

the boutique hub's

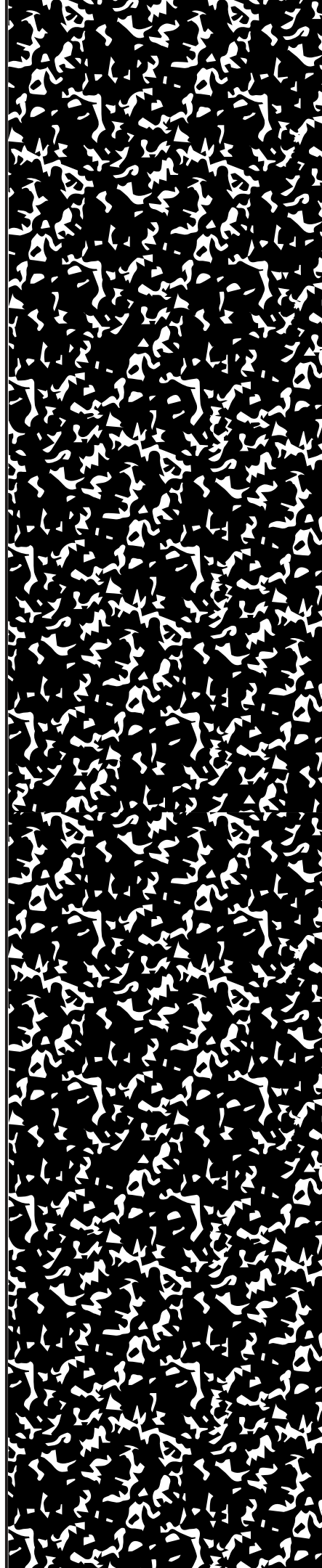
# SUMMER SCHOOL

ASHLEY ALDERSON & SARA BURKS

**DAY ONE:** JUNE 2ND

THE BOUTIQUE HUB

JUNE 2 – JUNE 4





# YOU'RE IN THE RIGHT PLACE

Ashley Alderson, CEO, The Boutique Hub  
Sara Burks, Director of Education, The  
Boutique Hub

# WHAT IS THE BOUTIQUE HUB?

## TOGETHER, WE'RE BUILDING A STRONGER FUTURE FOR RETAIL

Our network supports one another in COMMUNITY over COMPETITION. Together, our industry is stronger.

BOUTIQUES, WHOLESALE BRANDS AND SERVICE PROVIDERS, JOIN US TO ACCESS:

- TRUSTED RESOURCES
- EXPERT EDUCATION
- HUBVENTORY WHOLESALE
- MEMBER EXCLUSIVE OFFERS
- DAILY SUPPORT
- INDUSTRY NEWS
- LIVE EVENTS
- TRUSTED COMMUNITY
- AI TOOLS

COMMUNITY OVER COMPETITION



# **LET'S TAKE A POLL...**

**IF YOU DISAPPEARED FOR 30 DAYS, WHAT WOULD HAPPEN TO YOUR BUSINESS?**

- **It would run just fine**
- **It would struggle**
- **It would completely stop**
- **I'd rather not think about it**

# **LET'S TAKE A POLL...**

**HOW CONFIDENT ARE YOU THAT YOUR BRAND STANDS OUT FROM COMPETITORS?**

- **Very confident**
- **Somewhat confident**
- **Not sure**
- **We mostly compete on price**


# **LET'S TAKE A POLL...**

**WHAT'S KEEPING YOU UP AT NIGHT RIGHT NOW?**


- **I need more traffic**
- **I need more sales**
- **I need more cash flow**
- **I need more time**

# SUMMER SCHOOL

DAY ONE: THE FOUNDATION



**YOUR BUSINESS IS A  
MACHINE. HOW TO BUILD  
A KNOWLEDGE BASE  
OPERATING SYSTEM TO  
ALLOW IT TO RUN  
WITHOUT YOU.**



# SUMMER SCHOOL



**DAY 2: YOUR BUSINESS  
IS A MONEY MAKER.**

**DAY 3: YOUR BUSINESS  
IS A COMMUNITY OF  
REPEAT BUYERS**

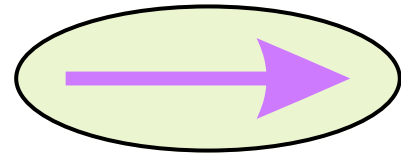


# **RULES OF ENGAGEMENT:**

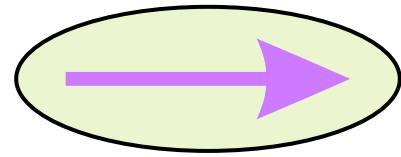
- **Stay muted to minimize disruptions**
- **Engage & ask questions in the chat**
- **Use reactions, such as "hand raising"**
- **Have camera on, if you are able**
- **Take good notes**
- **Yes! We will record all three days!**



