

the boutique hub's

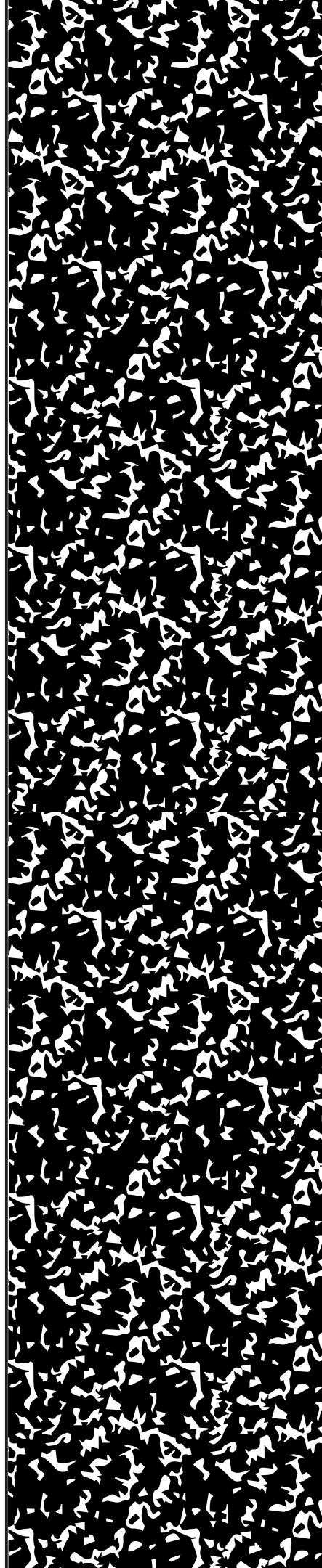
SUMMER SCHOOL

ASHLEY ALDERSON & SARA BURKS

DAY TWO: JUNE 3RD

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 I HANDED YOU AN EXTRA \$10,000 TODAY, WHAT WOULD YOU DO WITH IT?

- BUY INVENTORY**
- PAY BILLS**
- INVEST IN MARKETING**
- PUT IT IN SAVINGS**

LET'S TAKE A POLL...

Where do you think the MOST hidden cash is sitting right now?

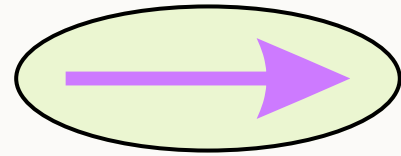
- **Sales opportunities**
- **Old inventory**
- **Discounts**
- **Expenses**

LET'S TAKE A POLL...

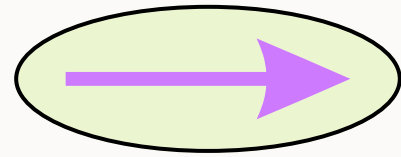
What describes your inventory today?

- **Fresh and moving**
- **Some old inventory**
- **Too much old inventory**
- **I'm afraid to look**

