

Everything you need to pivot or transform your career

Advance your skills, elevate your brand, and master powerful career growth strategies inside The JuiceBar.

[add video by Ashlea]

No matter where you are – first job, ready for promotion, or career change – **The JuiceBar** will help you step off the roller coaster of fear and doubt so you can crush your goals and level up your career.

The JuiceBar grants you access to a private, members-only portal filled with career trainings, A+ advice, done-for-you templates, how-tos, checklists, and video tutorials that guide you step-by-step into confidence and success.

You'll also get the SUPPORT you need to win, including:

- 🍊 ongoing guidance and motivation for every stage of your career journey from me, Ashlea, (a.k.a. The Orange Lady)
- 🍊 special pricing on 1:1 services with me for when you need a lil extra Squeeze
- 🍊 access to a tribe of JuiceBar pro-fresh-ionals who share networking opps and celebrate your achievements

#GetTheJuice to build and sustain your career.

[Join The JuiceBar Now!]

How do you know you need The JuiceBar?

Applying for first jobs or switching careers is hella hard!
(Eh, let's be honest – it's *soul-crushing, anxiety-inducing, and overwhelming!*)

Do these sound like you?

- You feel overworked, undervalued, and/or underpaid.
- You feel unclear about your transferable skills and personal brand.
- You apply for job after job... but just aren't getting anywhere.
- You're nervous about interviewing and selling yourself.
- You're SO ready to make a move, but you're not sure what you could or *should* do next.

Listen, if you're kinda cringing while nodding yes, **you're not alone.**
We've been there, done that, and got the t-shirt.

The JuiceBar is designed to provide ALL the support, strategy, accountability, and community you need to advance your career without the stomach-churning overwhelm and *what-the-heck-do-I-do* shoulder shrugs.

Whether you need a friendly nudge or a full-body shake to stop hemming and hawing, **The JuiceBar** will help you stop the madness and take control.
(not kidding!)

Ready for a career that exceeds your expectations, with the pay + benefits you crave?

[Let's Do This!]

What the JuiceBar Offers -support you need-

Part coach, part BFF on demand, a whole lotta sassy truth-teller.

I'm here to help you get unstuck, refuel your fire, and leverage your expertise to get you where you want to be in your career.
(And I'll unapologetically hold you accountable to your goals, too.)

[image of Ashlea or "about me" video]

My singular vision is to help you achieve yours, and I'm with you every step of the way. And you can ask me anything (really y'all, *anything*).

[About Ashlea]

"I love how frank and open Ashlea is about topics others may shy away from (ie. questions about class, gender, race, salary, etc.). It is so meaningful to finally get answers to questions people are always avoiding." [M. Recent Grad]

-results you desire-

Imagine if... you felt 100% confident hitting send on applications.
... you nailed interviews without sweaty palms, shaky knees syndrome.
...you finally landed a rockin' career that has "pinch me" pay?
I'll get you there!

Hit the ground running and rise into your ideal role with all the trainings, *heck YES* mindsets, and coaching tools you need to:

- Build clarity and self-awareness of your strengths.
- Focus on the right jobs to pursue.
- Feel confident in your application skills.
- Nurture and expand your professional network.
- Create a resume that lands in the yes pile.
- Ace your job interviews.
- Negotiate job offers for win-win situations.
- Onboard smoothly into a new role and grow your career.

[Yes, please!]

-answers you want-

Got a burning question? Let's talk about it! **The JuiceBar** offers a safe space to ask your questions... even if they're taboo or vulnerable.

I cover all the things. We'll demystify networking, dispel workplace dilemmas, dig deep into barriers that underrepresented groups still face in the workplace, and more.

Don't know what questions to ask? No worries! We help you understand the questions you should be asking, too.

-a community you relate to-

JuiceBar members are just like you, ambitious go-getters who are striving to make profound career changes. We're also all experiencing imposter syndrome, limiting beliefs, and fear of negotiating higher pay ... sound familiar?

As part of **The JuiceBar's** like-minded community, you'll enjoy an authentic space to share job opportunities, network, and talk shop with pro-fresh-ional peers who are eager to help each other out. Besides live networking events, JuiceBar members get complimentary access to weekly virtual sessions (or office hours), quarterly workshops, and newsletters.

