

the boutique hub's

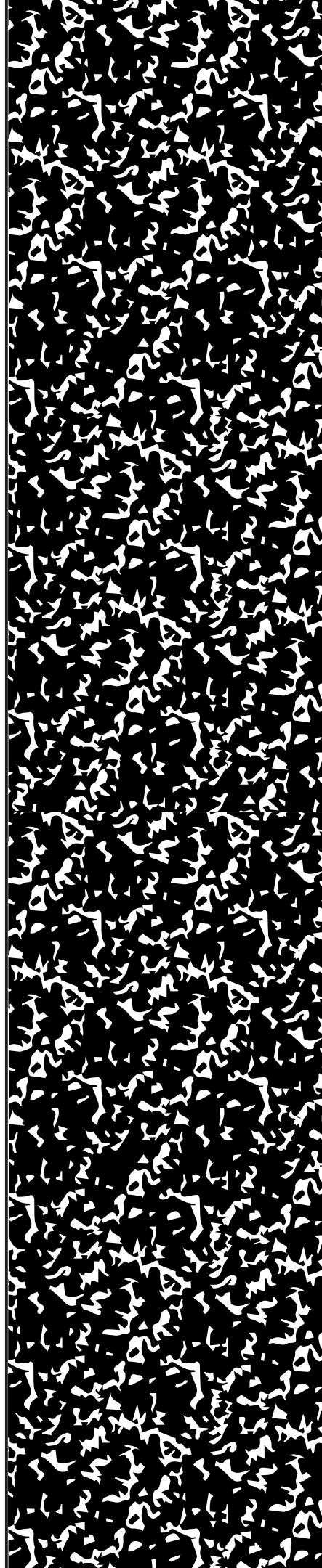
SUMMER SCHOOL

ASHLEY ALDERSON, SARA BURKS,
JEFF FENN, JIM NIDIFFER

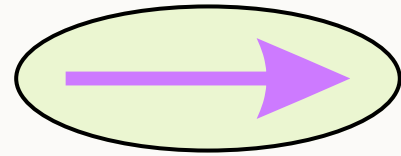
DAY THREE: JUNE 4TH

THE BOUTIQUE HUB

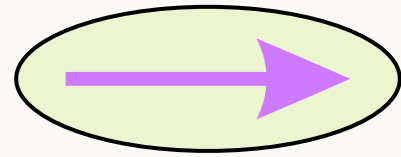
JUNE 2 – JUNE 4



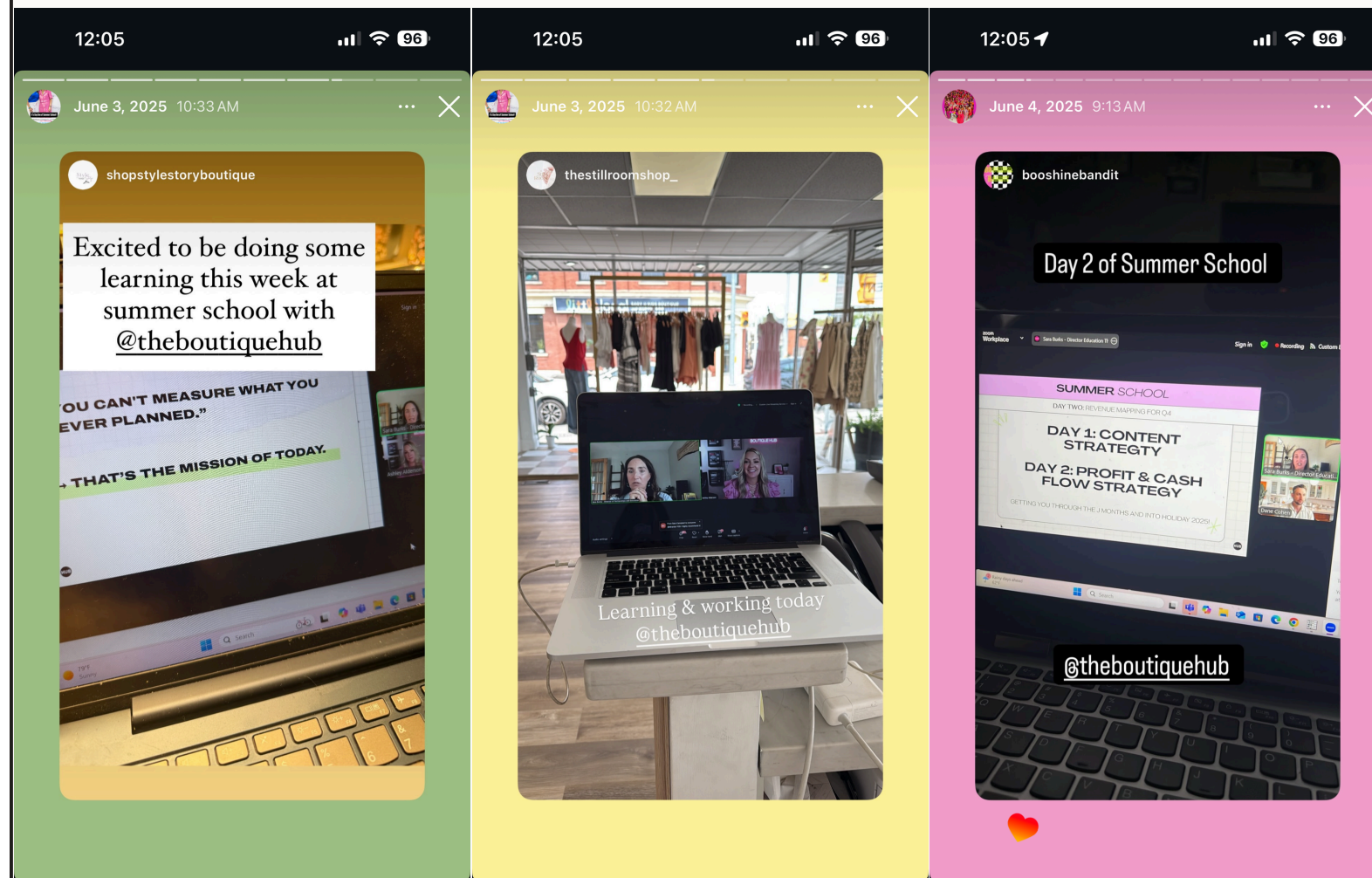
GIVEAWAY



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 BOUTIQUE HUB

150,000 + BUSINESSES SERVED
50 STATES + 7 COUNTRIES
3500 PEOPLE IN PERSON AT SUMMIT
7000+ MEMBERS
2.9 MILLION PODCAST DOWNLOADS





ABOUT US

Ashley Alderson, CEO, TBH

Sara Burks, Director of Education, TBH

Jeff Fenn, Director of Sales & Marketing, TBH

Jim Nidiffer, Director of AI & Innovation, TBH



ONE COMMUNITY. THREE LEVELS OF SUPPORT.

