

100 GENIUS OFFERS

THAT SELL IN 2026



Stop Overthinking. Start Earning.

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You don't need more ideas.

You need better ones.

This isn't another list of generic digital product ideas you could Google in 10 seconds. This is 100 launch-ready concepts built from real market research, real customer pain points, and real revenue models that work.

Every idea in this guide is:

- Validated against proven monetization frameworks
- Mapped to real audience segments with buying power
- Named using viral product naming principles
- Designed with clear upsell and continuity paths

How to use this guide:

 LOW-EFFORT	 MID-EFFORT	 HIGH-EFFORT
1–3 Days Weekend launches. Quick wins. Revenue this week.	4–7 Days One solid week. More depth. Higher prices.	2–4 Weeks Build it right. Premium positioning. Serious revenue.

Pick an idea. Build it. Launch it. Make money.

Stop overthinking. Start earning.

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YOUR GENIUS OFFERS STACK

LOW-EFFORT IDEAS (45 ideas)

Weekend Launch: 1–3 Days

HEALTH & WELLNESS

1. The "Normal" Labs Decoder (Why You Still Feel Like Shit)
2. The 90-Second Cortisol Reset
3. \$5K/Month With Your ADHD Brain
4. The 7-Day Inflammation Kill Kit
5. How To Sleep 8 Hours Without Pills
6. The 30-Day Energy Comeback Tracker
7. The Hormone-to-Symptom Matcher (Know in 60 Seconds)
8. The \$200/Month Supplement Savings Guide

BUSINESS & MARKETING

9. The \$3K Client Positioning Kit
10. The 50-Email Launch Library (\$100K+ Proven)
11. The 7-Close Sales Call Vault (\$10K+ Deals)
12. The Premium Pricing Psychology Kit (\$500–\$5K Offers)
13. The 48-Hour Brand Emergency Kit
14. The Email List Money Map (\$5K from 300 Subscribers)
15. The 10-Client Magnet Script Pack
16. The 5-Star Testimonial Generator (Get 20 in 7 Days)
17. The \$0-to-Yes Objection Handler Vault
18. The 72-Hour Follow-Up Formula
19. The \$100K Niche Clarity Worksheet
20. The 10X Retention Onboarding Kit
21. The \$1K Value Stack Builder
22. The \$27–\$297 Mini-Offer Creator

CONTENT & WRITING

23. The Story-to-\$10K Sales Vault
24. The 1-to-30 Content Multiplication System
25. The 500-Hook Swipe File (100K+ Reach)
26. The Viral Caption Formula Vault (10K+ Engagement)
27. The Blog-to-15-Assets Converter
28. The 5X Engagement Booster Script Pack

TECH & AI

29. The Human AI System (10X Output, Zero Robot Voice)
30. The 1,000-Prompt ChatGPT Command Library

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- 31. The 3X AI Prompt Optimizer
- 32. The 5-Hour Automation Starter Pack

PERSONAL DEVELOPMENT

- 33. The Launch in Days Not Months Protocol
- 34. The 10-Minute Decision Maker (End 3-Month Spirals)
- 35. The Overthinking Exit (Launch in 7 Days, Not 7 Months)
- 36. The 5AM Morning Routine Starter Pack
- 37. The 90-Day Confidence Comeback Kit
- 38. The Self-Sabotage Spotter

RELATIONSHIPS

- 39. The 10 Hard Conversation Scripts
- 40. The 21-Day Reconnection Ritual Library

PARENTING

- 41. The 60-Second Meltdown De-Escalation Scripts
- 42. The Guilt-Free Screen Time System (2 Hours/Day)

UNIVERSAL

- 43. The 72-Hour Product Builder (Launch This Weekend)
- 44. The 20 No-Guilt Boundary Scripts

TEACHERS

- 45. How To Handle The Chair-Throwing Kid (First Year Teachers)

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MID-EFFORT IDEAS (35 ideas)

