



www.mamahustleco.com



LAUNCH
AND LEAD
MAMA
CONFERENCE
PACKET



MAY 4th – 8th, 2020



www.mamahustleco.com

WELCOME

Hey Beautiful!

It is my great pleasure to welcome you to the 1st Launch and Lead like a Mama Virtual Conference.

As we navigate the complexity of our new environment with running our businesses, teaching our littles or simply trying to get some quiet time to think - YOU ARE NOT ALONE. The work "adjustment" has rang for ever true these past few weeks. As we adjust, we continue to evolve to be the best version of ourselves. Don't give up, Mama! You can launch and lead on your terms.

The Launch and Lead like a Mama Virtual Conference is geared to engage, elevate and evolve you to succeed at home + hustle. We know your time is valuable so this conference gets straight to the point. Our expert panels (12pm-1pm EST) are ready to give personal and professional authentic advice and actionable steps in the areas of legal, finance, authorship, health and wellness to name a few. Our social hour (9pm-10pm EST) will provide real-time social networking and concentrated time to conquer those To-Dos. I'm so excited to slay out the conference with a Virtual Brunch for Mamas on Sunday, May 10th at 1pm.

Let's Celebrate #MotherhoodTogether.

In Hustle and Love,



Latosha



www.mamahustleco.com

AGENDA

Monday, May 4, 2020

12pm-1pm

- Welcome and Opening Remarks
- Discussion: Leading your Way with Angel McCoy & Latosha Frink Harrison
- Power in the WHY – Latosha Frink Harrison

9pm-10pm

Social Hour: Virtual Co-Working

- Activity: The Hustle List

Tuesday, May 5, 2020 - Women's Health Panel: The Hustle of Your Health

12pm-1pm

- Nina Bryant , Knives and Aprons
- Dr. Ndidi Amutah-Onukagha, Amaka Consulting
- Dr. Jennifer Edwards, The Wellthy Academy

9pm-10pm

Social Hour: All Things Digital with Hafsa Naseem

Wednesday, May 6, 2020 – Legal Panel: Protect your ISH

12pm-1pm

- Tyra Hughley- Smith, Hughley Smith Law Firm
- Stacey Long Simmons, Black Women's Roundtable Network

9pm-10pm

Social Hour: Virtual Co-Working – What are you Reading?



www.mamahustleco.com

- **Start with Why – Simon Sinek**
- **Finding my Voice- Valerie Jarrett**

Thursday, May 7, 2020 – Finance Panel: Lets talk about Coins

12pm-1pm

- **Nadine Moore-Smith, 3-IT Accounting and Technology**
- **Cassandra Cummings – The Stocks and Stiletto Society**

9pm-10pm

Social Hour: All Things Digital with Hafsa Naseem

Friday, May 8, 2020 – Author’s Circle: Get ‘em with the pen

12pm-1pm

- **Judine Slaughter, United Black Writers Association**
- **Donna Pryor, Bone of my Bone and Flesh of my Flesh**

9pm-10pm

Social Hour: Moms Night In with Ms.B Have

*Here are some pre-conferences activities and educational resources provided
by our speakers.*



www.mamahustleco.com



Keeping Couples Connected

www.thepryorexperiencegroup.com

Donna Pryor - Get 'em with the Pen Panel

Points To Ponder

1. **Passion/Purpose**: What are you most passionate about? What brings you joy? What cause do you want to champion? These are things to consider when deciding your writing topic. My passions are marriage and family so most of my writings center around those topics. Connection to your topic brings authenticity to your writing.
2. **Priority Management**: You'll never "have" the time to write. You must "make" the time to write. You must make writing a priority which means you will have to sacrifice something else i.e those 6 hours binge watching Netflix could have been your next chapter.
3. **Research**: Don't just research your topic, research EVERYTHING! Research the writing process, publishing, editing, marketing, illustration, web-design, public relations, royalties, taxes, etc. Don't just learn the trade, learn the business.
4. **Resources**: Have a budget! There are many ways to publish a book and each vary in money cost and time cost. Know how much money and time you have to give to your project. Can you learn web-design and create your own website for your book? Maybe you don't have the time or the skillset, so you need to hire someone to do that task. Count the cost and know your budget for each part of your project.