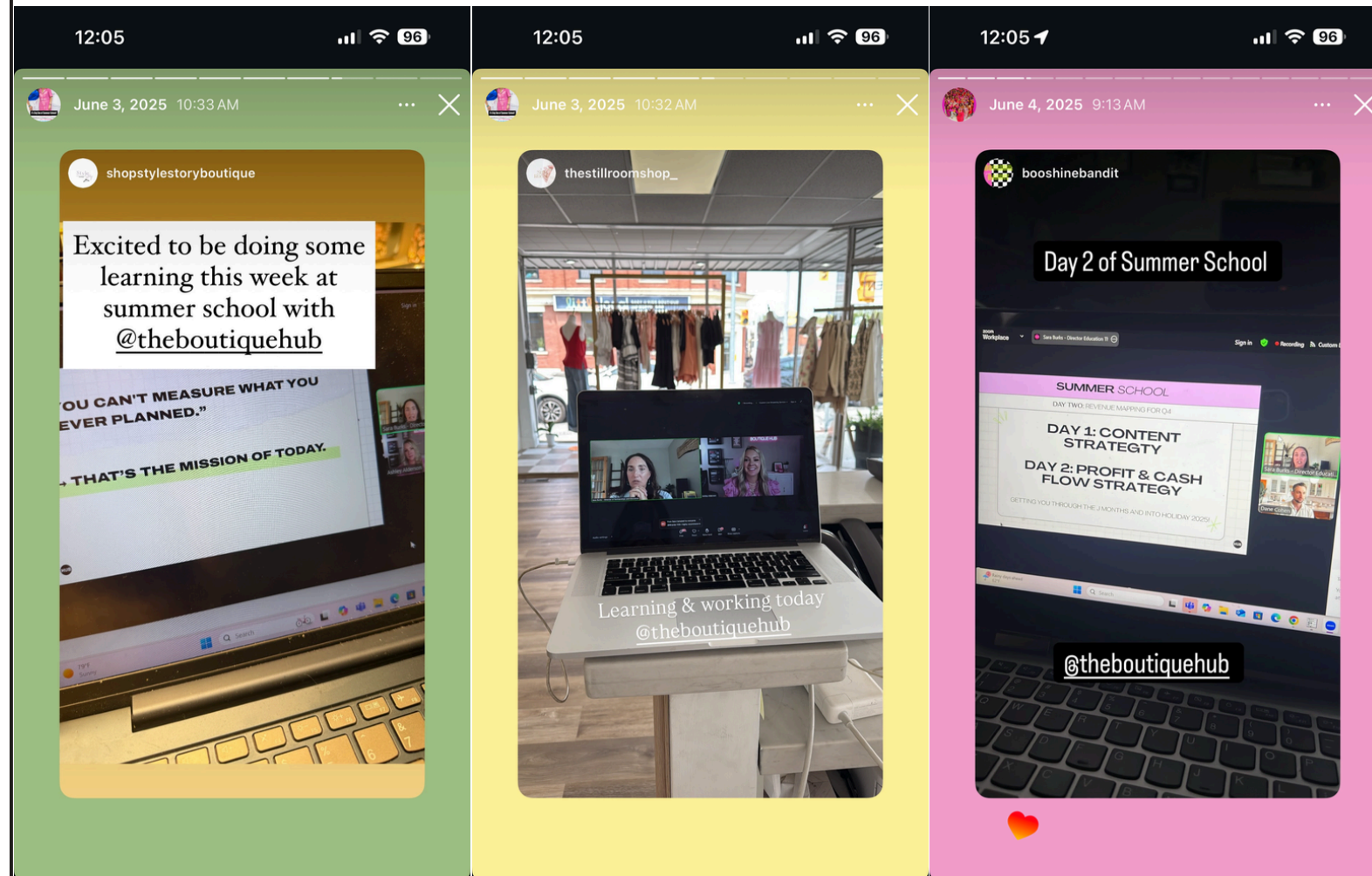
# GIVEAWAY



**TAG US @THEBOUTIQUEHUB**



**SHOW US THE ACTION YOU'RE TAKING TODAY**



**GRAND PRIZE - 1 WINNER**  
**Apple Neo Notebook computer**

**EXTRA PRIZES - 2 WINNERS**  
**-Free ticket to Summit 2026**  
**-3 months free of RBA**

# THE INDUSTRY IS CHANGING

- Marketing
- The Economy
- AI
- Your customer and how we reach them

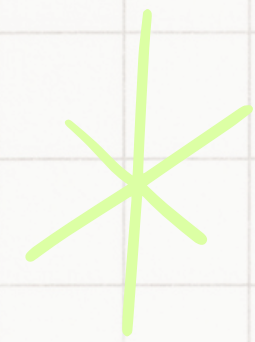
# TODAY'S CUSTOMER IS CHANGING...

