME:

REST _____ HOURS

WHOLE BOSS ONE-PAGE BUSINESS PLAN

The Holistic Approach to Building a Business You Love

You-Centered Business

Who are you?

List your passions and talents.

Your Business Model

How do you want to serve?

- 1-on-1 coaching
- group coaching
- online courses
- membership site
- speaking/live events
- physical products
- author/books
- affiliate marketing/MLM
- other: _____

Your Ideal Client

Who do you want to serve?

Your \$ Goal:

Your revenue goal for the year

Your Time Goal:

How many work hours per week

Client-Centered Services

Their Struggles

Your ideal clients biggest fears, questions and struggles.

Your Products

How can you help them solve their problems?

Freebie:

Low end offer:

Main offer:

High end offer:

Your Content

How will you reach your ideal clients?

- blog/content upgrades
- videos/lives
- podcast/audio
- social media micro blog
- guest post/articles
- emails/newsletters
- ads
- social media: _____

WHOLE BOSS TOOL BOX ESSENTIALS

Here is a list of my favorite tech tools to help you create more peace, balance, and flow in your life and business. Some of the links are affiliate links (they are clickable). Which means I will be compensated from the sale at no additional cost to you. These are tools I love that I actually use or have used when I was at that stage of business.

ORGANIZATION

Trello - a project management tool that can be used to organize every aspect of your life and business. It is also great for collaboration with your team and clients.

Google Calendar/G Suite - G Suite is a set of google apps including google drive, docs, spreadsheets, and calendars. It is used for productivity and collaboration.

Calendly - Calendly is a meeting and appointment scheduling app tailored to fit your availability.

WEBSITE

Name Cheap - domain name registrar with Privacy Guard included in the price and affordable hosting.

Hostgator - affordable reliable website host, I use Name Cheap now but I still have sites on Hostgator.

Wordpress - an online website creation tool, I use it because of it's flexibility and affordability.

Thrive Themes - I absolutely love Thrive Themes, they are conversion-centered themes and plugins for WordPress. You can use their products to build websites, landing pages, opt-in forms, course platform, quizzes and so much more.

Wordfence - a security plugin for wordpress and the free version works great.

BRANDING/GRAPHICS

Canva - use Canva to create engaging graphics to share your content, but you can also create presentations and pdfs to use as opt-ins and info products.

WHOLE BOSS TOOL BOX ESSENTIALS

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STOCK PHOTOS

Free Stock Photos - Unsplash.com, Pixabay.com, Pexels.com

CreateHerStock - stock photos featuring women of color.

PixiStock - stock photos and Canva templates featuring women of color.

LEAD GENERATION/FUNNELS

Thrive Themes - conversion-based WordPress plugin suite that can build every aspect of your funnel easier and more affordably.

Systeme.io - a complete funnel system all-in-one tool with marketing automation that has a free forever plan for up to 2000 subscribers.

EMAIL MARKETING

Aweber - autoresponder and email marketing system (I use and recommend, can start free) to nurture and automate your email list to take them from a prospect to a customer.

SendFox - autoresponder from Appsumo (a discount software platform) that's also another good budget option because it's a one-time fee of only \$49 for 5,000 subscribers.

MEMBERSHIP PLUGIN

Wishlist Member - WordPress membership plugin used to protect your content for membership sites, courses, digital products, etc. *Do not need if you use Thrive Themes.

VIDEOS/WEBINARS

Video Platforms - Youtube.com for free stuff, Vimeo Pro for paid programs and courses.

YouTube Live - for webinars and you can also embed them on your website.

Zoom - for webinars, private or group coaching sessions.

Pictory. Ai - AI solution that transforms long content such as blogs, webinars, podcasts, and white papers into high-value, high-visibility short videos for social sharing.

Warm Welcome - leverages personal video messages with business cards, site bubbles, and emails to build trust with your audience.

WHOLE BOSS TOOL BOX ESSENTIALS

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SHOPPING CARTS

ThriveCart - promote and take payments for physical & digital products, subscriptions and services.

COPYWRITING SOFTWARE

Writesonic - AI-powered copywriting tool that generates unique and engaging marketing content for any business in seconds. With a few lines of text, Writesonic will generate ads, blog posts, landing pages, product descriptions, and more.

ChatGPT - An AI-powered chatbot developed by OpenAI that generates content for your website, social media, and more.



WHOLE BOSS PRODUCTS

Here is a list of products I am creating (or have created) to assist you on your journey of becoming a Whole Boss.



WHOLE BOSS CLEANSE

The Whole Boss Cleanse is a 7-day business detox that will help you get your time, energy, and focus back by getting rid of the clutter hiding in your life & business.

Get rid of your overwhelm, make room for your success, get the clarity, focus, and energy to move forward. Learn More <https://wholeboss.com/cleanse/>

WHOLE BOSS HRS™ PLANNING SYSTEM

Plan your business to have more time, energy, and profit using Whole Boss HRS™ Habits, Rituals, & Systems with this complete living planning system.

Create your master balanced plan and plans for your self-care, home & family, clients, content, and profit to have more balance in your life and business. Learn More <https://wholeboss.com/planner/>

WHOLE BOSS ACADEMY

The Whole Boss Business Academy is an implementation-based program that shows you exactly how to build your business holistically and create the assets and systems your business needs to grow and generate consistent income without sacrificing your self, health, or the ones you love.

The program has weekly coaching with project-based implementation to plan, launch, grow, and scale your business holistically.

Learn More <https://wholeboss.com/academy/>

Join the **WHOLE BossTribe**

Female Entrepreneurs Building Businesses Holistically

Join Our Community

Join the Whole Boss Tribe FB Group

with Latrice Folkes Jones



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