INFORMATION →

BOUTIQUE HUB MEMBERSHIP:

- On Demand Resources
- Exclusive Member Discounts
- 14 Community Groups
- Weekly Education Session
- 800+ Wholesale vendors
- Ask Ashley AI
- In Person Meetups

TRANSFORMATION →

RETAIL BOOTCAMP ACCELERATOR

- Proven 6 Layer System
 - 52 weeks of live training
 - Implementation Workshops
 - BHOS AI Retail Operating System
- **INCLUDES MEMBERSHIP!**

SCALE

BOUTIQUE HUB BLACK:

- Personalized Strategy
- One-on-one coaching
- Meta Ads Coaching
- Google + SEO Coaching
- Webpage Optimization
- Daily Q+A Sessions

LET'S TAKE A POLL...

Which content challenge sounds most like you?

- I don't know what to post**
- I don't have time to post**
- I post but don't get sales**
- I feel overwhelmed by content**

LET'S TAKE A POLL...

What happens after you post content?

- **Sales come in**
- **Engagement but few sales**
- **Crickets**
- **Depends on the day**

SUMMER SCHOOL

DAY THREE: CONTENT & MARKETING



**YOUR BUSINESS IS A
COMMUNITY. BUILD THE
CONTENT + MARKETING
MACHINE CREATING
RAVING FANS AND
REPEAT BUYERS.**



NOW YOU KNOW YOUR CUSTOMER...

- You know how to manage what you're stocking for her to buy. Keep hours and info updated
- Now you need to double down on reaching her and 10,000 more just like her.
- Your daily content relies on the ability to attract - convert - retain

**WE'VE BEEN TALKING ABOUT
A PROVEN, REPEATABLE
PROCESS**

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

**TODAY WE'RE
HERE**



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

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Sales Channels Merchandising Training Customer Experience
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COMMON MISTAKE BOUTIQUES MAKE IS...

**THROWING UP AS MUCH ON SOCIAL AS THEY CAN
OR BUILDING A WEBSITE AND THINKING THOSE TWO
ARE ENOUGH.**

**SARA SHOWED US YESTERDAY WE CAN MAKE MORE
MONEY FROM EXISTING CUSTOMERS AND
INVENTORY WHEN WE HAVE A SYSTEM...**

**IN MARKETING IT IS TO
ATTRACT - CONVERT - RETAIN**

ORGANIC SOCIAL DRIVES GROWTH

Organic content helps platforms understand:

- Who your customers are
- What products they like
- What content gets engagement

When organic content is strong:

- Ads perform better
- Customer acquisition costs stay lower
- More shoppers discover your brand

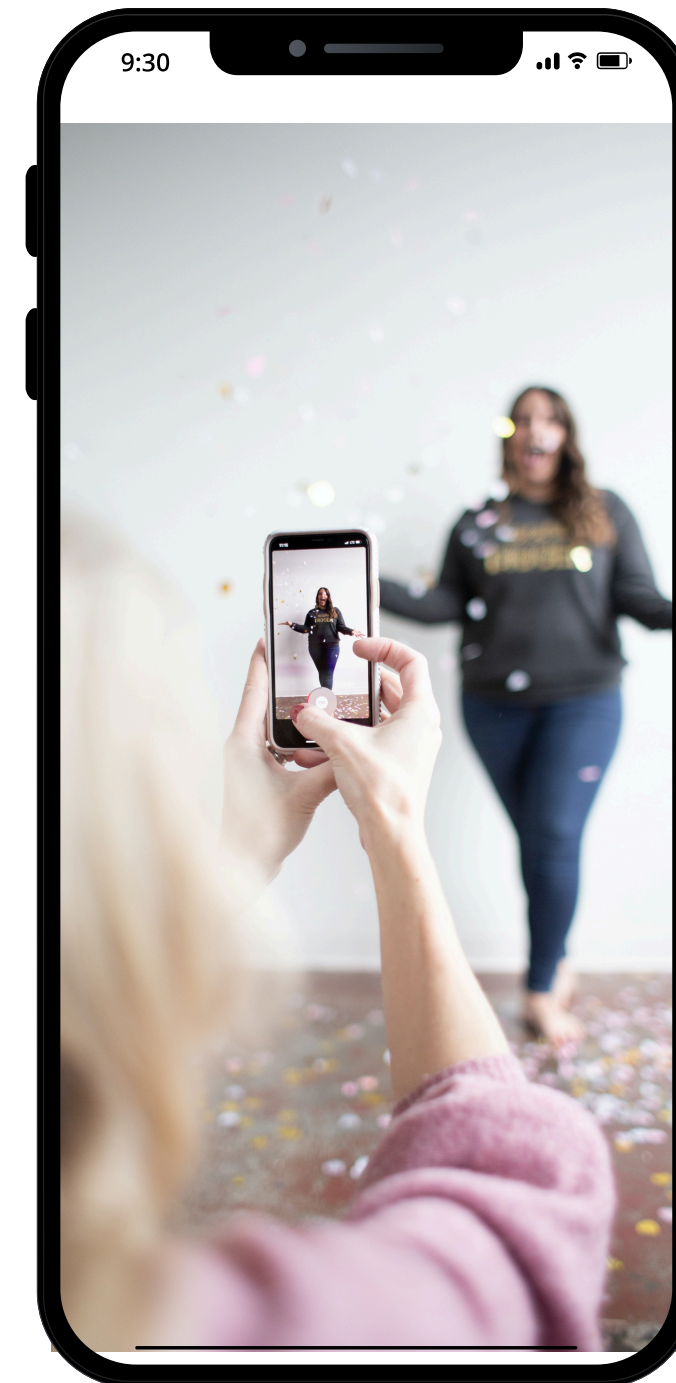


3 PART CONTENT RECIPE

Great content includes 3 ingredients:

- **BRANDED CONTENT**
- **ENGAGING CONTENT**
- **SALES CONTENT**

AS TAUGHT IN RETAIL BOOTCAMP +
ACCELERATOR



SIMPLE CONTENT PLAN



DAILY

- Product videos
- Try-ons
- Styling tips
- Behind-the-scenes

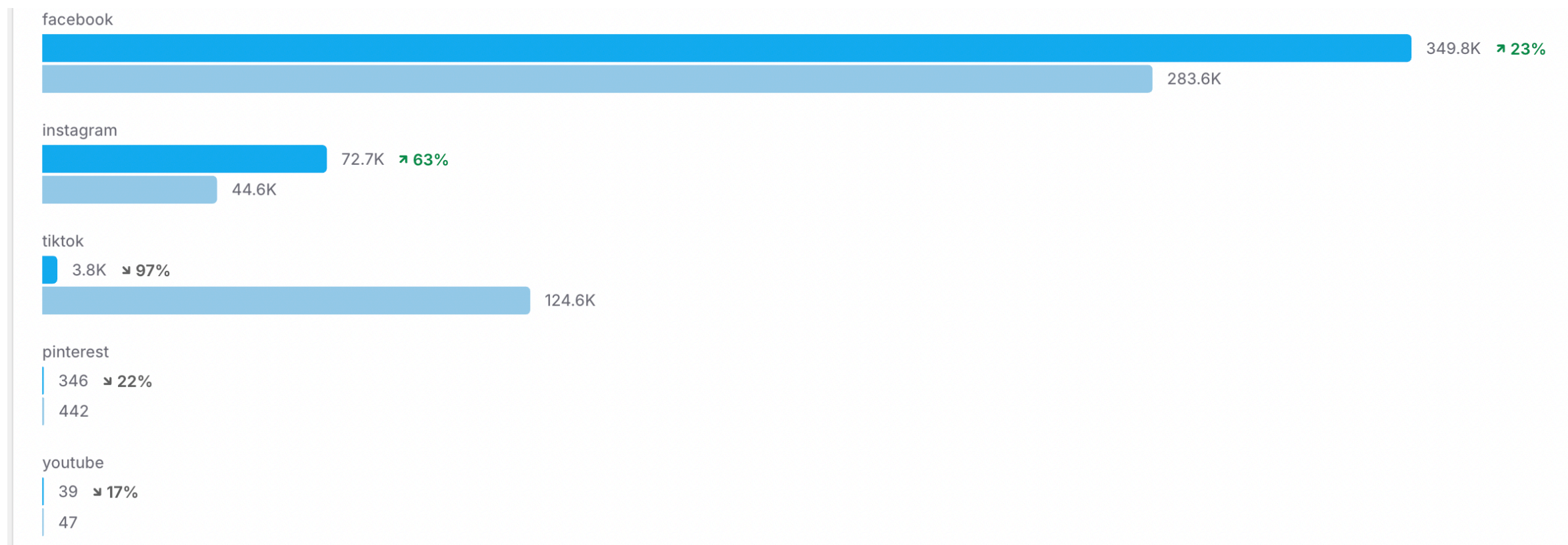
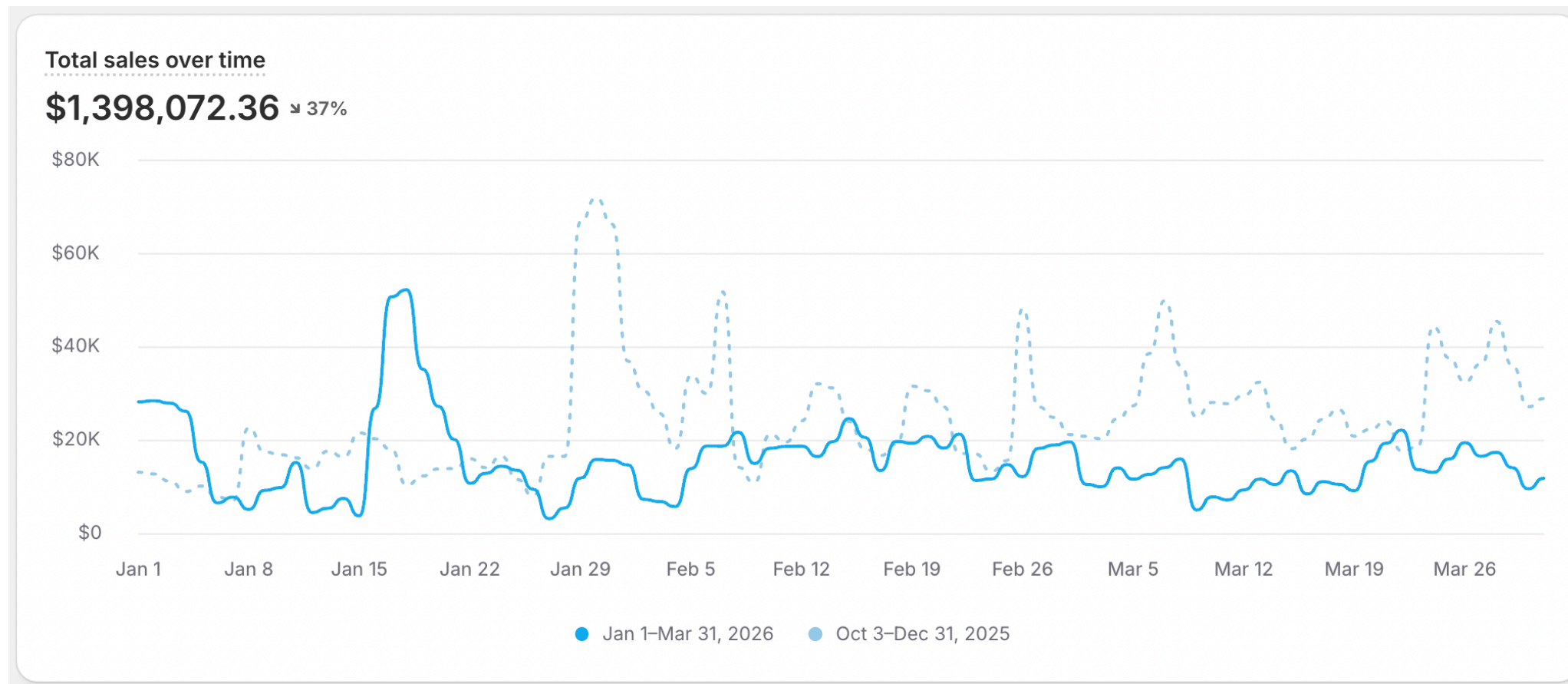
WEEKLY