- To reach and respond to them - we have to be more human than ever.
- They are inundated with constant marketing
- They are overwhelmed with choices
- They need someone to trust

# MISTAKES BOUTIQUES ARE MAKING

- Thinking, hustling more, doing it all, and being everywhere is going to lead to more traffic and sales
- website - check  
tiktok - check  
headed to every market - check  
looks good on the gram - check
- But none of that matters if other aspects of your business are missing and you don't have a real system

**YOU'RE OVERWHELMED WITH  
CONTENT TO MAKE...  
TRYING TO DO IT ALL...  
AND NOT GETTING THE SALES  
YOU NEED TO PAY THE BILLS**

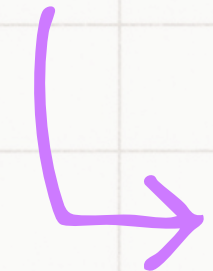


**DESPITE HOW HARD  
YOU WORK...THE CASH  
ISN'T IN THE BANK**

# WHAT YOU NEED IS A PROVEN, REPEATABLE PROCESS

MAP THIS:

CEO plan

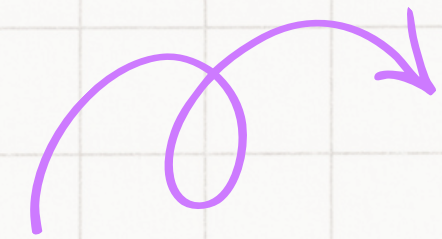


perfected customer avatar

inventory + financial plan

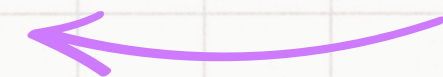


team + support lined up to help



trained sales staff and high converting website

content and marketing plan to drive traffic to the sales channels.



**WE'LL TEACH YOU THE  
SYSTEM THAT IS PROVEN TO  
GET YOU THERE.**

*And we'll show you how you  
can leverage AI tools to get  
there even faster.*

# THE SYSTEM YOU'RE GOING TO LEARN IS PROVEN - HERE'S HOW I KNOW...

BS

My business probably wouldn't have made it through 2025 without Retail Bootcamp last Jan - our profit margins increased almost 20% from then to now!

Angie Shelton

I finalized my numbers for 2025 and did 220% more than I did in 2024 🎉🎉 I started focusing more on your trainings and joined RBC this summer, which made a huge difference! Thank you ❤️

Michiko Seto · 1h ·

Best return on investment - much less than college degree in fashion merchandising with much more content and up to date info on the industry.

Dawne Purcell Ramshaw · 3h ·

Game changer! Not only is my business the better for investing in retail boot camp, I'm the better for diving in. This January will be my third time going through it, simply because I'm finding success in working on one aspect at a time. It is 100% worth the investment!

# WHAT IS THE SYSTEM?

# THE SIX LAYERS OF RETAIL

## 6. TRAFFIC & MARKETING

Social media   Paid Traffic   Traditional Marketing  
AI Focus: Simplify and improve your marketing daily efforts

## 5. CONTENT STRATEGY

Planning   Batching   Optimizing   Video & Visuals  
AI Focus: Streamline content creation that is on brand

## 4. SALES

Sales Channels   Merchandising   Training   Customer Experience  
AI Focus: Analyze sales data to increase conversions

## 3. TEAM

Hiring   Training   Optimizing  
AI Focus: Steamline workflow and develop leaders

## 2. PRODUCTS & PROFIT

Accounting   Inventory   Profit First  
AI Focus: Optimize Inventory Investing, Sell Through & Planning