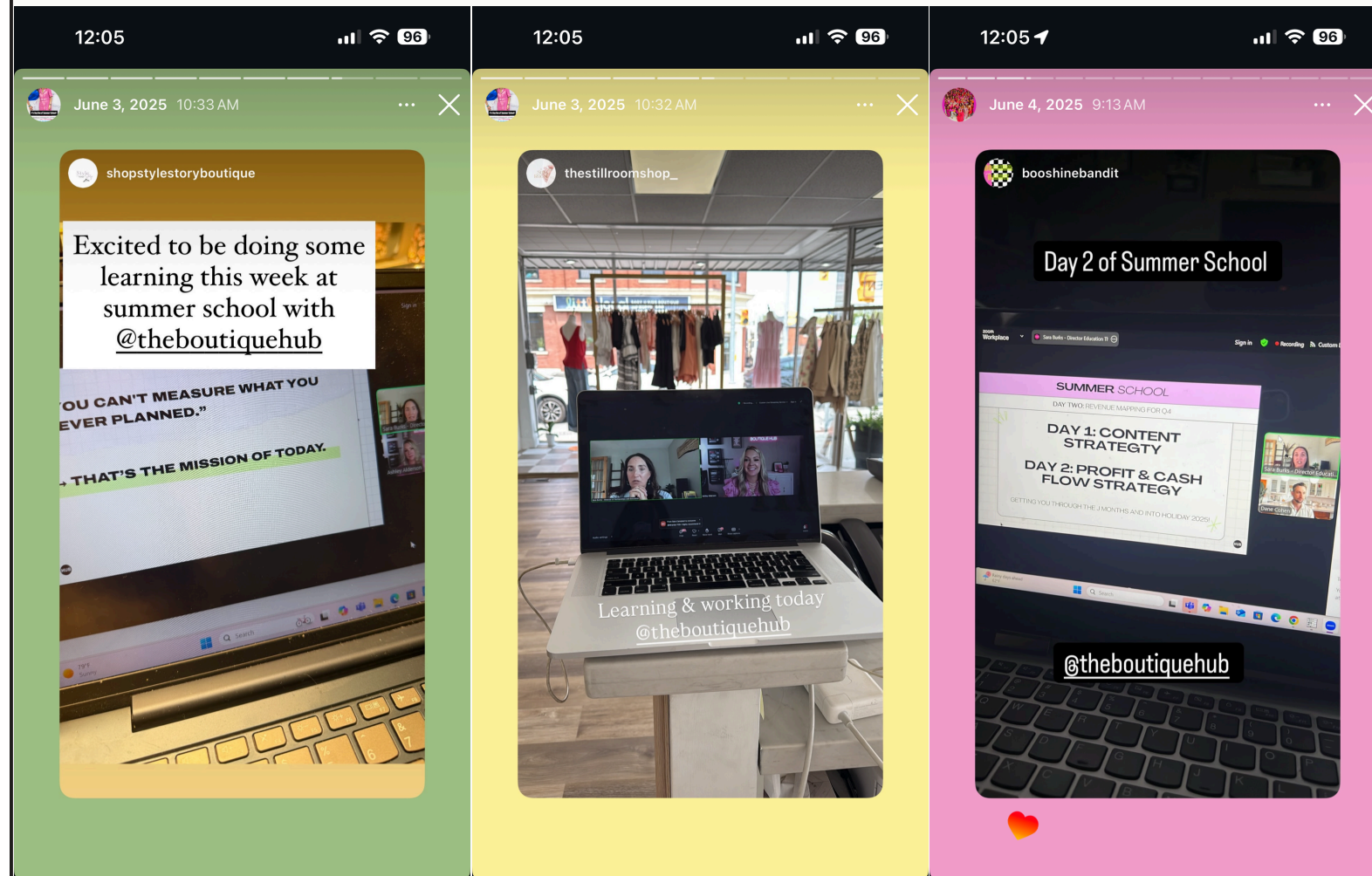
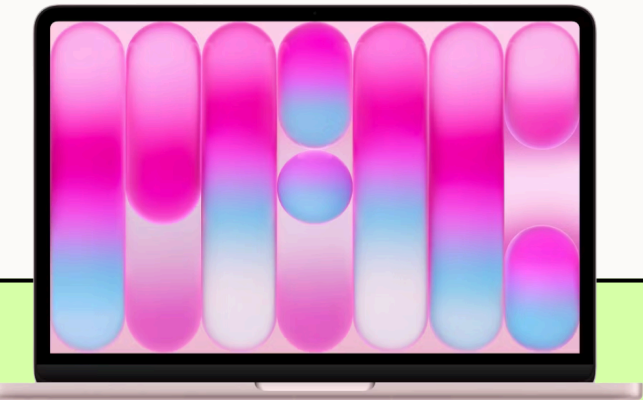
GIVEAWAY



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

SUMMER SCHOOL

DAY TWO: PROFIT



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



RECAP:

Yesterday you built the foundation that you can always build on, without it, you're another cheap, trendy boutique with no real soul.

- TODAY** →
- You're taking your solid foundation and finding even more profit hiding in it.
 - Where is your money hiding? Today we are going to uncover it.