- Live selling
- Customer stories
- New arrivals

MONTHLY

- Collection launches
- Seasonal promotions
- VIP customer features

REAL WORLD EXAMPLE



TURN TRAFFIC INTO SALES



YOUR WEBSITE SHOULD SELL
**Your site should quickly
answer:**

- What do you sell?
- Why buy from you?
- What should I shop first?

COLLECTION PAGE OPTIMIZATION

Most boutiques focus on traffic but ignore collection pages.

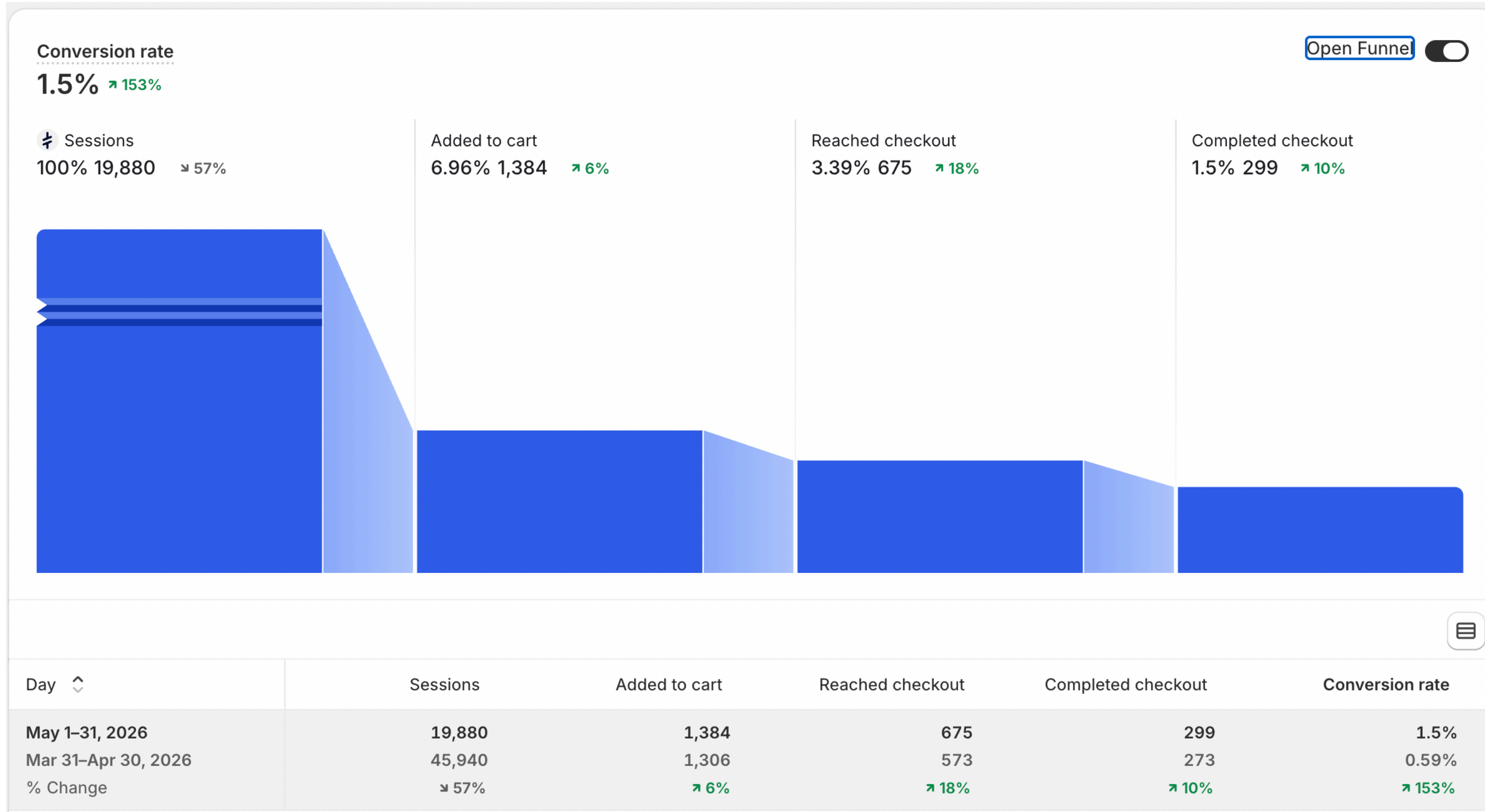
Top Collections

- New Arrivals
- Best Sellers
- Under \$50
- Staff Favorites
- Trending Now

Collection Page Essentials

- Filters
- Reviews
- Stock level information