www.mamahustleco.com



Judine Slaughter

Websites: <https://byanyinknecessary.org>

<http://authorsden.com/unitedblackwritersassociation>

Facebook: ByAnyInkNecessary

Contact Us: blackwriters@gmail.com

Ted Ideas Worth Sharing

Get comfortable with being uncomfortable: Luvvie Ajayi - bit.ly/lajayi

The danger of silence: Clint Smith – bit.ly/smithclinton

Pen to Paper Book Resources

Learning Self-Therapy Through Writing: An experience in Creative Writing

By Dr. Nathaniel Gadsen (Irvine, CA: Universal Publishers)

The journal explores three basic questions, who am I, what can I do, and what do I want to do? Then the book challenges you to get started today. The journal is unique because it guides you through very creative but simple exercises that help you visualize your inner most thoughts and fears, while empowering you to move forward.

Start Where You Are: A Journal of Self-Exploration

By Meera Lee Patel (New York, NY: TarcherPerigee)

An interactive journal designed to help readers nurture their creativity, mindfulness, and self-motivation. It helps readers navigate the confusion and chaos of daily life with a simple reminder: that by taking the time to know ourselves and what those dreams are, we can appreciate the world around us and achieve our dreams.

Free Writing Courses

edX Free Writing Courses - <https://www.edx.org/learn/writing>

The Crafty Writer's free online creative writing course, presented by Fiona Veitch Smith, a freelance journalist, editor, author, playwright, screenwriter and writing teacher.

Mama HUSTLE & CO.™

Moving Motherhood Forward, One Mamapreneur at a time

YOUR BUSINESS WHY



Latosha Frink-Harrison
CreatHER- InnovatHER- LeadHER

@mamahustleco



www.mamahustleco.com



YOUR BUSINESS WHY

THANK YOU FOR DOWNLOADING THE “WHAT IS YOUR BUSINESS WHY?” GUIDE

What does that mean exactly and why do I need it?

Your Business Why are the facts that substantiate why you created your business to market to a specific audience.

LETS CLEAR A FEW THINGS UP...

Your Personal Why does not equal Your Business Why.

Your Personal Why derives from a place of emotion and/or experience.

Your Business Why derives from a place of facts and figures.

For example:

1. I want to be motivational speaker because I just completed a marathon.
The Personal Why is a personal achievement that ignites a call to action.
2. My family member died of a drug overdose so I want to start a nonprofit focused on drug prevention.
The Personal Why is the experience of grief or rage that ignites a call to action.

The Personal Why lights the fire which is important **HOWEVER** what sustains the fire is Your Business Why.



YOUR BUSINESS WHY IS ROOTED IN DATA

Data drives Big Decisions

Data is rooted in demographics, trends, statistics to name a few.

Here are starter questions to define your Business Why:

- Who is the demographic for your business?
- What does your demographic look like?
- What is age range?
- What is their salary range?
- What does your demographic need?
- What type of business should be establish to cater to your demographic?
- How much will you charge your demographic?
- How will you service your demographic?
- What experience will your need to cater to your demographic?
- What should your marketing look like to cater to your demographic?



LET'S EXPLORE DEMOGRAPHICS

Demographics define and determine the segment of the population you are targeting

Activity Time: Research is Key!

American Fact Finder (<https://factfinder.census.gov>)

Powered by the U.S Census Bureau, the American Fact Finder provides popular facts (population, income, etc.) and frequently requested data about your community.

Here's a quick activity! Go to the site and research your demographic

List your top three data points that you discovered about your demographic:

- _____
- _____
- _____

Bureau of Labor Statistics (<https://www.bls.gov>)

The Bureau of Labor Statistics (BLS) of the U.S. Department of Labor is the principal federal agency responsible for measuring labor market activity, working conditions, and price changes in the economy. Its mission is to collect, analyze, and disseminate essential economic information to support public and private decision making. As an independent statistical agency, BLS serves its diverse user communities by providing products and services that are accurate, objective, relevant, timely, and accessible.

Here's a quick activity! Go to the site and research your demographic

List your top three data points that you discovered about your demographic:

- _____
- _____
- _____



BASED ON THIS ACTIVITY WHAT IS YOUR BUSINESS WHY?

WHAT ARE YOUR BIG 3 DATA POINTS THAT SUPPORT YOUR BUSINESS WHY?

- _____
- _____
- _____

WHAT ARE YOUR BIG 3 DATA POINTS THAT SUPPORT YOUR PERSONAL WHY?