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

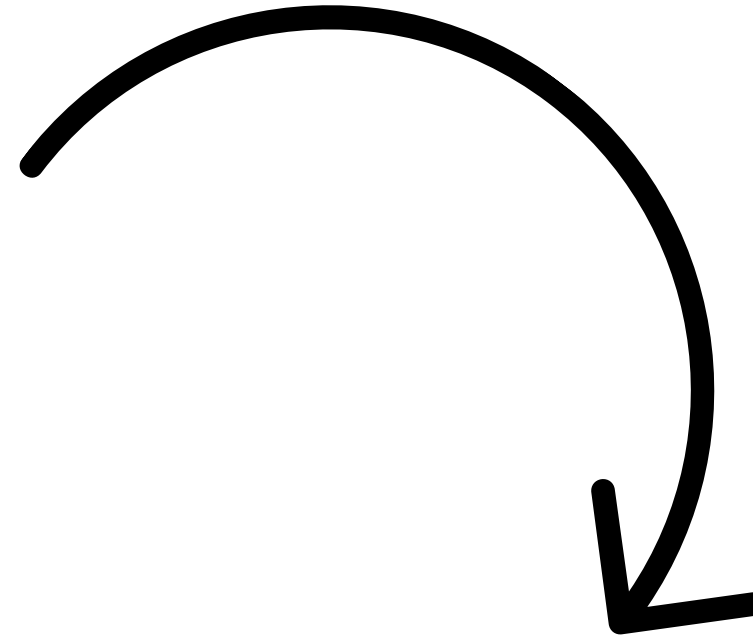
2. PRODUCTS & PROFIT

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

**STARTING
HERE**



2.

PRODUCTS & PROFIT

Accounting

Inventory

Profit First

AI Focus: Optimize Inventory Investing, Sell Through & Planning

4 BIGGEST DRIVERS OF CASH FLOW

Sales

Inventory

Margin

Expense
management



1. SALES

BOUTIQUE TRAFFIC FORMULA: PLAN THE AOV (AVERAGE ORDER VALUE), CONVERSION, AND TRAFFIC YOU NEED.

Step 1

Sales Goal ÷ Average Order Value = Transactions Needed

Step 2

Transactions Needed ÷ Conversion Rate = Traffic Needed

WHICH IS EASIER?

FINDING 500 NEW CUSTOMERS?

OR SELLING ONE MORE ITEM TO PEOPLE ALREADY SHOPPING?

1.SALES

RETAIL TRAFFIC FORMULA

SALES GOAL THIS WEEK / AOV = TRANSACTIONS NEEDED

TRANSACTIONS NEEDED / CONVERSION RATE = TRAFFIC NEEDED

GOAL BREAK DOWN: 500,000 Annual Goal / 12 months = **\$41,667 per month**

TRANSACTIONS NEEDED: \$41,667/ **\$60 AOV** = 694 orders per month

TRAFFIC NEEDED: 694orders/.**03 online conversion rate** = 23,133 site visitors per month

1.SALES

FIND 500 NEW CUSTOMERS: (MORE TRAFFIC)

SCENARIO 1:

CURRENT:

- TRAFFIC = **1,000**
- CONVERSION = 20%
- AOV = \$50

SALES = \$10,000

NOW ADD **500 VISITORS (MORE TRAFFIC)**.

- **1,500** × 20% = 300 CUSTOMERS
- 300 × \$50 = \$15,000
- INCREASE = \$5,000

1.SALES

INCREASE **AVERAGE ORDER VALUE**

SCENARIO 2:

KEEP TRAFFIC EXACTLY THE SAME.

KEEP CONVERSION EXACTLY THE SAME.

SIMPLY INCREASE AOV.

CURRENT:

200 CUSTOMERS × **\$50** = \$10,000

NEW AOV:

\$60

200 CUSTOMERS × **\$60** = \$12,000

1.SALES

INCREASE CONVERSION BY JUST 1%

SCENARIO 3:

1,000 VISITORS

CURRENT CONVERSION RATE:

2%

THAT MEANS:

1,000 VISITORS × **2%** = 20 ORDERS

LET'S ASSUME:

AVERAGE ORDER VALUE = \$75

20 ORDERS × \$75 =

\$1,500 SALES

1,000 × **3%** = 30 ORDERS

30 ORDERS × \$75 =

\$2,250 SALES

1.SALES

AOV

MERCHANDISING

PHOTOSHOOTS

ASSORTMENT PLANNING

SHOWING MORE

SOLVING PROBLEMS VS.
SELLING PRODUCTS

TRAFFIC

WHERE FROM NOW

ADDITIONAL POSTS

ADDITIONAL EMAILS

EFFECTIVE ADS

WHAT CHANNELS TO USE

CONVERSION

TRUST

PHOTOGRAPHY

WEBSITE OPTIMIZATION

PAGE SPEED

1.SALES

“ I wanted to share a win with you both. I just started tracking our Average Order Value since we have begun bootcamp. And I am offering my staff a bonus - \$150 gift card of their choice to whoever has the highest average order value each month. Since I have been tracking it, here's what has happened:

January - \$48.34

Feb. - \$45.63

March - \$55.60

April - \$59.59

May - \$66.75

June - \$64.86

July - \$70.45

Aug. - \$81.51 WILD!!!! So happy I joined the hub. I am learning so much!