- Variant options

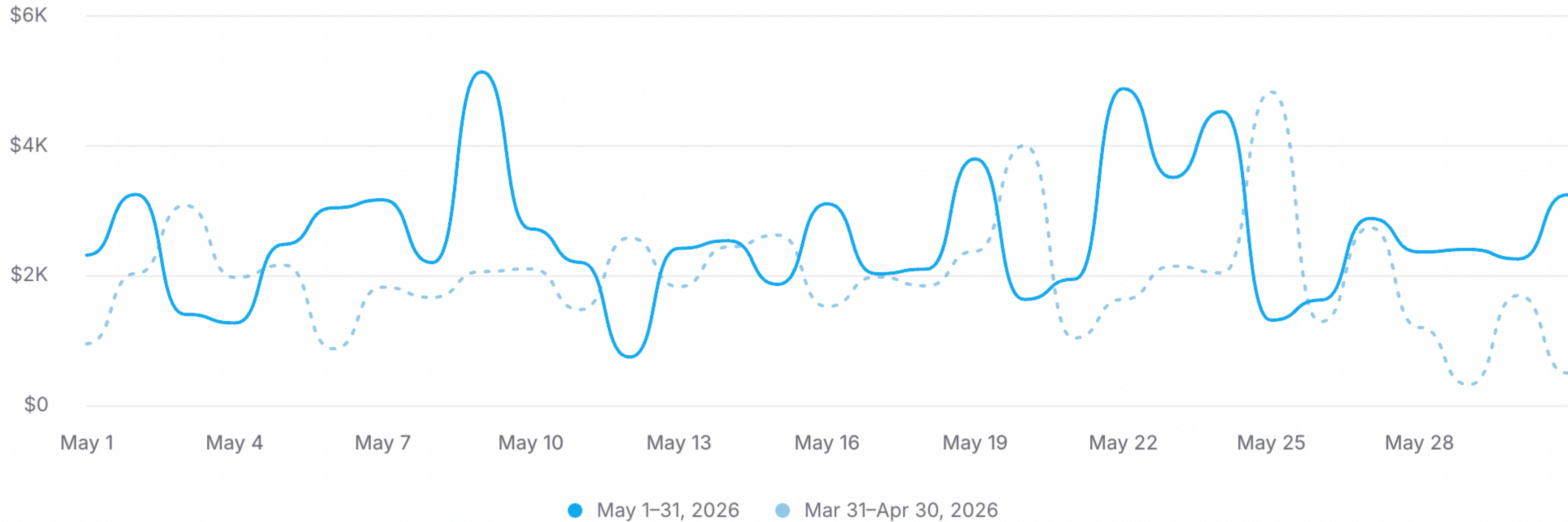
REAL WORLD EXAMPLE



REAL WORLD EXAMPLE

Total sales over time

\$80,576.28 ↗ 32%



CHECKOUT OPTIMIZATION

Why Shoppers Leave

- Unexpected shipping costs
- Too many checkout steps
- Lack of trust
- No urgency



CHECKOUT OPTIMIZATION

CONVERSION BOOSTERS

Trust

- Reviews
- Return policy
- Shipping information

Increase Order Value

- Upsells
- Bundles
- Product recommendations

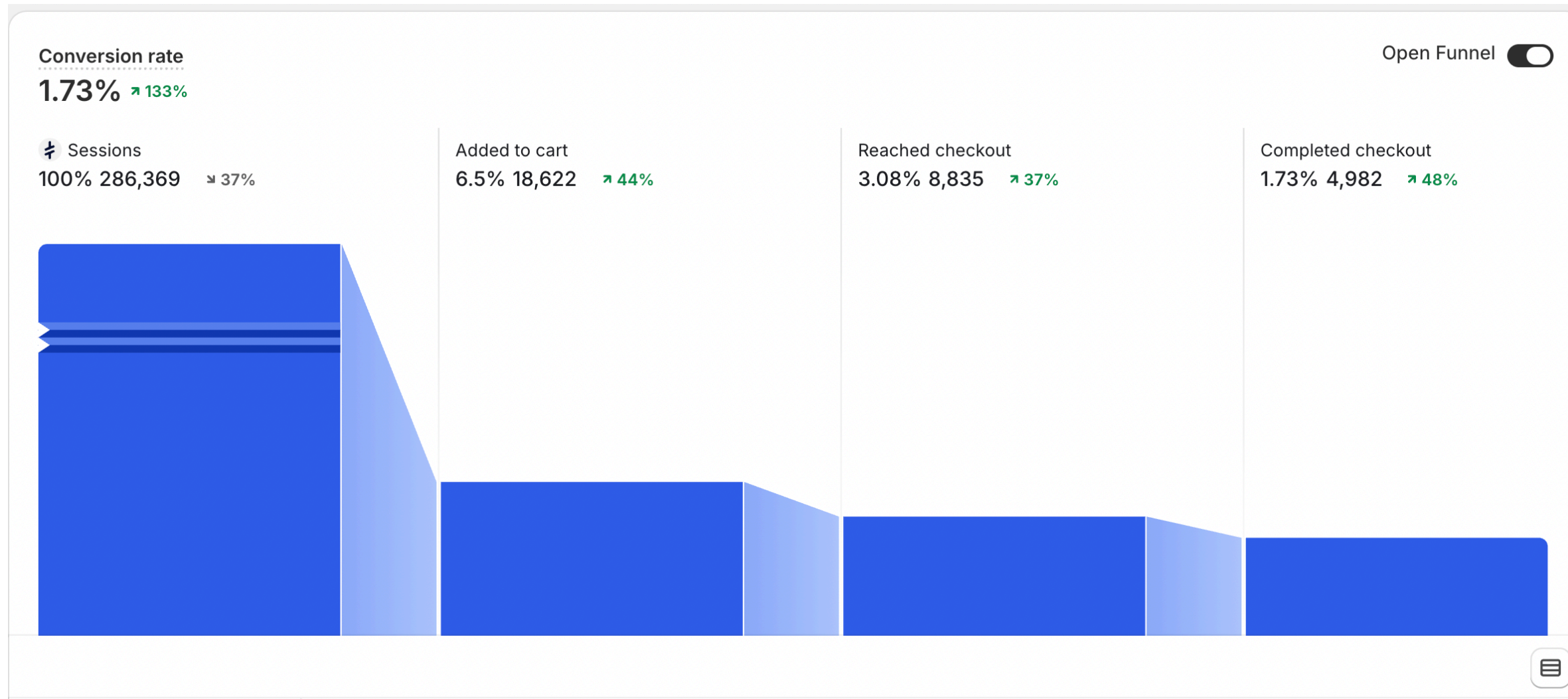
Speed Up Checkout

- Shop Pay
- Apple Pay
- Google Pay
- Paypal

Recovery System

- Email
- SMS
- Retargeting Ads (2026)