[Get instant access for \$29.95/mth]

What You Get When You Join The JuiceBar

- Private virtual events - get your questions answered [value \$300/mth]
- JuiceBar member pricing for Squeeze 1:1 services [discounted rates]
- Build your network with other JuiceBar friends [priceless]
- Jobs + referrals – get hired at a JuiceBar member's company [priceless]
- All Squeeze content (workbooks & videos) to make career moves [value \$500], including:
 - job search or career change + action plan
 - resume + cover letter

- interview prep + thank yous
- job offer + salary negotiation
- performance review prep
- promotion planning

PLUS, bonus content to make career moves a breeze, including 21 templates to save you time and frustration. Here's a peek at my top 10 templates:

- resume
- cover letter
- job app tracker
- email / dm outreach
- performance review
- referral request
- reference request
- interview thank you
- job negotiation
- resignation

[I Want In!]

Elevate your career? Check!

You know you deserve more, right? If you could transform your career and achieve your true potential, would you invest **\$29.95** in yourself each month?

[image of JuiceBar for \$29.95/month]

Let's get real... Do you take care of your body/mind with a gym membership? Keep your car healthy with tune-ups? Nurture your relationships with date nights? Happy hour with the besties? Shouldn't you put the same effort and investment into your professional life? Absobloodylutely!

Incredible things happen when you trust yourself. When you decide you're committed to achieving your career ambitions, you're saying to yourself (and those around you), "I am worthy."

And **THAT**, my friend, is when the shift happens.

Bottom Line

It's time to turn off Netflix and make the career change you've been craving. Time to invest in your upskilling and lay the foundation for the future you hunger for.

Ready to boldly say **YES** and **#GetTheJuice?**

[Click to join The JuiceBar now]

Pro-FRESH-ional People, Real Results

They did it. You can, too!

"I received personalized support daily and knew I would get a timely response back with professional AND authentic feedback from Ashlea. The support I received was relevant to my identities and understanding of the racial injustices going on and how that affected my ability to be fully engaged in the job search process. I truly felt like I had a personal career coach AND new friend to work with. The level of realness and professionalism Ashlea infuses together and delivers is unmatched!"

— 🍊 K. [1-3YR PRO-FRESH-IONAL]

"Extremely helpful and it feels like having a family working towards the same goal of accomplishing great things."

— 🍊 S. [1-3YR PRO-FRESH-IONAL]

"I appreciated how personalized the experience was and it was nice having someone in your corner that understood a lot more of the hiring/job search process."

— 🍊 D. [1-3YR PRO-FRESH-IONAL]

"I would highly recommend the squeeze to anyone looking to start their career out of college, but especially someone who is first-gen and/or working class because the topics covered and advice Ashlea has to offer. The entire program was very organized and clear. I love how frank and open Ashlea is about topics others may shy away from (ie. questions about class, gender,

race, salary, etc.). It is so meaningful to finally get answers to questions people are always avoiding.”

— 🍊 M. [RECENT GRAD]

“THE SQUEEZE offers help that is both affordable and easy to digest as you go. there was literally an answer for any question, even what earrings I should wear to work. Very personalized!”

— 🍊 K. [1-3YR PRO-FRESH-IONAL]

[Get ‘er done! Join The JuiceBar]

Check out the 1-to-1 services available to JuiceBar Members

FAQs:

Q: What’s a JuiceBox*?

It’s a care package filled with Squeeze-approved fun (kinda like a long distance hug from The Squeeze)

A JuiceBox includes:

- A gift from a black-owned small business, Bright Black Candle
- Practical supplies to keep you organized
- Squeeze Swag

* shipping via USPS.

Q: How can I sign up for 1-to-1 services?

1. Join The JuiceBar
2. Voilà, you’ll have access to all 1-to-1 services at a special rate.

Q: Can I try it for a month?

Yes! Sign up and try out the JuiceBar (for \$29, you’ve made worse decisions!). You can cancel your membership at any time.

Q: Can we talk first?

Absolutely! Send me an email with your questions:
ashlea@theorangelady.org.