- **Jackie, The Happy Southerner**



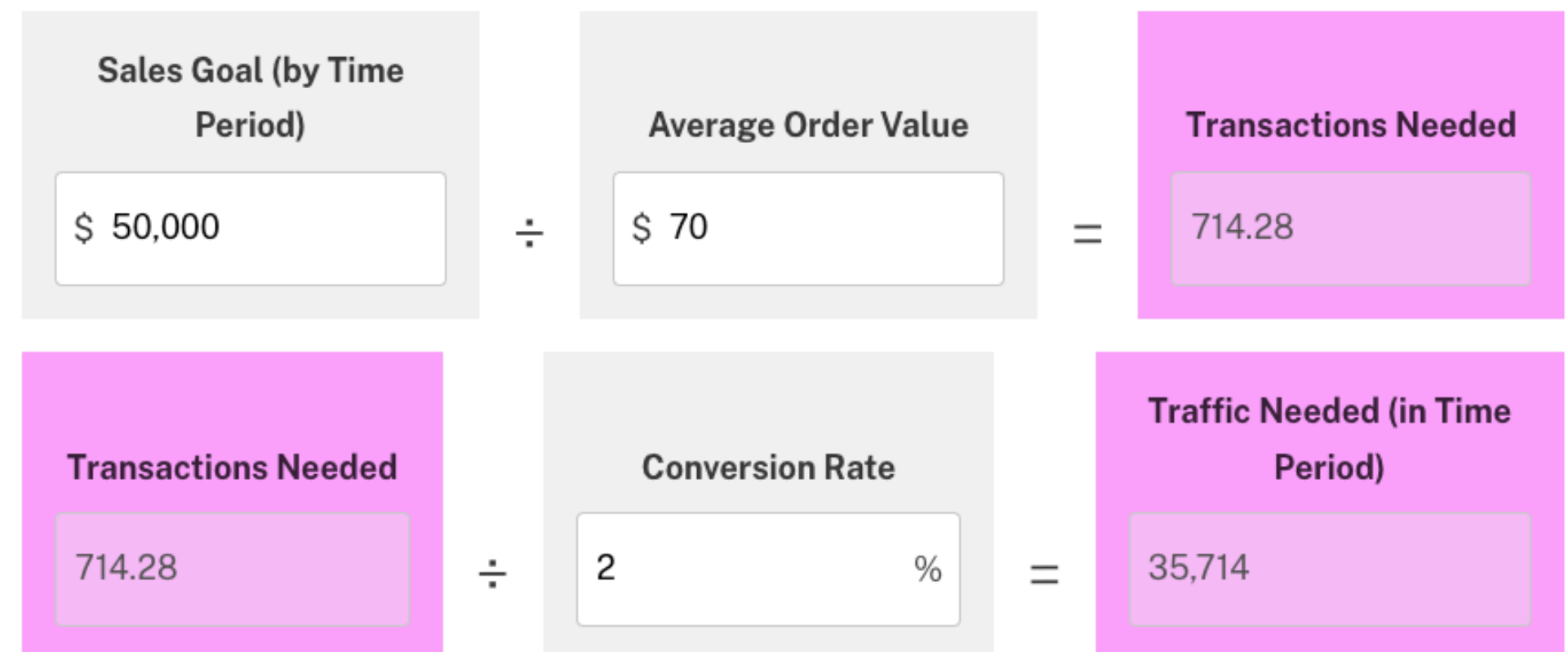
1.SALES

RETAIL CALCULATORS

- **Traffic Formula**
- **Sell Through Rate**
- **Cost of Goods Sold**
- **Inventory Turn**
- **Open to Buy**
- **Gross Margin ROI**
- **Sales Per Square Foot**
- **Current Ratio**
- **Where Does My Money Go?**

The Traffic Calculator helps you reverse-engineer your success. Instead of guessing or hoping more foot traffic or web clicks will magically lead to more sales, this tool gives you clarity. It shows you exactly how many people need to walk through your door or visit your website in order to reach your revenue targets – based on your average order value and conversion rate.

This tells you that you need X amount of traffic in the time period you have identified to reach your sales goal. The question becomes, what happens when your AOV changes, your conversion rate changes to make your traffic count decrease? And finally, where does the traffic come from?