REAL WORLD EXAMPLE



shop

Ship Pickup

Ship to [Redacted]

Shipping **Standard** · \$7.97 FREE
Arrives by Thu, Jun 11

Plan **Pay now**
Pay the entire amount today

Payment [Redacted]

Sign me up for news and offers from this store

★★★★★ 4.9/5 Star Rating
2,000,000+ Orders Shipped

Fast Shipping From Michigan | **Easy, 30-Day Returns** Simple, stress-free

You're **\$59.36** away from free shipping

Order within **5 hours and 32 minutes** for *same-day shipping!*

Spend **\$54.13** more to unlock free shipping

High-Rise Light Wash Denim Shorts \$55.00	High-Rise Tummy Control Wide Leg Denim - Three Inseams \$75.00	High-Rise Tummy Control Bootcut Jeans \$75.00
Add	Add	Add

[Pay now](#)

[Check out as guest](#)

Optional Pre-paid Return Label \$4.97 Remove	\$4.97
1 ALB Custom Modern Gold Squared Oval Hoop Earrings	\$29.90
Discount code or gift card	Apply
Subtotal · 2 items	\$34.87
Order discount WELCOME DISCOUNT	-\$5.23
Shipping	\$7.97 FREE
FREE SHIPPING	
Estimated taxes	\$2.21
Total	USD \$31.85
TOTAL SAVINGS \$13.20	

CREATE REPEAT CUSTOMERS

The second purchase is everything. The most profitable boutiques focus on repeat buyers.

Repeat Purchase Plan:

