



ARE YOU READY?

JOIN OUR NEXT COHORT

---

WELCOME TO OUR

# MASTERMIND

WHAT'S IT ALL ABOUT

---



ONLY YOU CAN ANSWER THIS FOR  
YOURSELF. WE DESIGNED THIS FOR:

## Is this for you?

- Ambitious/entrepreneurial women amidst transition, seeking community and accountability in taking the next step
- Women with a restless discontent for something more, and a bias to create it... even if you don't know what the 'more' is yet
- A judgment-free safe place to say the big dream, and be inspired by like-valued women who are creating lives just as big, rich, soulful, abundant and joyful
- Women who find themselves as the most valuable people in networking/self-help settings; this is a group where you get as much as you give

---

## What they're saying

**VICTORIA. NEW JOB. NEW CITY. NEW WOMAN.**

Working with the IT ALL Mastermind coaches and group has been an absolute game-changer for me. The benefits and results I have experienced are beyond measure, transforming both my personal and professional life in profound ways.





AND, IF ANY OF THIS RESONATES...

# We should probably chat.

- You are done playing small, or someone else's game
- You want something bigger, but feel stuck
- You know the big picture, but the immediate next step feels unknown or daunting
- You want to expand your community, and/or feel limitations of your current one
- You have a big dream or goal, but aren't making the progress you think you should
- You don't consistently prioritize yourself, and know it's not sustainable
- You feel a restlessness, and want to explore that deeper

---

## Stacey says,

### COO AMIDST CAREER PIVOT. SABATICAL INCLUDED.

I was nervous about the financial investment at first, but when I look at what is in front of me and know it wouldn't be there without this journey, the program paid for itself in priceless perspective, and will actually pay dividends in the role I'm going into because of this work.

---

## The Investment

### OUR WOMEN EARN 40-100% MORE IN 6 MO.

The Mastermind is a 6 mo commitment, and is \$1,250/mo (\$7,500 total); or receive \$1,000 off when you pay in full. We've done our research to develop pricing that is competitive with similar investments you might make in a combination of 1:1 coaching, cohort-based workshops/learning, and professional Masterminds.

We recognize this isn't a small investment, and that's intentional. When we invest in our growth, we are signaling to ourselves (and the universe... yeah we said it, 'cause we're woo-woo AF) that we're ready to be as big as we are (credit: dear friend of ours who has that sign hanging in her office).

Also, as women, we are prone to deprioritizing ourselves in service of our work, community, family, and life responsibilities; by investing in this work, it creates a sense of accountability and follow-through for you to show up consistently, take the work seriously, and ultimately get everything you say you want.





## What exactly is a Mastermind?

**EQUAL PARTS: SELF DISCOVERY, BUSINESS COACHING, MINDSET DEVELOPMENT, AND LIKE-VALUED COMMUNITY.**

The structure is 1:1 coaching every other week, and group goal setting and accountability monthly. In between, there is a group WhatsApp where you'll share wins and gratitude, as well as any needs/asks/referrals/feedback from the group.

[BOOK YOUR FREE SESSION](#)



## What you get:

### 6 MO. MASTERMIND (JUL - DEC)

- (1) 90-min Visioning Session to set intention + big picture for the work
- (12) 45-min individual coaching session (every other week)
- (6) 90-min group Mastermind sessions
- Group WhatsApp (daily)
- Real-time coaching & access
  - Materials review
  - Negotiations
  - Tactical execution
  - Introductions + connections
  - Our network
- Lifetime access to each other

[I'M READY TO GROW](#)





## Why IAM?

**IT'S NOT BY ACCIDENT THAT OUR COMPANY ACRONYM IS I-AM.**

We are Kacie Lett Gordon ([KLG](#)) and Katie Louise Mullins ([KLM](#)) – best friends, business partners, neighbors. Together, we have 25+ years of experience, led 50+ team members, lived and worked in the US, Europe and Asia, scaled a \$10M professional services business, raised \$10M+ in funding, and were named top B2C Startup in 2022.

We've also torn down the narrative that *"you don't go into business with your best friend,"* and have built a sustainable company that supports women as they step into their power.

Our research, collected and codified through the [Fuck It All Podcast](#) and conversations with thousands of women, has informed our curriculum, coaching, workshops, and practice. Our work has taken us to speak at Sundance, SXSW and international forums and conferences.

We are women who both need and knows what it feels like to have a support system when it's time to change your world, so you might in turn change THE world.

We are here to help you define, create and own your personal "It All" – LFG!

## Work with us today

**HAVE ANY QUESTIONS ABOUT WORKING WITH US?**

You are here for a reason, and we can't wait to meet you.  
Book a free discovery session with K+K today.

[RESERVE A FREE SESSION](#)

[@itallmedia](#) | [hello@itallmedia.co](mailto:hello@itallmedia.co)

[WWW.ITALLMEDIA.CO](http://WWW.ITALLMEDIA.CO)