

# Women Flix presents The Entrepreneur Talks by Yola Bastos. A Lesson in passion with Richard Blank.



**Entrepreneur Talks podcast covers conversations with start-up founders, innovators, and thought leaders from around the**

**world who are disrupting the status quo, expanding their businesses, and bringing innovative ideas to life.**

**Yola's conversational tone is focused on the tough questions about journeys and details the ways of thinking and acting that have led these entrepreneurs to success. Entrepreneurship, leadership, mental health, finances, and other issues are covered. This episode she speaks with CEO Richard Blank.**

# **Season 14 Episode 6**

## **:Entrepreneur Talks with Yola Bastos. Gamifying Success: Lessons in Business & Passion for Restoration**

**"You are not defined by your mistakes or difficulties. Right now, you have the power to shape your day and your future." - Yola Bastos**

**I'm Yola Bastos, a Portuguese national with over two decades of residency in London, England. As a versatile professional, I wear multiple hats as a Mindset Coach,**

**Financial Adviser, Business Problem Solver, Digital Marketer, and Podcast Host.**

**Dynamic and passionate, I excel in delivering engaging presentations and adopting a professional approach to my work. Over the last decade, I have honed my skills in communication, coaching, management, and supporting businesses, with a particular focus on empowering women-led enterprises.**

**As a co-founder of Women Flix Ltd and CEO of Beautifully Digital Studio, I am dedicated to driving positive change in the lives of women and businesses globally.**

**a Portuguese national who has been residing in vibrant London, England, for the past 20 years.**

**With unwavering dedication, my mission is to empower individuals to overcome challenges and enhance their lives and businesses while cultivating a positive mindset.**

**As a versatile professional, I wear multiple hats—I am a Mindset Coach, a Mentor, a Digital Marketing Expert, a podcast host, and a dynamic speaker. What's more, I am fluent in three languages: English, Portuguese, and Spanish!**

**I am thrilled to share my expertise and insights with you, drawing from my diverse background and experiences. Together, we can unlock your potential and achieve remarkable growth.**

**\*At Women Flix Ltd\*, I help young women gain financial independence by providing them with the necessary tools and resources. My approach focuses on personalized coaching, guiding them through budgeting, saving, and investing wisely. I offer workshops on building credit, managing debt, and exploring diverse income streams.**

**Additionally, I connect them with a network of like-minded peers and mentors who offer support and motivation. My goal is to empower young women to take**

**control of their financial futures, create sustainable wealth, and achieve their dreams with confidence. Visit our website at <https://womenflix.org/> to learn more.**

**\*At Beautifly Digital Agency\*, I help medium-sized businesses improve their profits by developing and implementing effective social media strategies. My process begins with a thorough analysis of their current social media presence and target audience. I then craft tailored strategies aimed at enhancing**



**engagement, increasing brand visibility, and driving conversions. This includes content creation, scheduling, and targeted ad campaigns. I continuously monitor performance metrics and adjust tactics as needed to ensure optimal results. My ultimate goal is to boost their online presence, foster meaningful interactions with their audience, and significantly enhance their bottom line. Explore the possibilities at <https://beautifullydigital.uk/>.**

**At Women Flix, we take pride in our mission to empower women**

**worldwide to achieve financial freedom through accessible financial knowledge, tools, and support. Our vision is to create a world where every woman has the opportunity to expand her financial potential and use money wisely with strategies that educate, inspire, and drive her towards success. We value women-focus, accountability, integrity, equality, social community, teamwork, innovation, leadership, and most importantly, passion for women. Join us on our journey to change the mindset of women towards**

**money and unlock their full potential.**

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**with a network of like-minded peers and mentors who offer support and motivation.**

**1. Interpersonal Communication Conflict Management Strategy**

**2. Phonetic Micro Expression reading for mastering verbal tell signs.**

**3. The Famous Buffer-Boomerang Technique**

**Advanced telemarketing strategy, conflict management, interpersonal soft skills, customer support, rhetoric, gamification, pinball machines, employee motivation and phonetic micro expression reading.**

**Richard's vision quest journey is filled with twists and turns. At 27 years old, he relocated to Costa Rica to train employees for one of the larger call centers in San Jose. With a mix of motivational public speaking style backed by tactful**

**and appropriate rhetoric, Richard shared his knowledge and trained over 10 000 bilingual telemarketers over two decades.**

**Richard Blank has the largest collection of restored American Pinball machines and antique Rockola Jukeboxes in Central America making gamification a strong part of CCC culture. Richard Blank is the Chief Executive Officer for Costa Rica's Call Center since 2008.**

**Mr. Richard Blank holds a bachelors degree in Communication and Spanish from the University of Arizona and a certificate of language proficiency from the University of Sevilla, Spain.**

**A Keynote speaker for Philadelphia's Abington High School 68th National Honors Society induction ceremony. In addition, entered into the 2023 Hall of Fame for Business along side other famous alumni. Paying it forward to Abington Senior High**

**School is very important to Mr. Blank. As such, he endows a scholarship each year for students that plan on majoring in a world language at the university level.**

**Costa Rica's Call Center (CCC) is a state of the art BPO telemarketing outsource company located in the capital city of San Jose, Costa Rica. Our main focus has been, and will always be to personally train each and every Central America call center agent so that we may offer the highest quality of outbound and inbound telemarketing solutions and**



**bilingual customer service to  
small and medium sized  
international companies,  
entrepreneurs as well as fortune  
500 companies.**

**<https://costaricascallcenter.com/en/outbound-bpo-campaigns/>**

**#EntrepreneurTalksPodcast**

**#WomenFlix #YolaBastos**

**#RichardBlank #CostaRica**

**#CallCenter #Outsourcing**

**#Telemarketing #BPO #Sales**

**#Entrepreneur #B2B #Business**

**#Podcast #Gamification #CEO**

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**Entrepreneur Talks Podcast,**

**Women Flix, Yola Bastos, Richard**

**Blank, Costa Rica's Call Center,**

**Outsourcing, Telemarketing, BPO,**

**Nearshore, Sales, Entrepreneur,**

**B2B,**

**Business, Podcast, Gamification, Le**

**adership, Marketing, Radio, Guest,**

**Money, education, trainer,**

**<https://youtu.be/Je4mvW3UBXA>**