

# Company Overview



# We exist to inspire Women Over 40 to re-invent themselves, ignite hope through Entrepreneurship, and embrace their 2nd Chances in their 2nd Chapters of Life!



Each of our 4 Divisions specializes in building up our clients to compete successfully in the marketplace as small business owners.

We help you begin your entrepreneurial journey by empowering your heart and mind through life purpose coaching and courses designed to help you authentically reinvent yourself into the woman and entrepreneur you want to be. (**Inspiration**).

We continue by lifting up your business building skill levels through online entrepreneurial education (**BEES**) and once you've launched that business you're going to need help in at least one of the following areas:

1. Online Events Coordination for your virtual meetings, webinars, conferences, and summits,
2. Book Marketing Launch Services for the self-publishing new authors/entrepreneurs on physical, audio, and digital platforms,
3. Website Development & Design, and
4. Basic general business services. (**Friday VA**).

Television is the ultimate exposure for your business. Well, we have you covered there because we create and design shows for our clients that feature your brand front and center. Obviously, we provide traditional broadcast-ready video advertising too. Our potential audience reaches through our new ROKU channel is over 200M (**BGTV**)!



**work**

**life**



**THE BUSYGAL  
INSPIRATION  
MISSION...**

To help you reinvent your life and  
move you forward in your purpose  
as an educated, empowered and  
connected entrepreneur.



## The Services We Provide

- Life Purpose Coaching To Help Reinvent YOU - 1 to 1 Consultations & Groups
- Purpose Driven Events to Empower and Encourage Women Over 40 Towards Camaraderie & Entrepreneurship
- Membership Discount Opportunities with Online Entrepreneurial Education Built In
- Masterminds to build a place of TRUST, RAPPORT AND RELATIONSHIP where everyone in the group is committed to Process and Each Other



Entrepreneurial  
WOMEN  
OVER 40



*"As a Certified Life Coach, when supporting my clients, I like to focus on exploring YOUR agenda, identifying YOUR goals and challenging YOU to create strategies that will take you forward. I trust your inner wisdom and I make it possible for you to make changes at your own pace. What I do, is simply hold you accountable to YOURSELF about the progress you are making, and I encourage you to build confidence and stay authentic to your own life purpose."*

*Felicia M. Lopes  
Founder/CEO - BusyGal, LLC*



## **THE BUSYGAL BEES MISSION...**

To cultivate your entrepreneurial mindset and empower you with the knowledge, tools, and resources you need to succeed so that you can confidently launch your new business as a Woman Over 40 Entrepreneur.



# BusyGal B.E.E.S.

Business Entrepreneurial Education System



## The Services We Provide

BEES is an online education solution that provides tools and resources which enable students to become financially successful entrepreneurs and savvy business owners.

- You'll discover exactly how to think like a business owner and develop your profitable business model that generates top revenue for you and your enterprise.
- You'll get online educational modules from BusyGal BEES 8 Core Courses with startup business tools.
- You'll skip past all the mistakes and obstacles that stop MOST new entrepreneurs dead in their tracks and be provided with the knowledge, skills and motivation to attain entrepreneurial success in a variety of settings.
- You'll learn creative solutions for small business problems, and ultimately develop the skill of "thinking like an entrepreneur" so as to turn negative situations into positive opportunities for your small business to thrive.

We offer...

- 8 (10 Hour) Core Courses
- 1 Curated 12-Module (12 Hour) Super-Course (Trailblazers)
- 3 easily affordable monthly E-Learning Module Subscription Plans that start at \$59/mo. and
- An 80 hour self paced online curriculum - **The Maven Curriculum** which features all 8 of our ten-hour interactive Core Courses + 20 hours of bonus materials. Lifetime access to all eight courses + all the bonuses are included in the curriculum.