- _____
- _____
- _____



YOUR BUSINESS WHY

Now that you have this information...

What's Next?

Book a session to discuss the comprehensive data points of your business and formulate a strategic plan around it!

Visit www.mamahustleco.com and request a consultation session.

Mama HUSTLE & CO.™

Moving Motherhood Forward, One Mamapreneur at a time

THE HUSTLE LIST



Latosha Frink-Harrison
CreatHER- InnovatHER- LeadHER
@mamahustleco



www.mamahustleco.com



THE HUSTLE LIST

THANK YOU FOR DOWNLOADING THE HUSTLE LIST

The Hustle List provides comprehensive checkpoints in building your **Business Data Story**

You may be asking... Checkpoints? Business? Data Story? Hustle?

WHAT DOES THAT ALL MEAN?

Lets talk about Hustle.

Hustle IS:

- H**eat to believe in yourself when everyone turns their back
- U**nique in your purpose, passion and power (no copy cats allowed)
- S**trength to power through when there is complete darkness or no end in sight
- T**actile in strategy and intent
- L**eadHER in her family, community and business
- E**xecution of your goal, purpose or project - PERIOD

I always say “Show me a Mama and I’ll show you Hustle.” Mamas have IT, yes we DO.

Whether it’s juggling the kids’ activities, meeting clients, playing Dr.Mom or going date night with your tenderoni. We are all pursuing our Power Path.

Have you discovered your Hustle?

What are those ideas that keep you up at night?

What keeps your mind racing with excitement because your have discovered “IT”?

An idea remains an idea until you put action to it.

THE BIG QUESTION HERE IS: ARE YOU HUSTLING WITH INTENT?

Whether we are CEO Home or CEO Hustle, we must lead it with Intent and it starts with our Hustle List.

HERE ARE THE BIG 3 “WHAT THE W” we must dig into when developing your Hustle List. These BIG 3 are the base points in building your business data story...



KNOW YOUR WHO

1. Who are you?
The core of business is YOU. It all starts with YOU
2. Who is in your Hustle Circle?
This is your crew that is learning, growing and executing with you
3. Who will you partner with?
Creating strategic partnerships to thrive and drive success with
4. Who are you trying to reach with your Hustle idea?
Your customer or community



KNOW YOUR WHAT

1. What are you seeking to achieve with your brand/idea?
2. What does your customer want/need?
3. What is the lifestyle of your customer/community?
4. What are your ideal customer characteristics?



KNOW YOUR WHY

Knowing your Why leads to understanding and navigating through “How to Define IT and Sustain IT”

1. What is your Personal Why?
2. What is your Business Why?
3. Why should your ideal customer choose YOU to fill their need?

READY TO EXECUTE?

Welcome Home... Now Let's get to Work!

This Hustle List will provide the foundation in capturing and validating your idea as well as establishing checkpoints to build your Business Data Story.



PREP ACTION #1 : PLAN

Grab a pen and writing pad.

If you don't write it down, it didn't happen

1. What is your IDEA?
2. What problem are you seeking to solve?
3. What are you seeking to achieve?



PREP ACTION #2: PRIORITIZE

Pull out your calendar and set aside time to put in the work.

1. What are you willing to give up to move forward



PREP ACTION #3: PERFORM

Channel your Personal Why to light the fire of your ambition and determination to Get This DONE

What drives you personally lights the fire. What does success mean to you?



THE HUSTLE LIST

Now that you have this information...

What's Next?

Book a session to discuss your Hustle List and formulate an execution plan around it!

Visit www.mamahustleco.com and request a consultation session.

10 Facebook Hacks to beat the engagement algorithm.

The facebook algorithm is indeed a tricky business - it can elevate your content or completely bury it.



Hack 1

The Frequency of Your Posts

What should be the daily frequency of your posts? One, two, or three posts a day?

The first post matters the most. Every following post is likely to get 60 fewer clicks than the previous one. Hence, in reality, the lesser you post, the more you get!

It is ideal to post once or twice daily, keeping in mind that the second one is posted at least 6 to 9 hours after the first one.



PRO TIP

Use Facebook Stories

When you have a lot to share, add stories! Keep the best content for your feed and add all other things to your story. This will help people get to know you, trust you, and like you! As per recent survey, 62% of people using Facebook are more likely to engage in a business or product that pops up in a Story.

Hack 2

Provide Value in Your Posts

Think about ways your posts can help people.