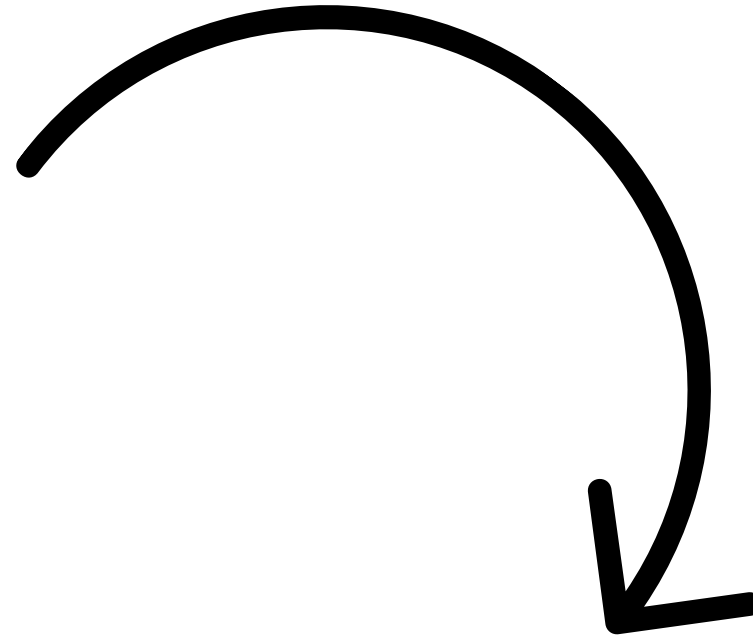
## 1. FOUNDATION

Operations   Branding   CEO Mindset & Productivity  
AI Focus: Optimize your brand voice and knowledge base

**YOU'VE LIKELY GOT A LOT OF  
THESE THINGS IN  
PIECES....BUT NOT PULLED  
TOGETHER FOR YOUR OWN  
REPEATABLE SYSTEM**

**THE GOAL TODAY, IS TO BUILD  
YOUR OWN COMPANY  
KNOWLEDGEBASE SO YOU  
CAN UTILIZE THE SYSTEM**

**STARTING  
HERE**



**1. FOUNDATION**

**Operations   Branding   CEO Mindset & Productivity**  
AI Focus: Optimize your brand voice and knowledge base

# **WHAT IS A KNOWLEDGE BASE AND HOW DO YOU USE IT?**

# **WHAT SHOULD BE IN MY KNOWLEDGEBASE?**

- Your brand identity, voice, customer (train your team/AI)
- Your company mission, vision, values
- Your company SOP's + Systems
- Your company FAQ's and current projects, and challenges

# **USE YOUR KNOWLEDGE BASE:**

- **TO TRAIN YOUR TEAM**
- **TO TRAIN YOUR AI**
- **TO CREATE THE BASE OF ALL OF YOUR OPERATING + SALES IS BUILT FROM**
- **TO BUILD A COMPANY THAT OPERATES WITHOUT YOU HANDHOLDING**

# WHO IS YOUR CUSTOMER?

## STEP ONE

### Storybrand – Donald Miller

- HERO
- VILLIAN
- WISE GUIDE



# WHO IS YOUR CUSTOMER?

## STEP ONE

HOW CAN YOU GET TO KNOW YOUR CUSTOMER BETTER?

- **Surveys**
- **Customer focus groups/interviews**
- **Sales data + social insights**

# USE YOUR CUSTOMER KNOWLEDGE

## STEP ONE

1. LOAD THIS INTO AI – BUILD YOUR AVATAR

2. BUILD AN SOP BOOK OR GOOGLE DRIVE FOR YOUR TEAM

# WHO ARE YOU?

## STEP TWO

- WHAT IS YOUR SUPERPOWER?
- WHAT REAL PROBLEMS DO YOU SOLVE?
- WHAT ARE YOUR MISSION, VISION, AND VALUES?
- WHY DO YOUR CUSTOMERS LOVE SHOPPING WITH YOU? WHAT DO THEY SAY?

# BRANDS WHO NAILED IT



macoma  
BOUTIQUE

Best Sellers New Shoes Tops Bottoms Dresses & One-Pieces Outerwear Curvy Accessories Final Sale

Macoma Rewards The First Step Collection Golden Days Ahead Collection MAP Free Corky's



chubbies

Featured Shorts Swim Pants Tops Kids Clearance For Her Afterparty Extras



HUB

# WHAT ARE YOUR TOP 10 REPEATABLE SYSTEMS?

## STEP THREE

- Planning + Ordering
- Inventory upload
- Descriptions
- Photoshoots
- Launches - marketing
- Daily marketing
- Weekly date with your numbers
- Team training + meetings
- Markdowns
- Events

# WHAT FAQ'S SLOW YOU DOWN?

## STEP THREE

- DO YOU HAVE A TEAM?  
WHAT ARE THE TOP 10 QUESTIONS  
THEY ARE ASKING YOU DAILY?
- HOW TO...  
WHAT SHOULD I DO WHEN...  
WHAT IF...  
BUT SHE SAID THAT...  
WILL YOU...