1.SALES

HOW TO USE AI: ASK BHOS OR AI TOOL: BASED ON MY CURRENT CONVERSION RATE AND AVERAGE ORDER VALUE, WHAT IS THE FASTEST PATH TO INCREASE SALES BY 10%?

2. INVENTORY

HOW MANY OF YOU HAVE EVER SAID:

"I DON'T HAVE ENOUGH MONEY TO BUY INVENTORY."

OR

"I NEED MORE INVENTORY."

2. INVENTORY

HOW MANY OF YOU ARE SURROUNDED BY INVENTORY RIGHT NOW?

THOSE ARE NOT SWEATERS

THOSE ARE NOT CANDLES

THOSE SHOES

THOSE ARE NOT TRINKETS

THAT IS YOUR \$ _____

2. INVENTORY

HOW MUCH INVENTORY DO YOU HAVE ON HAND?

VS

HOW MUCH CASH DO YOU HAVE TRAPPED IN YOUR BUSINESS?

2. INVENTORY

FRESH INVENTORY (0-60 DAYS)

- THIS INVENTORY STILL HAS POTENTIAL.
- FULL TO HIGH MARGIN OPPORTUNITY.
- HIGHEST CUSTOMER INTEREST.

WARNING INVENTORY (60-90 DAYS)

- START PAYING ATTENTION
- SOMETHING ISN'T RESONATING.
- INVENTORY IS BEGINNING TO SLOW.

2. INVENTORY

AGING INVENTORY (90-180 DAYS)

- NOW IT'S COSTING YOU MONEY.
- NOT BECAUSE IT'S BAD.
- BECAUSE IT'S OCCUPYING:
 - SHELF SPACE
 - WEBSITE SPACE
 - MARKETING SPACE
 - CASH FLOW

ZOMBIE INVENTORY (180+ DAYS)

- THIS INVENTORY ISN'T HELPING YOUR BUSINESS ANYMORE.
- IT'S JUST HANGING AROUND.
- LIVING RENT FREE.

2. INVENTORY

EVERY PRODUCT ON YOUR SHELF IS EITHER PAYING RENT OR TAKING UP SPACE.

- 60 - 90 - 180-DAY-OLD INVENTORY,
 - IT IS DYING AND COSTING YOU \$ EVERY DAY

HOW TO USE AI HERE:

- EXPORT INVENTORY AGING REPORT
- UPLOAD IT TO AI
- PROMPT: IDENTIFY THE PRODUCTS TYING UP THE MOST CASH AND RECOMMEND ACTIONS TO FREE UP \$X WITHIN 30 DAYS.

3. MARGIN

Sales don't solve cash flow problems.

Profit solves cash flow problems!

Most retailers believe:

"If I can just sell more stuff, everything will be okay."

Truth:

"Not all sales are created equal."

3. MARGIN

You buy an item from a vendor.

- Cost = \$50
- Retail Price = \$100

TIP: 50% markup - NOT ENOUGH

3. MARGIN

Think like the customer!

You see: INVESTMENT (MAKE \$50)

- **you want to make as much \$ on this investment as you can**

Customers see: a “THING”

- **they want to feel good about themselves**

3. MARGIN

STORY: 3 or 4 customers come in to store or 100s to online and don't buy - PANIC sets in. DISCOUNT... right or wrong?

EXAMPLE 1: \$100 ITEM AT 50% MARGIN SOLD AT 20% OFF

- Imagine you sell 100 units. At FULL PRICE
 - $100 \text{ units} \times \$50 \text{ profit} = \$5,000 \text{ gross profit}$
- Now at 20% Off
 - $100 \text{ units} \times \$30 \text{ profit} = \$3,000 \text{ gross profit}$
- **You've lost \$2,000.**
- To recover that profit: $\$5,000 \div \$30 = 167 \text{ units}$
 - *You must sell 67 additional units to make the same profit (**Thats a lot of work**)*

3. MARGIN

3 or 4 customers come in to store or 100s to online and don't buy - PANIC sets in.

EXAMPLE 2: 40% OFF EXAMPLE

- 100 UNITS × \$10 PROFIT = \$1,000 GROSS PROFIT
 - YOU'VE LOST \$4,000.
 - TO RECOVER THAT: \$5,000 ÷ \$10 = 500 UNITS
 - YOU MUST SELL 400 ADDITIONAL UNITS.