One Week Launch: 4–7 Days

HEALTH & WELLNESS

- 46. \$5K/Month With Your Perimenopause Story
- 47. The 40+ Pregnancy Peace Protocol (3-Trimester System)
- 48. The 30-Day Burnout Reversal System
- 49. The 90-Day Body Recomposition Blueprint (Women 40+)
- 50. The 12-Week Somatic Trauma Release
- 51. The 21-Day Metabolic Reset Protocol
- 52. The 30-Day Stress-Eating Solution
- 53. The Pain-Free Movement System (40+ Bodies)

BUSINESS & MARKETING

- 54. The Irresistible Offer Formula (\$10K+ Launches)
- 55. The Anti-Launch System (\$3K/Week Evergreen)
- 56. The Expert-to-\$10K System Converter
- 57. The 6-Month-Out Retreat Filler (No Last-Minute Panic)
- 58. The \$100K Brand Story Formula
- 59. The Invisible Expertise Extractor (\$50K Hidden Value)
- 60. Sell Without The Cringe System
- 61. The \$50K Retreat Leader Playbook
- 62. The 5-Star Client Experience Designer
- 63. The 10-Referral-Per-Month Machine
- 64. The Workshop-to-\$10K Product Converter

CONTENT & WRITING

- 65. How To Finish Your Novel in 90 Days (Anxious Writers)
- 66. The 300-Sub to \$5K Money Machine
- 67. The 6-Month Authority Content System
- 68. The Viral Content Formula (100K+ Reach)

TECH & AI

- 69. The Ethical AI Advantage (\$50K+ Brand Trust)

PERSONAL DEVELOPMENT

- 70. The \$100K Identity
- 71. The 90-Day Pattern-Breaking Protocol
- 72. The Post-Divorce \$10K Glow-Up Plan
- 73. The 6-Month Self-Trust Rebuild
- 74. The Before-You-Break Burnout Prevention
- 75. The 30-Day Life Audit Framework

RELATIONSHIPS

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76. The Narcissist Detox Vault (90-Day Recovery)

PARENTING

77. The No-Guilt Parent Playbook (End Mom Guilt Forever)

SPIRITUAL

78. The Practical Magic Vault (52 Rituals, Zero Woo-Woo)

UNIVERSAL

79. The Momentum Without Burnout Method (Build in 20 Min/Day)

TEACHERS

80. How To Teach Future Skills (Not Facts Kids Can Google)

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HIGH-EFFORT IDEAS (20 ideas)

Build It Right: 2–4 Weeks

HEALTH & WELLNESS

81. The \$10K Hormone Mastery Certification
82. The \$50K Wellness Coach Accelerator (6 Months)
83. The 12-Week Body Transformation Lab (\$5K Clients)

BUSINESS & MARKETING

84. The \$100K Business Model Redesign
85. The \$50K Scalable Service System
86. The Premium Program Builder (\$10K–\$50K Offers)
87. The Corporate-to-\$20K Escape Plan (12 Months)
88. The \$100K Agency in a Box

CONTENT & WRITING

89. The \$50K Author Authority Program
90. The 6-Figure Content Empire Builder

RELATIONSHIPS

91. The 21-Day Roommates to Lovers Reboot
92. The 90-Day Pleasure Reconnection (High-Achieving Women)
93. The 21-Day Marriage Makeover Intensive
94. The Couples Communication Certification (\$5K Clients)

PARENTING / WORKING MOMS

95. The \$50K Promoted Mom
96. The 12-Week Conscious Parenting Program (Calm Home System)
97. The \$100K Working Parent

PERSONAL DEVELOPMENT

98. The \$50K Life Redesign Intensive (90 Days)
99. The 6-Figure Legacy Builder Program

TEACHERS

100. The Unburnt-Out Teacher Certification

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SECTION 1

LOW-EFFORT IDEAS

45 IDEAS · WEEKEND LAUNCH · 1–3 DAYS

HEALTH & WELLNESS

Ideas 1–8

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1

The "Normal" Labs Decoder

Why you still feel like shit when your doctor says everything's fine

REVENUE \$1K-\$3K	CREATE 1-2 Days	SCALE Infinite	ICP Women 35-55
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Women whose bloodwork came back 'normal' but feel exhausted, foggy, and dismissed by their doctors.