# HERE'S HOW TO BUILD THESE INTO SOP'S

1. DOCUMENT THE IDEAL
2. RECORD ON LOOM
3. SAVE TO YOUR SOP DRIVE
4. TRAIN YOUR TEAM (REPEAT)



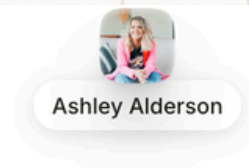
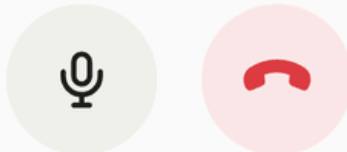
# HERE'S HOW TO BUILD THEM INTO AI WITH ANSWERS - DELPHI.

00:08 1 minute left



Ashley Alderson

Talking



Ashley Alderson

→ Sign In Create Your Delphi

what is my daily store opening checklist?

- I've got a store opening checklist ready for you.
- Here's what needs to happen before you flip that open sign:
  - Hang backs and displays** — make sure everything is hung, tagged, and priced correctly. Check your window display and your in-store displays while you're at it.
  - Dressing rooms** — clean and organized, with hangers ready.
  - Behind the till** — wipe it down, restock tissue and boxes.
  - Backroom** — clean and tidy.
  - Floors** — vacuum everywhere, especially the dressing rooms, behind the till, and anywhere leaves or dust pile up. Then dust.
  - Props and organization** — organize any props you use for display.
  - Racks** — straighten and reset them.

Do you have a printable opening checklist template I can u...



# ACTION+TAKEAWAY:

## BUILD YOUR AI KNOWLEDGEBASE

Using your customer avatar, brand kit, SOP's  
and team FAQ's



# ACTION+TAKEAWAY:

## USE THIS PROMPT TO BUILD YOUR KNOWLEDGEBASE

I'm exporting everything you know about me and my business so I can load it into another tool. Please pull together everything stored in your Memory about me, plus anything in my Custom Instructions, and any consistent context you've picked up about my business across our chats.

List it verbatim where you can, and organize it under these headings. If a heading has nothing, write "none." Don't summarize away specifics – names, numbers, dollar figures, brand names, and exact wording matter.

1. About my business – what it is, who it serves, what makes it different
2. My goals – revenue, growth, margin, and any targets or milestones you know about
3. My customer – who they are, what they buy, how they think
4. My brand voice & language rules – tone, words/phrases I like, words/phrases I avoid, how I want things written
5. How I prefer to work – my schedule/capacity, what drains me, how much I want on my plate, how I like AI to help me
6. My rules & guardrails – things I always want done, things I never want done (pricing, discounts, buying, marketing, etc.)
7. Anything else you remember about me or my business that doesn't fit above

After the list, tell me: is this everything in your saved Memory, or is some of it inferred from our conversations rather than actually saved? Please mark anything that's inferred.

# SUMMER SCHOOL



**ACTION TAKER: START  
BUILDING YOUR  
KNOWLEDGEBASE - TAG  
US ON INSTAGRAM**

**@theboutiquehub**



WHAT IF RATHER  
THAN YOU DOING  
THIS BY YOURSELF  
– WE DID IT  
TOGETHER?

**WHAT IF WE COULD WALK  
THROUGH THE SIX LAYERS  
TOGETHER EVERY SINGLE  
WEEK...BUT ALSO TRAIN YOUR  
AI TOGETHER?**

# **WE KEPT HEARING FROM YOU...**

- **I'M OVERWHELMED, WHAT DO I FOCUS ON FIRST?**
- **I HAVE QUESTIONS, I NEED HELP RIGHT AWAY!**
- **I NEED ONGOING ACCOUNTABILITY TO STAY ON TRACK**
- **I GET WHY, BUT NEED HELP WITH HOW**
- **BUT MY BUSINESS IS DIFFERENT...**

# IMAGINE THIS...

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**52 weeks a year of walking  
you through these systems  
and the six layers**



**A done for you AI tool that functioned as your operating system and had all of this loaded for you, so you could login daily and focus on what's the priority to execute**



**And what if all that came with the proven strategy of the 6 layers + the community of membership at the Boutique Hub?**