Immediately After Purchase

- Order confirmation
- Brand story
- What happens next

7 Days Later

- Styling tips
- Product education
- Related products

30 Days Later

- VIP offer
- Early access
- Loyalty program

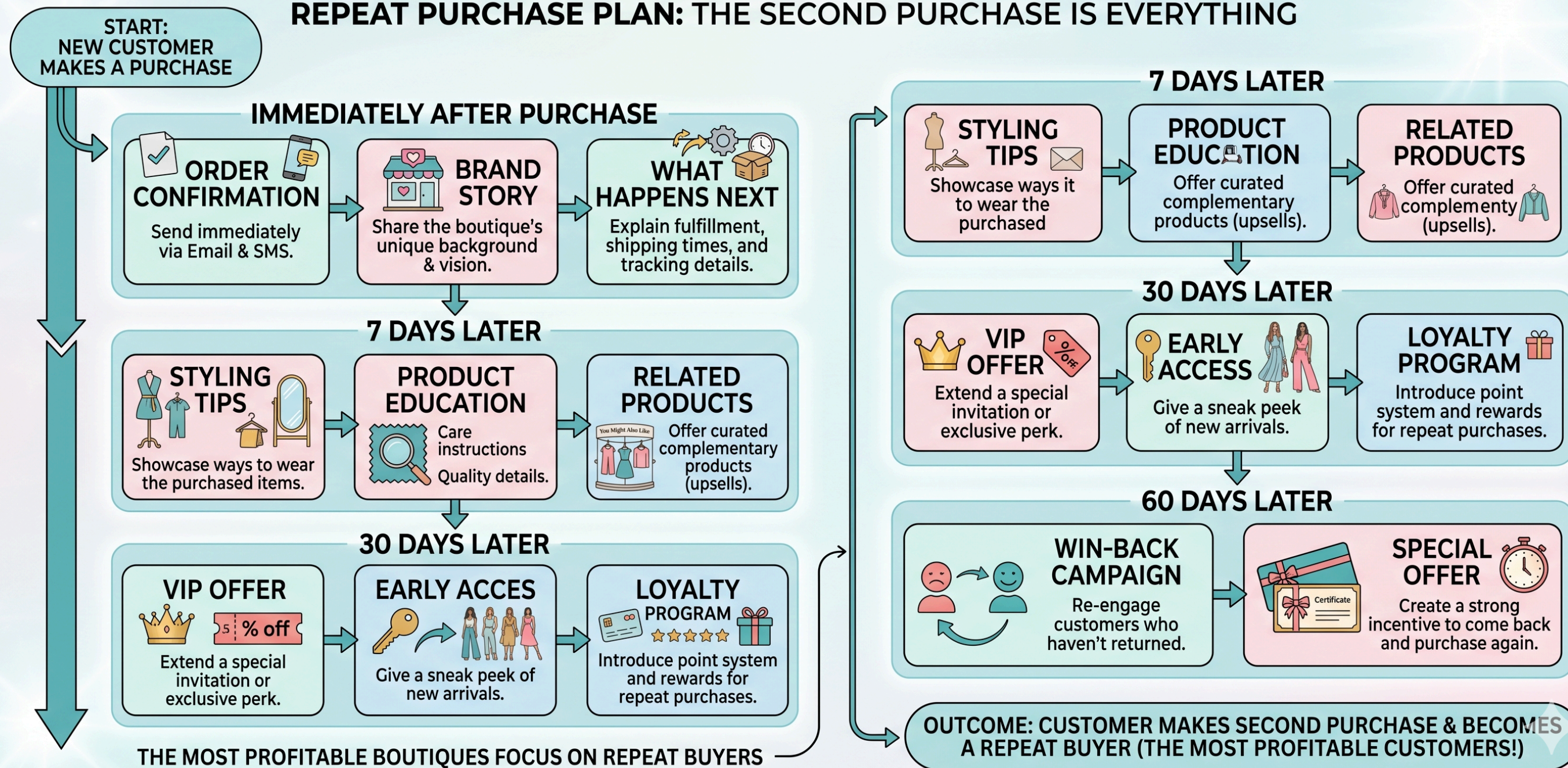
60 Days Later

- Win-back campaign
- Special offer

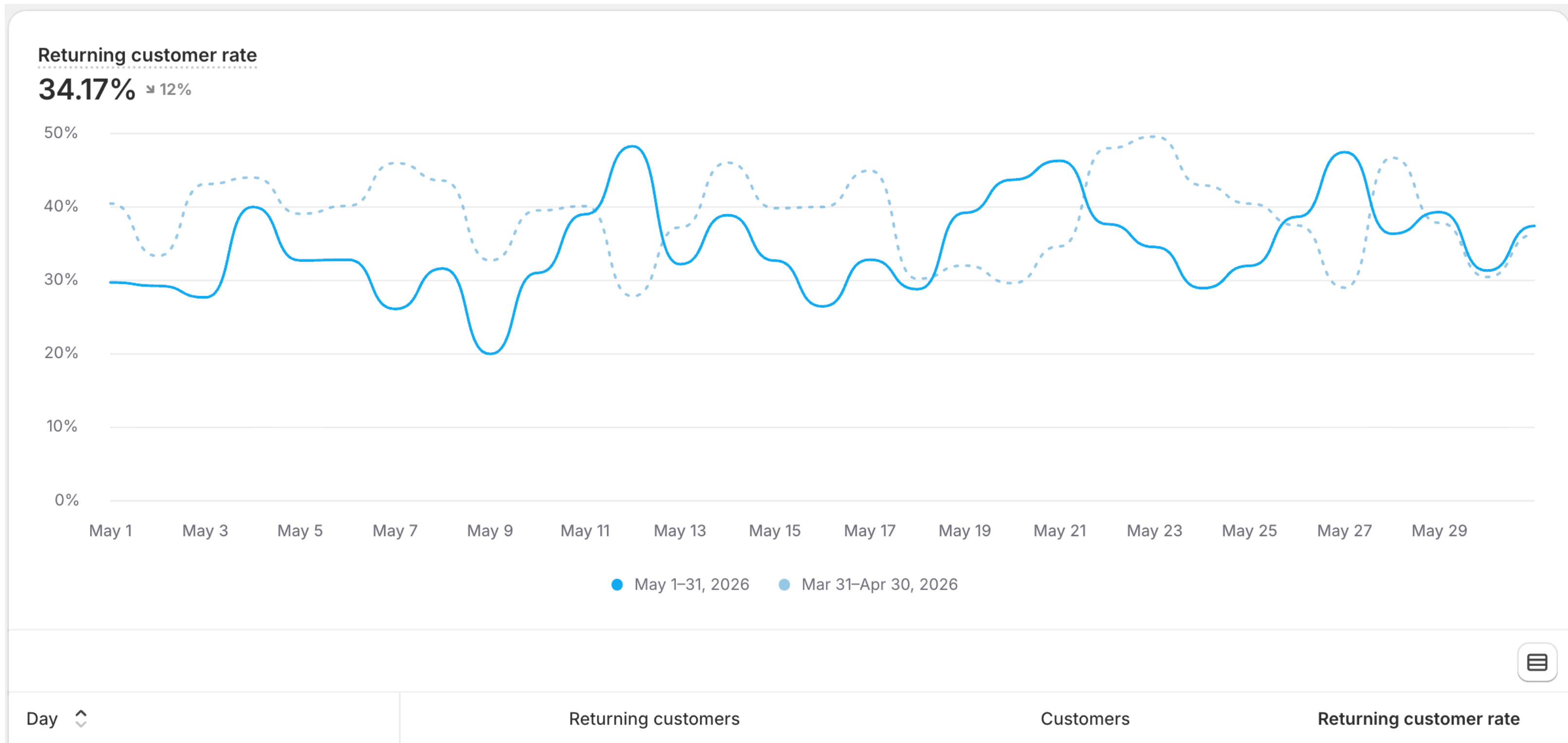
CREATE REPEAT CUSTOMERS

CREATE REPEAT CUSTOMERS (15 MINUTES)

REPEAT PURCHASE PLAN: THE SECOND PURCHASE IS EVERYTHING



REAL WORLD EXAMPLE



**BUILD A WEEKLY CONTENT
PLAN YOU CAN GROW WITH**

ONE COMMUNITY. THREE LEVELS OF SUPPORT.

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DETERMINE WHERE RBA FITS WITHIN YOUR STRATEGY

EXPLORE HOW
RBA CAN BENEFIT
YOUR BUSINESS —
BOOK A FREE CALL



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...



**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**



“I’VE BEEN IN BUSINESS TOO LONG”



"I've been in business for 12 years and I chose to do Bootcamp because I think you can always improve. There is so much in the program that if you are struggling or you want to grow, or if you just want to improve a successful business, you can take and use what you need most."

-Monica Cameron Eure

"I wish I had a time machine to go back five years ago with the knowledge I've gained through Bootcamp. I know it's an investment but if you feel like you wished there was a handbook for how to run a successful boutique and are willing to put 2-3 hours a week towards this, I believe you will see a return on your investment rather quickly."

-Jamie Marxsen Frerichs



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

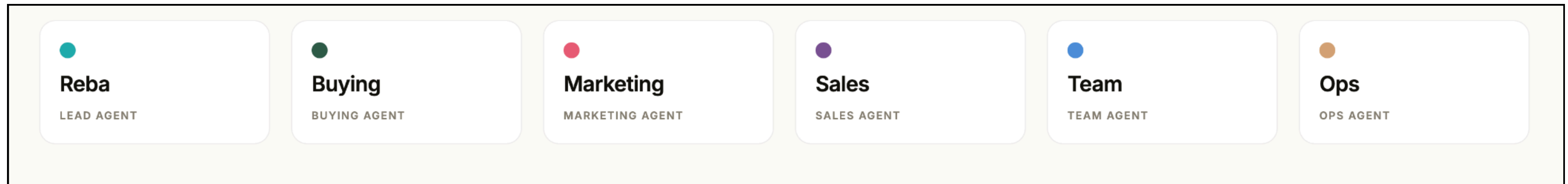
**YOU NEED A SMARTER
OPERATING SYSTEM
TRAINED ON YOUR DATA +
HUB'S KNOWLEDGEBASE.**

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: **B**OUTIQUE **H**UB **O**PERATING **S**YSTEM (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: MARKETING PLANS

- ✓ Upload products in bulk.
- ✓ Create product descriptions + meta descriptions.
- ✓ Layout marketing plans.
- ✓ Plan your daily operations.