Post different but valuable content to help keep your followers engaged!

If your posts provide value, users will continue to follow you!



PRO TIP

Avoid being hung up on your Brand

It is very important to have a Brand, but more important to have valuable content!

Always look for what your followers respond to and then start working on your Brand.

Hack 3

Create Genuine Conversations and Ask Questions

Facebook is a platform which was created to bring the world closer together and the algorithm fulfills its purpose. Facebook wants its users to create conversations that are authentic. Asking questions on your post also gets a lot of attention from the viewers.



PRO TIP

Try beginning your questions with:

•Who •Would •Should •Which

Also, remember that questions starting with "Why" or "How" can either be a blessing or a curse. This is because such questions need a longer answer, thus very few people would like to answer them. However, Facebook likes longer comments as it sees your post as more valuable.

Hack 4

Never Use Links in the Description

You should not use links in the description of your posts, ever! Facebook does not like its users to leave the platform. Therefore, when the Facebook algorithm even “smells” a hint of any link, it stops showing it to the users. Once you focus on the rules, you know how you can achieve your goals!



PRO TIP

Put up your link in the comment section of your posts.

When you have a lot to share, add stories! Keep the best content for your feed and add all other things to your story. This will help people get to know you, trust you, and like you! As per recent survey, 62% of people using Facebook are more likely to engage in a business or product that pops up in a Story.

Hack 5

It Takes Time to Show Your Posts

It might take a long time, sometimes between 48 to 72 hours, for Facebook to show your posts to your friends. The simplest way to handle this is creating content that is relevant even after days or weeks it was posted.



PRO TIP

Create conversations in the comments

It is important to keep the post running in order to show it to more people around. For this, you need to reply to some comments one day, and later to the others.

This will help make your post look relevant for a longer time. Always remember if your content is getting enough engagement, it might affect your page.

Therefore, if your posts do not get a good response after 72 hours, just delete it!

Hack 6

Length of Your Videos

Most people often ask how long your videos should be.

The length of your videos really matter, but depending on your content. Facebook supports videos that are almost 10 minutes long, however, if you don't have much to say you can keep it short, or even record longer if there's a lot to say!



PRO TIP

Be “unfiltered”

Sometimes it is perfectly okay to go natural “unfiltered” and without a lot of editing. This helps connecting with our audience to the next level but again, you need to see when you can use this and when your brand calls for perfect editing.

Hack 7

Posting your Video Vertically

Nowadays, most experts record their videos in vertical mode. This way it feels native to Social Media Apps like Facebook and Instagram. Yet sometimes, landscape mode might also work better so it is then totally up to you!



PRO TIP

Suggest viewer to tap for the sound

A neat way to work around the silent auto-played Facebook videos is to suggest viewers tap for sound with a pop-up. Pop-ups can sometimes be annoying so it has to be designed and timed appropriately to create a non-disruptive effect.

Hack 8

Avoid Fishing

It is not recommended to use phrases such as share this video, comment below, or tag your friends. Not only should you refrain from writing them but also saying them in your Live videos since the algorithm is “listening” to every word you say. And such phrases will decrease the number of people it shows your videos to!

Use different phrases like share the love or smash the heart button!

Algorithm does this because it wants to promote real content for professional conversation starters like us!



PRO TIP

Try using Graphics and Emojis

You can substitute words with certain emojis like using a sun emoji in place of an “o” when you want to write “comment below”. This way you are good to go but overdoing it might make your content too spammy!

Hack 9

Training the Algorithm

Engaging with your friends a few minutes before posting your content might prove to be beneficial.

Go to your Facebook Messenger and see who is online and say “Hello” to them! This helps in warming up the algorithm.

Next, post your content and start replying to the comments under it. The more active you will be, the more views you are likely to get!



PRO TIP

Go and comment and like on other people's posts

Before you go posting on social media or doing Facebook lives, go and comment and like on other people's posts.

Facebook rewards those who engage – not just expect others to engage with them.

Hack 10

What is the Best Time to Post?

A lot of people suggest posting your content when more people are online.

Yet posting outside of business hours gives great results!



PRO TIP

Try posting between 9 pm and 11 pm instead of the usual 11 am, 3 pm, and 7 pm.

So these are the latest and great hacks for the Facebook algorithm which will definitely help you grow on Social Media in the year 2020!