# RETAIL BOOTCAMP

ACCELERATOR

# RETAIL BOOTCAMP ACCELERATOR IS WHAT HAPPENS WHEN WE COMBINE:

- 1. 52 weeks of year-round coaching**
- 2. Implementation Workshops for the 6 Layers of Retail**
- 3. The BHOS AI operating system**
- 4. PLUS ++ Boutique Hub Membership Included**



# TRANSFORMATION



**"When I started RBC my biggest month was right at \$10K, that was last January. I quit my job this past April and my biggest month from there was \$20K, now I'm at \$50k. 100% give the credit to the growth to Retail Bootcamp and what it taught me."**

***-Kinsey Harris***

**"Buying plan and paying myself. When I started bootcamp I was nearly hitting 10k in sales and now I'm paying myself and doing 30k a month."**

***-Gisela Velador***

**"Last year I was completely overwhelmed, to the point that sometimes I wanted to give up my business because I just felt like I couldn't handle it at times and was losing my mind. I did Bootcamp with Ashley the first of the year and my focus was more on cutting the overwhelm. The past few months, I have probably been the least overwhelmed as I've been in years."**

***-Lorie Beth***





**"Tomorrow, I will officially have doubled my sales from January. December was up 87% from the previous year."  
-Stephanie Campbell**

# NUMBERS BASED PROOF

**"We tripled our sales last year from knowledge and lessons learned."  
-Danielle Lynn Flaming**



**"Our goal for last month was 150% increase over last June. We ended up 500% increase because of tips, tricks and tools we have learned through Bootcamp."  
-Krista Vanderveren**

**YOU DO NOT NEED TO WORK  
HARDER TO GROW.**

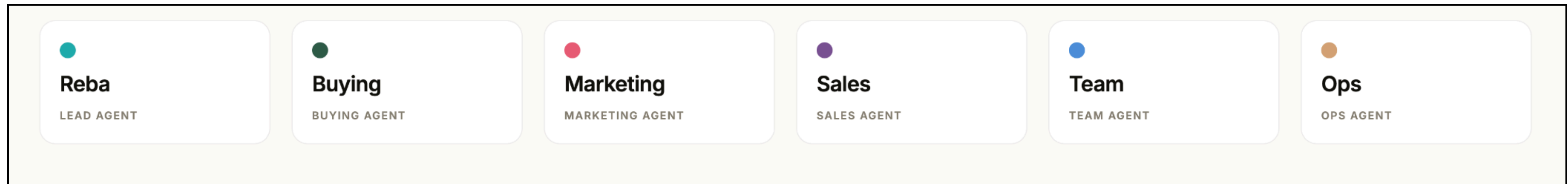
**YOU NEED A SMARTER  
OPERATING SYSTEM.**

**What if all you had the plan + to-do's mapped out in front of you, and all you had to do was hit 'approve'?**

**And AI handled the rest....**

# MEET: BOUTIQUE HUB OPERATING SYSTEM (BHOS)

1 Agent + Hub Trained Content + Your Store Insights



Reba is your agent, she speaks to 6 ai agents trained on expert strategy, and makes decisions with your store's real data, policies and history.

# BHOS: STORE CHAT + AGENTIC ACTION

- ✓ Upload products in bulk.
- ✓ Create product descriptions + meta descriptions.
- ✓ Build out store SOP's + build your knowledgebase.
- ✓ Layout marketing plans.
- ✓ Plan your daily operations.