LIGHT BULB MOMENT

- This store, which normally sells 100 units, now needs to sell 500 units just to earn the same gross profit
- Discounting feels good in the moment but creates a cash-flow problem later.

3. MARGIN

- **WHAT TO DO INSTEAD:**

- First, improve merchandising.
- Then improve selling strategy
- Then bundle products.
- Always show/create value first.
- Then, selectively discount aging inventory.

HOW TO USE AI HERE:

PROMPT - What is the impact on my gross profit if I discount everything 20% versus liquidating only my oldest inventory?

3. MARGIN


**TRUTH: The Hidden Cost of
Panic Discounting**

**Makes your future self work
HARDER!**



4. EXPENSE MANAGEMENT

Who has felt this?

SALES = 

BANK ACCOUNT = 

4. EXPENSE MANAGEMENT

WHERE DOES MY MONEY GO?

Percent of Total Sales (sales - taxes)

BENCHMARKS FOR THE RETAIL INDUSTRY

- RENT 10-12%
- LABOR/PAYROLL 10-15%
- MARKETING 3-5%
- ADMINISTRATION 4-5%
- OTHER 4-7%
- INVENTORY (COGS) 50-52%
- SAVINGS +/- 10%

OUR RETAIL CALCULATORS

Where Does My Money Go?

Why is this important?

Running a retail business without a money allocation plan is like grocery shopping without a list — you might come home with a cart full of snacks but forget the milk and bread.

That's where the "Where Does My Money Go?" formula comes in. It's not just about tracking what you spend, it's about being intentional with every dollar earned. Small business retailers need to know how to divide income across key categories — like rent, payroll, admin, marketing, overhead, and savings — so they can make confident decisions, avoid surprise shortfalls, and plan for growth.

Think of it like assigning a "job" to every dollar in your business. Because if you don't tell your money where to go, it will decide for you — and it usually chooses chaos.

Total Sales (sales - taxes)	
	\$ 500,000
RENT	\$50,000.00 (10%)
PAYROLL	\$75,000.00 (15%)
MARKETING	\$25,000.00 (5%)
ADMIN	\$25,000.00 (5%)
OTHER	\$25,000.00 (5%)
INVENTORY (COGS)	\$250,000.00 (50%)
SAVINGS	\$50,000.00 (10%)

4. EXPENSE MANAGEMENT

WHERE SHOULD MY \$\$\$ GO WHEN I SELL A \$100 IN PRODUCT?

IN A HEALTHY RETAIL BUSINESS, THAT \$100 MIGHT LOOK LIKE THIS:

<u>BUCKET</u>	<u>TARGET</u>
PROFIT/SAVINGS	\$10
INVENTORY (COGS)	\$50-52
LABOR/PAYROLL.	\$10-15
RENT	\$10-12
MARKETING	\$3-5
ADMINISTRATION	\$4-5
OTHER EXPENSES	\$4-7

PROFIT ISN'T WHAT'S LEFT OVER - PROFIT IS A PLANNED BUCKET.

4. EXPENSE MANAGEMENT

ALL TOO OFTEN WHEN I SELL A \$100 IN PRODUCT?

IN MANY RETAIL BUSINESSES, THAT \$100 MIGHT LOOK LIKE THIS:

<u>BUCKET</u>	<u>TARGET</u>
INVENTORY (COGS)	\$60-65
LABOR/PAYROLL.	\$18-22
RENT	\$15-20
MARKETING	\$10
ADMINISTRATION	\$10
OTHER EXPENSES	<u>\$10</u>

YOU'VE SPENT \$123+ OF YOUR \$100

- WHAT IS MISSING?

4. EXPENSE MANAGEMENT

Every \$ that enters your business goes somewhere.

One of the buckets:

- **Inventory**
- **Rent**
- **Payroll**
- **Marketing**
- **Profit**
- **ect**

THE BIG QUESTION:

Which BUCKET is stealing money from other buckets?



ACTION: TRAIN YOUR AI ON THE DATA

Prompts to use weekly with your data to project what to do next

1. Load expense exports to AI, to categorize your: Where does my money go formula.
2. Use our benchmarks to have AI help you work backwards to the goal targets.

OR...

WHAT IF RATHER THAN YOU DOING THIS BY YOURSELF – WE DID IT TOGETHER? HERE'S HOW WE'RE BUILDING AN AI OPERATING SYSTEM TO HELP DO THIS FOR YOU DAILY.