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

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/health-score-demo>

**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





"I couldn't really afford it, but I did the payment plan. I implemented only a couple things and have had my most successful and profitable year yet."

-Elaine Gillis

**“I CAN’T
AFFORD IT”**

"I always thought I couldn't afford Bootcamp. But when I figured out how much inventory I was buying that wasn't selling, I realized I couldn't afford NOT to do it. My lowest growth month since taking the course was 26% growth. My best was 700%."

-Nan Phillips



WHEN DOES THE COACHING START?

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

→ June 17th + 18th - Orientation

→ 1st class is June 24th

→ 1st guest expert is June 25th

BHOS Office Hours daily between June 2nd - June 19th

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.



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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NOT A HUB MEMBER YET?

FOR \$59/MONTH YOU'LL ACCESS:

- RETAIL CALCULATORS
- 14+ NICHE PRIVATE FACEBOOK GROUPS
- PLUG-AND-PLAY CONTENT CALENDARS & TEMPLATES
- ASK ASHLEY AI BOT
- SAVINGS WITH PARTNERS AND BRANDS
- INVENTORY EXCHANGE GROUP
- 250+ ON-DEMAND TRAINING MODULES
- WEEKLY LIVE EXPERT TRAININGS



JOIN NOW TO UNLOCK ACCESS



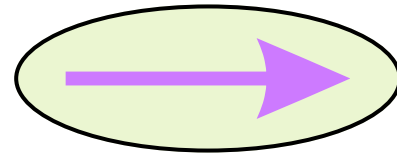
RETAIL
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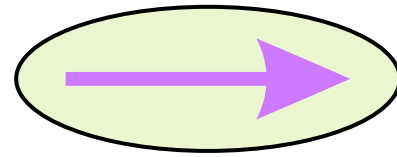
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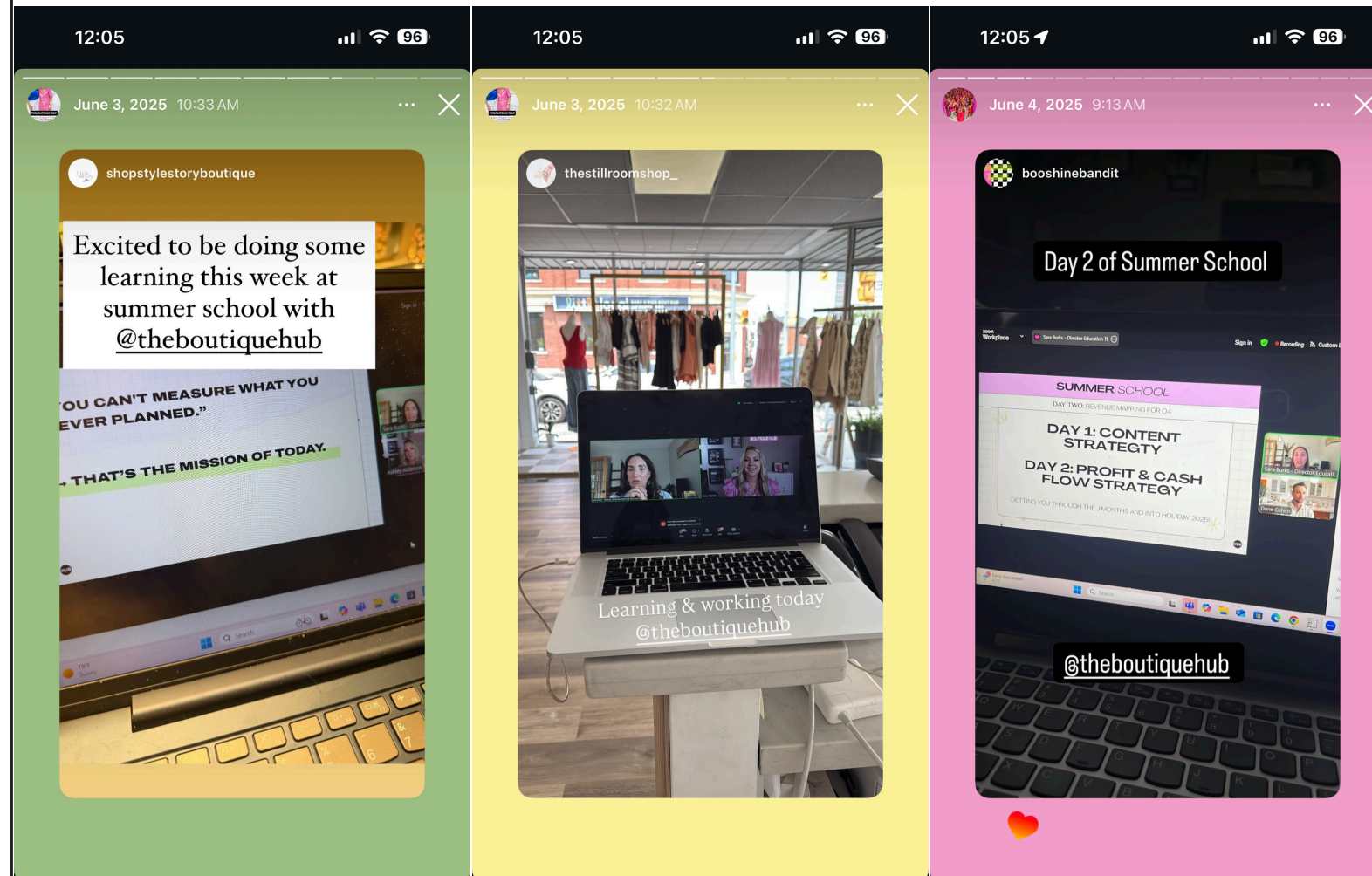
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