CEO and founder, Hafsa Naseem started her journey in 2007. She has worked for businesses around the world, primarily, the UK, USA, and Australia, providing them content solutions for their business. With increasing home-based businesses in Pakistan, with the majority being owned by women entrepreneurs, the need for the right skills for communication became vital. She drifted to the local market with a passion to help women contributing to the economic system of Pakistan. CareeHer hence became a product of passion and need.

CareeHer is a virtual platform for women around the globe providing training and services of valuable content creation to enable entrepreneurs to communicate their brand, like a pro, behind the screen. From Personal Mentoring sessions to Team training we help you scale up your digital businesses and save costs.

Reach out for a team and individual training for digital content marketing or book our content creation team for all your content needs.

Info@careeher.com

Careeher.org



AMAKA

Consulting and Evaluation Services, LLC

By Ndidiama N Amutah-Onukagha, PhD,
Founder of Amaka Consulting and Evaluation Services, LLC
www.amakaconsulting.com

3 Salary Negotiation Tips for Women

As a woman (and as a BOSS woman!) you need to know how to negotiate for yourself to get what you truly deserve! Here are 3 tips to help you negotiate like the fabulous and fearless woman that you are.

1. Closed Mouths Don't Get Fed

The biggest mistake a person can make is to accept an offer at face value without making further inquiry and really exploring everything that the company is offering (or should be offering!). We have to teach people how to treat us, and the way we enter into a company will reveal how our reputation can proceed us...in a positive way. Negotiating is a necessary evil to get where you want to be and any manager or human resources professional should be comfortable having the conversation.

2. Negotiate, but watch for the signs

You have to negotiate like the boss you are! When you reveal how much you would accept too early on, it tells potential employers that you are either too eager or unprepared for the conversation. The key at this step of negotiations is to provide very broad details, and hold out on giving too much information too soon in the process. It may be uncomfortable but it will get you much further in the process at the end of the day!

3. Put it in writing!

All is fair in love and negotiations, but you have to remember that in negotiations you have to get everything in writing. If you're speaking on the phone with a potential employer, send a follow up email that summarizes and confirms everything that was discussed. Ask for your potential employer to respond that they have received the email and that they agree with it. Any employer that is on the "up and up" should have no problem with doing this...if they do, watch out! They may not be planning to live up to everything they have verbally agreed to.

Need individual coaching? Want specific feedback on your strategy?

Go to www.amakaconsulting.com and use the Contact Us tab.

A member of the team will get back to you about setting up a coaching session with Dr. Amutah-Onukagha.

self-care check-in

CHECK THE BOXES OF THE ACTIVITIES
YOU DO TO TAKE CARE OF YOURSELF
EACH WEEK.

- DRINK 8+ GLASSES OF WATER
- GO ON A 24-HOUR SOCIAL MEDIA DETOX
- HAVE MIDDAY QUIET TIME
- LIGHT AN AROMATIC CANDLE OR EO'S
- MAKE A GRATITUDE LIST
- PRACTICE DEEP BREATHING OR YOGA
- LISTEN TO GOOD MUSIC OR PODCAST
- EXERCISE OUTDOORS
- BATCH SCHEDULE YOUR TIME
- VISIT A FAMILY MEMBER OR FRIEND
- SPEND TIME OUTDOORS
- HOME SPA - [REFINNESKINCARE.COM](https://www.refinneskincare.com)
- SET WORK-LIFE BOUNDARIES
- TAKE TIME ON A HOBBY
- READ A BOOK

Work-life wellness matters.

Reverse burnout x restore balance in the Wellthy Academy.

[JennPhD.com/Wellthy](https://www.jennphd.com/Wellthy)