## **THE BUSYGAL FRIDAY VA MISSION...**

To make you irresistible to your target clients through our online services which include Events Management, Book Launch and Marketing, Website Design, Strategic Content Creation, and General Office Administration Services



## The Services We Provide

### Online Events Management Services

- Plan, Deliver and Follow-up on all Event Details, so it's off your plate!
- Conduct an Event Assessment
- Build your event plan
- Set up the event technology
- Market and Promote your event
- Prepare for the event utilizing timelines and connecting with influencers
- On day of show - moderate and manage the event
- After the event - Edit and Produce Event Recordings
- Package and Distribute Event Replays
- Repurpose Event Content
- Track and Evaluate Event Results

### Website Design Services

- Dedicated Specialists
- Live remote access support
- Free Software upgrades
- Multi lingual support
- Unlimited site modifications
- Rich Text & WYSIWYG Editing Tool
- Google fonts integration
- Exclusive Partner Program
- Dual Layer Firewall Protection
- Unlimited Site Traffic
- Unlimited Storage Space

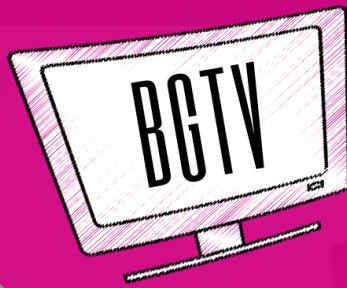
### Book Launch & Marketing Services

- Conduct a Reasons and Goals Assessment of Author needs
- Develop and execute a community building strategy
- Develop content marketing strategy
- Create all graphics, website, and video content - all social platforms, blogs, Facebook Live/YouTube/LinkedIn shows
- Develop CRM and Email Strategies and Programs
- Research and connect with targeted influencers, authors, podcasters, and bloggers
- Develop and seek out strategic public relations by connecting with industry magazines and guest post opportunities
- Connect with and develop the Amazon, Kindle, Good Reads, and Audible relationships for the Author

### Content Creation Services

- Design graphics for all social media platforms
- Presentation development
- Brochure design
- Website graphics and pictures
- Landing Pages development
- Repurposing of existing content





## **THE BUSYGAL TELEVISION MISSION...**

To inspire, educate and entertain by broadcasting mainstream stories from diverse populations. The types of shows we broadcast include news, business educational programming, interview and variety series, scripted comedies and dramatic series, documentaries, and theatrical made for tv films, for and about women, specifically with a focus on the entrepreneurial over 40 set.



# BUSYGAL TELEVISION



## The Services We Provide

BusyGal Television is a new ROKU Channel launching in Spring 2021. The infrastructure is being built now. BGTV will be on all the major streaming platforms, such as Amazon Fire; Apple TV, Comcast, Xfinity, and Chromecast just to name a few. Because BGTV is a part of the Z-TV Network, BGTV has a potential reach of over 200 million viewers. BGTV will provide Streaming, Pay Per View, and On Demand programming & shows via both Free and Subscriber based media platforms.

BGTV programming will encourage and entertain Women Over 40 to build strong businesses while concurrently providing a media outlet designed for patrons' new small businesses to come alive and potentially be accessed by well over 200 million users globally on a daily basis.

BGTV has the ability to provide television production services for our clients' businesses should they want to utilize this new and robust business platform of creating shows that are branded to their business interests in a space where they can compete globally, where previously only larger companies existed due to their access to huge marketing dollars. Programming options and shows will include talk and interview as well as reality based formats, syndicated programming, and current and original films that feature women — and as much as possible, women-over-40 — as taking the reins of industry and business, no matter what industry or business they spearhead. BGTV will feature women who are accomplished on their own terms. Shows will feature compelling, interesting, and emotionally charged storytelling that inspires viewers to take action and build businesses of their own.



# The Reason We Exist

A lot of women over 40 are in Transition and find that we are having a difficult time getting and/or staying employed as we are now seen as "old and no longer relevant" to this youth-obsessed, millennial-driven society. It seems that our professional and life experiences are not valued in the majority of corporate culture, so entrepreneurship is the only path left for us! As such we are faced with the daunting task of determining what we are going to do with the rest of our lives. What is that "next thing" going to be? I say it is time to inspire Women Over 40 to re-invent themselves, ignite hope through Entrepreneurship, and embrace their 2nd Chances in their 2nd Chapters of Life! That journey is what I call, becoming a BusyGal! Feel free to reach out to me via email at [FeliciaMLopes@BusyGalCorp.com](mailto:FeliciaMLopes@BusyGalCorp.com).

Warmly,

Coach Felicia M. Lopes