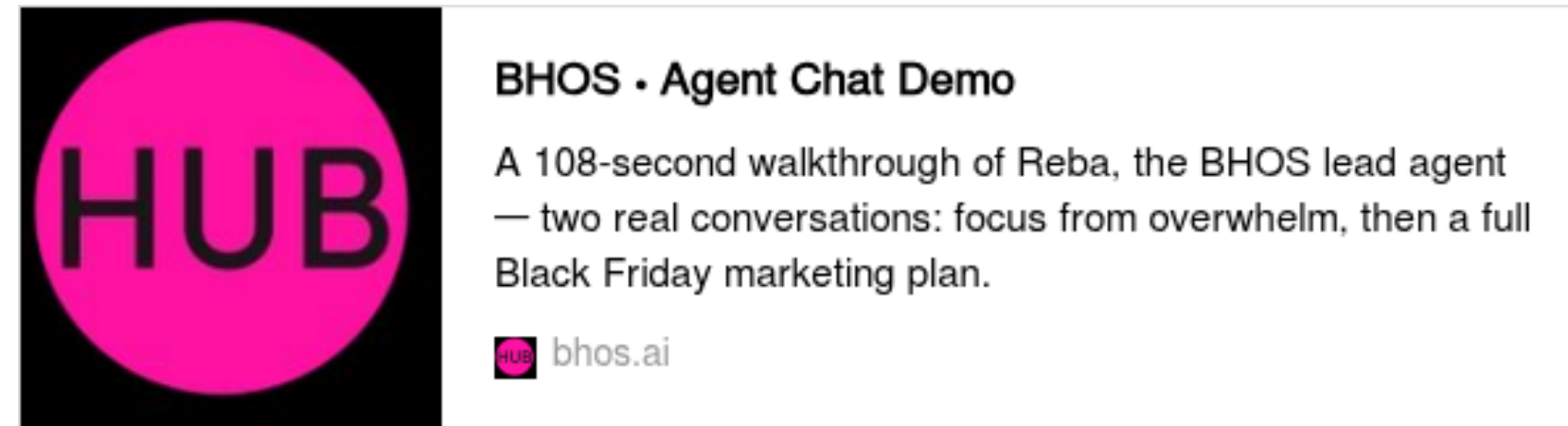
<https://boutiquehub.bhos.ai/knowledge-demo>

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<https://boutiquehub.bhos.ai/health-score-demo>

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Upload products in bulk.

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Build out store SOP's + build your knowledgebase.

Layout marketing plans.

Plan your daily operations.

**YOU DO NOT NEED TO WORK  
HARDER TO GROW.**

**YOU NEED A SMARTER  
OPERATING SYSTEM  
TRAINED ON YOUR DATA +  
HUB'S KNOWLEDGEBASE.**

# WHAT'S ALL INCLUDED IN RETAIL BOOTCAMP ACCELERATOR?

- ✓ **Retail Bootcamp Ongoing + Updated Modules**
- ✓ **Year-Round Live Small Group Coaching**
- ✓ **Implementation Workshops**
- ✓ **Private Facebook Group**
- ✓ **Weekly Guest Experts**
- ✓ **400+ page workbook**
- ✓ **Invite to LA Experience**

- + BHOS AI Operating System (Beta) (free)
- + Boutique Hub General Membership (free)



**VALUE  
\$559 for  
only \$149**



- ✓ **COACHING = \$400/MO**
- ✓ **MEMBERSHIP = \$59/MO**
- ✓ **BHOS = \$99/MO**

**\$559/month value for  
\$149/per month founder price**

Former RBC students get special pricing - DM us

# WHAT DOES RBA COST?

**SPECIAL  
OFFER  
PRICE!**

**\$149/per month  
locked in — ONLY  
until June 26**

*\$199/month for new students after*



# **WHEN DOES THE COACHING START?**

**→ BONUS AI DAY: June 9th (enroll before for access)**

**→ June 17th + 18th - Orientation**

**→ 1<sup>st</sup> class is June 24th**

**→ 1<sup>st</sup> guest expert is June 25th**

**BHOS Office Hours daily between June 2nd - June 19<sup>th</sup>**

# **BASED ON YOUR AOV – HOW LONG UNTIL YOU BREAK EVEN?**

***If it's a \$70 AOV– you need 2 new orders  
per month to break even with RBA.***

***If it's \$90? 1.6 orders per month.***

***If it's \$110? 1.3 orders per month.***



**IF YOU HAD A SYSTEM, LIVE WEEKLY COACHING + AN AI  
OPERATING SYSTEM TRAINED ON OUR KNOWLEDGE  
AND YOUR DATA...WHAT IS POSSIBLE?**

# **WHEN WILL I GET ACCESS TO BHOS**

**You'll join the waitlist inside of RBA onboarding, and live onboarding starts today in groups of 25.**



# WHAT HAPPENS WEEKLY INSIDE OF RBA?

- ➔ Monday - **Week plan goes out**
- ➔ Tuesday - **BHOS office hours with Jim**
- ➔ Wednesday - **Live coaching call**
- ➔ Thursday - **Guest Expert call**
  
- ➔ **SEASONS:**  
Focusing on back to school season, holiday season, new year season, spring clean up season, with implementation workshops along the way.