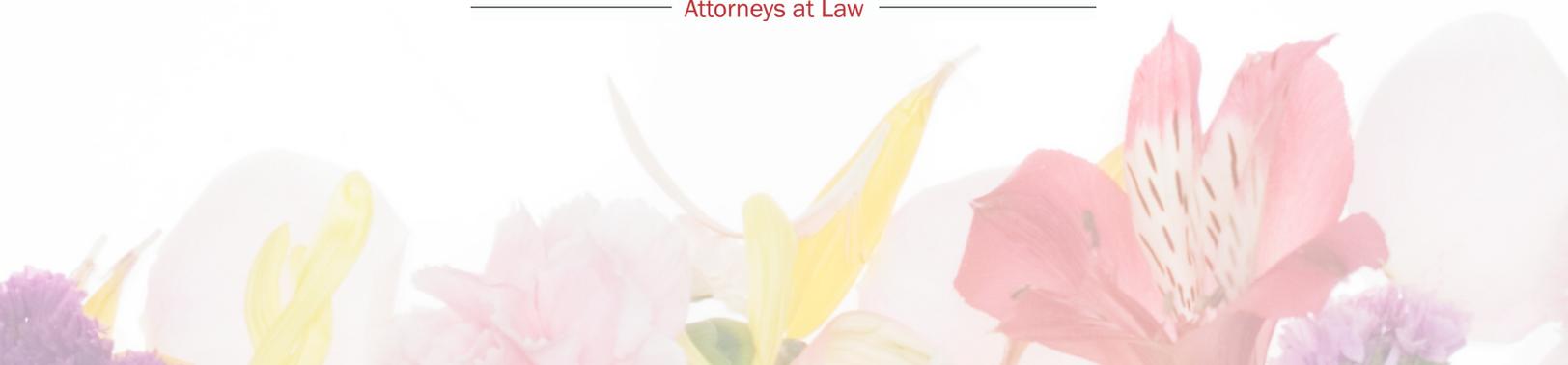
INTELLECTUAL PROPERTY QUICK GUIDE

**Understanding the different types of
intellectual property**



Hughley Smith Law

Attorneys at Law



Intellectual Property

COPYRIGHT

Copyright is defined as: "Original works fixed in a tangible medium of expression."

Federal protection for creative works written, drawn, choreographed, filmed, sang, spoken, etc.

Protection generally lasts life of the author plus 70 years.

Copyright rights attach as soon as the work is fixed. But works sent to the United States Copyright Office for legal registration receive extra protection.

Examples: books, movie scripts, graphics, choreography, paintings, photography, speeches, blog posts, videos, podcasts

Bonus Tip: Ideas cannot be copyrighted.



Hughley Smith Law

Attorneys at Law

Intellectual Property

TRADEMARK

Trademark protection applies to brand identifiers.

Protection for original branding elements that consumers associate to a specific company are protectable (symbols, colors, words, taglines, and even sounds).

The legal standard for trademark is whether consumers are likely to be confused as to the source of their goods or services.

Used for building a company or organization's identity, reputation, or goodwill

Examples: The Nike Swoop, The tagline for Sara Lee, the MGM lion roar, The Tiffany & Co. signature blue, brand names

Bonus Tip: If you are going to obtain a federal trademark, it is critical to police and enforce it.



Hughley Smith Law

Attorneys at Law

Intellectual Property

PATENT

Patent law protects original inventions, methods, or processes not currently in existence.

Protection from the misuse of an invention, method, or process. It also protects from someone "reverse engineering" your product or process to reproduce it without authority or a license.

There are 3 common types of patents: utility, design, and plant.

Examples: mechanical inventions, cell phone designs, codes for gaming, medical devices

Bonus Tip: Utility patents usually last 20 years from when your patent issues. Design patents usually last 14 years from the date granted.



Hughley Smith Law

Attorneys at Law

Intellectual Property

TRADE SECRETS

Trade secrets are valuable knowledge that gives a company an economic edge over others in the same industry

There are certain protections for information used to distinguish a particular product, service, or process from the competition.

Often coupled with patent protection.

Examples: Formulas, patterns, devices, compilations, methods, techniques, or processes

Bonus Tip: You can use nondisclosure agreements to protect your business's trade secrets and non-public information from being used or shared.



Hughley Smith Law

Attorneys at Law



Need help protecting your intellectual property and brand?

**Contact Hughley Smith Law at
info@hughleysmithlaw.com for
assistance and to set up a consultation.**



(c) Tyra Hughley Smith 2020. All rights reserved.

None of the material herein shall be shared, distributed, sold, or any other action in violation the U.S. Copyright Act. For personal use only. All rights reserved.



Celebrating Motherhood



A Virtual Brunch by Mama Hustle & Co.

   @mamahustleco



Mother's Day Virtual Brunch
Celebrate Our Journey Together
Sunday - MAY 10, 2020 1pm-2pm EST
#MotherHoodTogether

Join us! Register bit.ly/launchandleadmama



Host - Latosha Frink-Harrison
Featuring Surprise Guests

*Don't Forget Join us on
Sunday, May 10th 1pm EST*

Celebrate #MotherhoodTogether