THE UNFAIR HOOK

"Your labs are 'normal.' So why do you still feel like shit? Here's what your doctor didn't test."

VALUE STACK

The 12 Labs Most Doctors Skip (PDF)	\$67
Symptom-to-Root-Cause Decoder	\$47
Doctor Conversation Scripts	\$27
Optimal Range Reference Guide	\$27
Total Real Value	\$168
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** The Decoder — \$47 now (vs \$97 later, no bonuses)
- **UPSELL:** Hormone Deep Dive Workshop — \$197
- **CONTINUITY:** Monthly Lab Review Membership — \$37/mo

PRO TIP

Price at \$47 now with bonuses vs \$97 later. Classic Pay Less Now model. Most buyers take the \$47 option immediately — you get cash fast and they feel they won.

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2

The 90-Second Cortisol Reset

Biohack your stress response between back-to-back meetings

 REVENUE \$2K-\$5K	 CREATE 2 Days	 SCALE Infinite	 ICP High-achievers
 LIST NEEDED <100	 DELIVERY PDF + Audio	 VIDEO No	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

High-performing women in corporate or entrepreneurship who are wired, tired, and can't switch off — even on holiday.

THE UNFAIR HOOK

"You don't need a 30-minute meditation. You need a 90-second nervous system hack that works between Zoom calls."

VALUE STACK

 5 Audio Reset Protocols (90 sec each)	\$67
 Cortisol Biohacking Cheat Sheet	\$37
 HRV Tracking Starter Guide	\$27
 Emergency Regulation Pocket Card	\$17
Total Real Value	\$148
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Reset System — \$67 now (vs \$127 later)
- **UPSELL:** Advanced Nervous System Workshop — \$197
- **CONTINUITY:** Monthly Reset Protocol Drops — \$37/mo

PRO TIP

Market this as *biohacking*, NOT *wellness*. Women in tech, law, and finance respond 3X better to 'cortisol protocol' than 'stress relief.'

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3

\$5K/Month With Your ADHD Brain

Stop fighting your brain. Start monetizing it.

 REVENUE \$2K–\$5K	 CREATE 1–2 Days	 SCALE Infinite	 ICP ADHD adults 25–45
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

Adults with ADHD who've tried every neurotypical productivity system and failed — and who have expert-level knowledge in something they can't seem to monetize.

THE UNFAIR HOOK

"Every system built for focus was built for people who already have it. Here's the one built for your brain."

VALUE STACK

 ADHD Income Operating System	\$47
 Hyperfocus Monetization Playbook	\$37
 ADHD-Proof Business Model Guide	\$27
 Offer Ideation Framework	\$27
Total Real Value	\$138
Your Launch Price	\$47

MONEY FUNNEL

→ **ENTRY:** Full System — \$47 (Scholarship giveaway → losers get 50% off)

→ **UPSELL:** ADHD Business Deep Dive — \$147

→ **CONTINUITY:** ADHD Success Club — \$27/mo

PRO TIP

 Run a scholarship giveaway. One person wins free. Everyone else gets a 50% discount code. This audience is fiercely loyal — one great product and they buy everything you ever make.

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4

The 7-Day Inflammation Kill Kit

Cool the fire inside your body in one week

 REVENUE \$1K-\$3K	 CREATE 1-2 Days	 SCALE Infinite	 ICP Women 35-55
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Women dealing with joint pain, bloating, skin flares, and chronic fatigue who suspect inflammation but don't know where to start.

THE UNFAIR HOOK

"Inflammation is the silent engine behind every symptom you've been told to 'just manage.' Here's the 7-day reset."