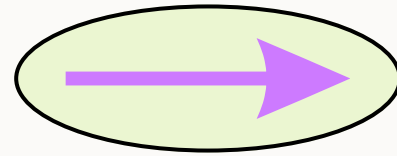
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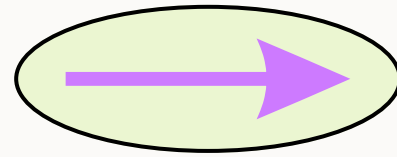
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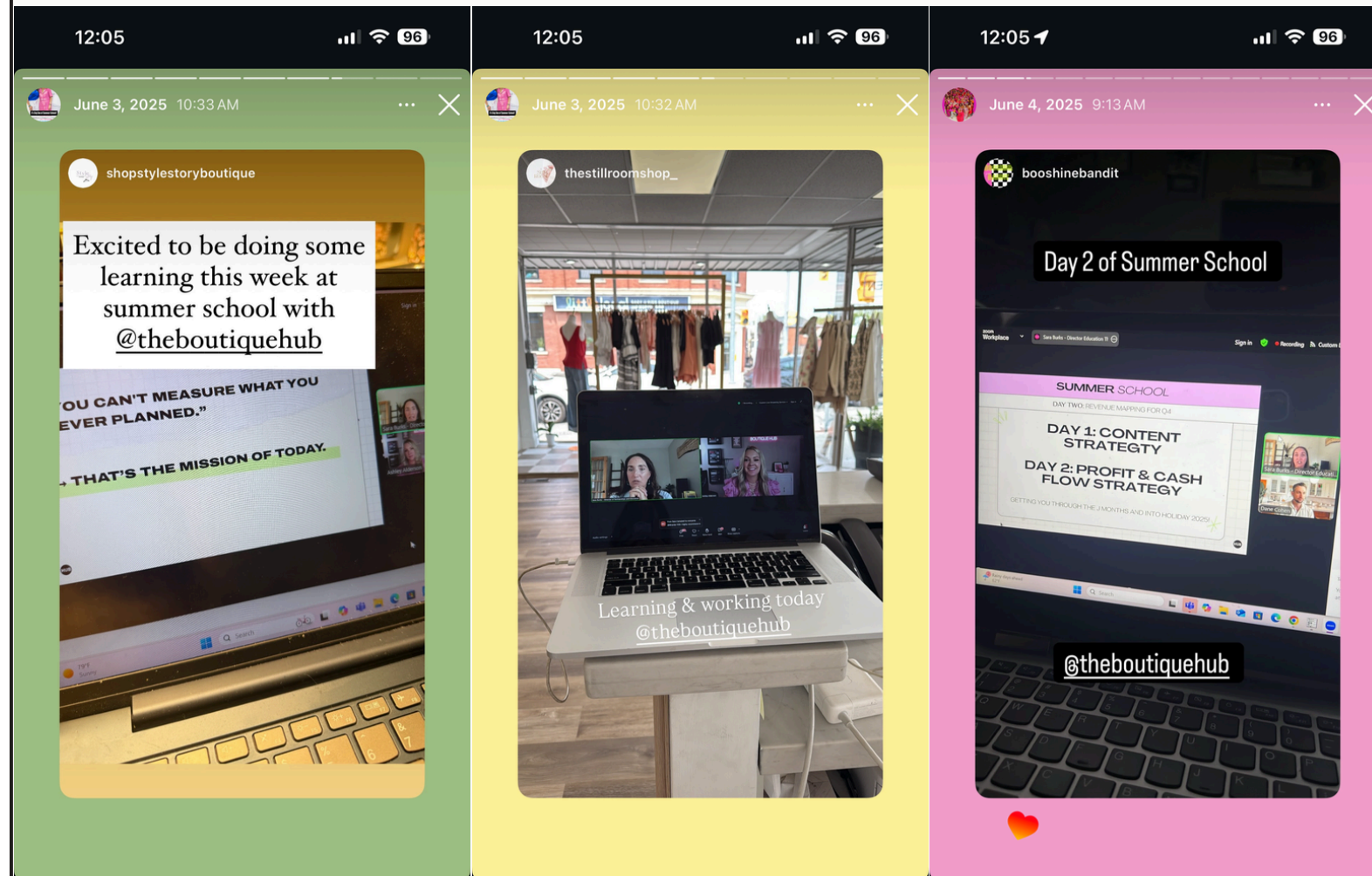
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**-3 months free of RBA**

# SUMMER SCHOOL

DAY TWO: COMING TOMORROW>>>>>



**YOUR BUSINESS IS A  
MONEY MAKER. FIND THE  
PROFIT HIDING IN YOUR  
BUSINESS RIGHT NOW.**



**RETAIL**  
BOOTCAMP  
ACCELERATOR



**JOIN HERE WITH**  
**THE \$149/PER**  
**MONTH FOUNDER**  
**PRICE**