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**





**"Retail Bootcamp is a GAME CHANGER!
My business has exploded in 3 short
months and I was able to reach my
yearly sales goal with the 4th quarter to
go all just because I got in a
relationship with my numbers!"
*-Vicki Rasmussen***

HOW FAST IT WORKS

**"In just four sessions I have learned how to create email campaigns, better
understand my margins and profitability, set business goals and build a
roadmap to reach them."
*-Morgan Durbin***



THE MISSING PIECE TO YOUR BUSINESS

“

"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

"I learned so much I didn't know I really needed to know. I had no idea I needed to know about analytics or how to do a good flat lay. Now I'm still not a professional but I have improved dramatically."

-Misty Evans

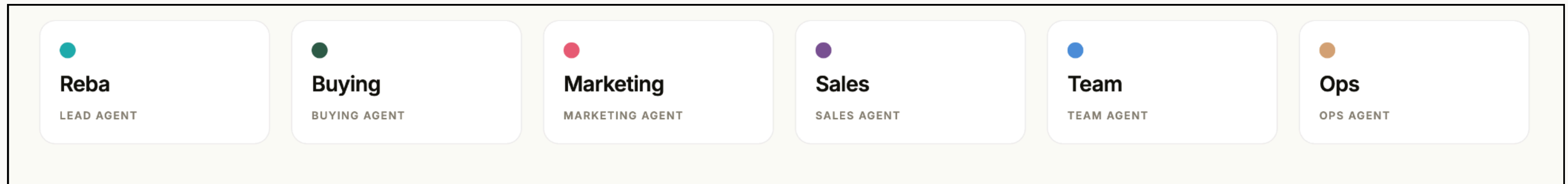
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**YOU DO NOT NEED TO WORK
HARDER TO GROW.**

**YOU NEED A SMARTER
OPERATING SYSTEM.**

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.

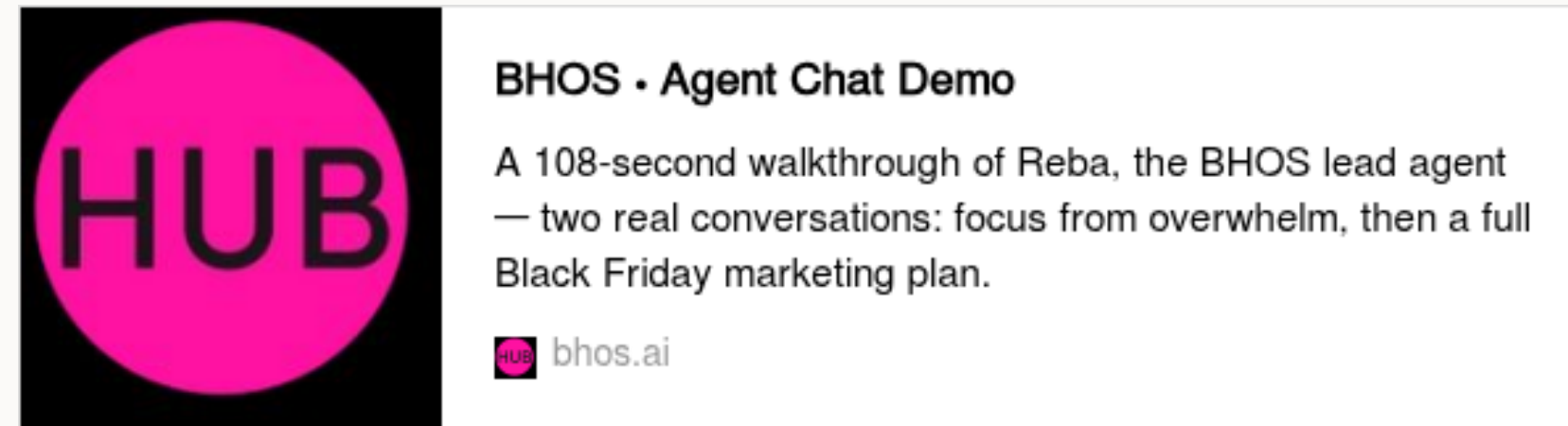
<https://boutiquehub.bhos.ai/knowledge-demo>

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

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.

**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

→ 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.



**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.



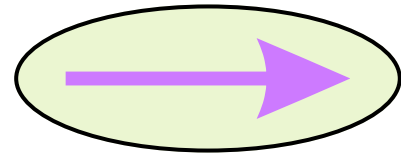
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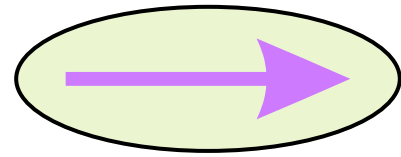
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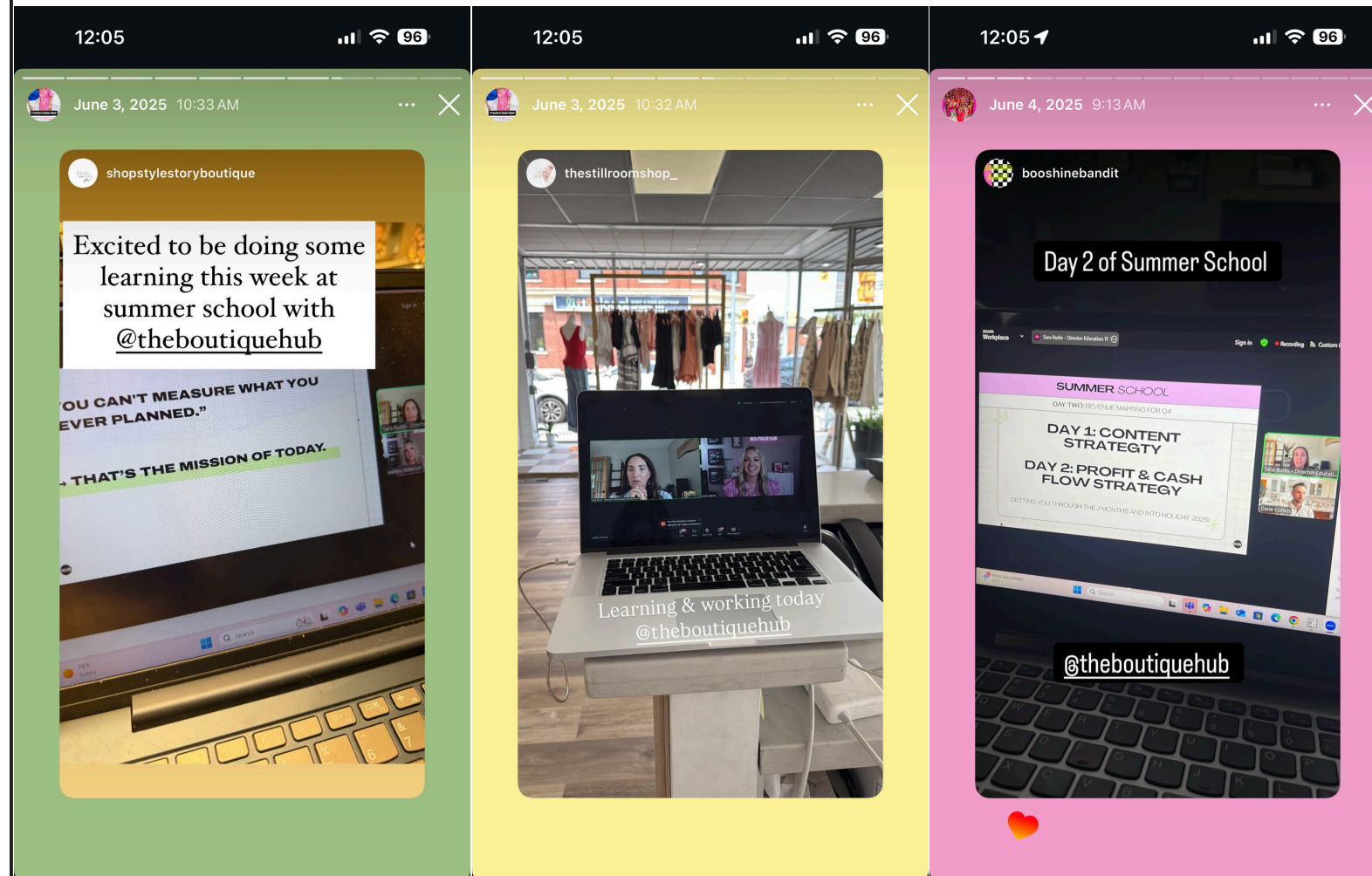
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Apple Neo Notebook computer

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

SUMMER SCHOOL

DAY THREE: COMING TOMORROW>>>>>



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



RETAIL
BOOTCAMP
ACCELERATOR



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