VALUE STACK

 7-Day Anti-Inflammation Protocol	\$47
 Inflammation Trigger Food Guide	\$37
 Supplement Stack by Symptom	\$27
 Symptom Tracking Journal	\$17
Total Real Value	\$128
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** PDF Kit — \$37 (Decoy: show \$17 single-PDF next to \$37 full kit)
- **UPSELL:** Inflammation Mastery Workshop — \$147
- **CONTINUITY:** Monthly Anti-Inflammatory Protocol — \$27/mo

PRO TIP

 Show a \$17 'single protocol' option alongside the \$37 full kit. The \$37 becomes an obvious no-brainer. Decoy pricing increases conversions by 30-40%.

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5

How To Sleep 8 Hours Without Pills

Drug-free, protocol-based sleep for the chronically wired

 REVENUE \$1K-\$3K	 CREATE 1 Day	 SCALE Infinite	 ICP Stressed adults
 LIST NEEDED <100	 DELIVERY PDF + Audio	 VIDEO No	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

People who lie awake at 2am with a racing mind and wake up exhausted — who've tried everything except a real protocol.

THE UNFAIR HOOK

"Sleep hygiene advice didn't work because your nervous system is still in go-mode. Here's how to actually switch off."

VALUE STACK

 The 8-Hour Sleep Protocol (PDF)	\$47
 Sleep Onset Audio (20 min)	\$37
 Evening Wind-Down Ritual Guide	\$27
 Racing Mind Emergency Toolkit	\$17
Total Real Value	\$128
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** Full Kit — \$47 now (vs \$97 later)
- **UPSELL:** Sleep Mastery Program — \$147
- **CONTINUITY:** Monthly Sleep Protocol Drops — \$27/mo

PRO TIP

 *Audio is a must-have here. People don't want to read at bedtime. The guided audio is what makes this a 5-star product — invest in making it genuinely good.*

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6

The 30-Day Energy Comeback Tracker

From 'I can't function before 10am' to 8am workouts

 REVENUE \$1K-\$2K	 CREATE 1 Day	 SCALE Infinite	 ICP Women 30-50
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

Women who wake up exhausted despite 8 hours sleep, and can't figure out why — ready to track and fix it systematically.

THE UNFAIR HOOK

"*You can't fix what you don't track. 30 days of data will tell you more than 10 years of guessing.*"

VALUE STACK

 30-Day Energy Tracking System	\$37
 Energy Drain Root Cause Guide	\$27
 Quick Win Protocols (Days 1-7)	\$27
 Weekly Review Templates	\$17
Total Real Value	\$108
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Tracker + System — \$37 (Win Money Back: complete 30 days, see improvement = \$37 credit)
- **UPSELL:** Roll \$37 credit to Energy Mastery Program — \$197
- **CONTINUITY:** Monthly Energy Optimization Drops — \$27/mo

PRO TIP

Win Money Back drives completion. Most people never claim the refund because they see results. And those who do — roll credit straight into your next offer.

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7

The Hormone-to-Symptom Matcher

Know exactly which hormone is causing which problem — in 60 seconds

 REVENUE \$1K-\$2K	 CREATE 1 Day	 SCALE Infinite	 ICP Women 35-55
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Women experiencing a cocktail of symptoms — mood swings, weight gain, hair loss, insomnia — who can't connect the dots.

THE UNFAIR HOOK

"Stop Googling individual symptoms. This chart shows you the full hormonal picture in under 60 seconds."

VALUE STACK

 Hormone-to-Symptom Master Chart	\$37
 Symptom Cluster Decoder	\$27
 Natural Support Options by Hormone	\$27
 Symptom Tracking Workbook	\$17
Total Real Value	\$108
Your Launch Price	\$27

MONEY FUNNEL

- **ENTRY:** \$27 Chart + Decoder (Decoy: \$9 chart only vs \$27 full kit)
- **UPSELL:** Hormone Mastery Workshop — \$147
- **CONTINUITY:** Monthly Hormone Insights — \$17/mo

PRO TIP

Price the chart alone at \$9 as a decoy. The \$27 full kit looks like a steal in comparison. Simple, fast, high-conversion.

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8

The \$200/Month Supplement Savings Guide

Stop wasting money on supplements that don't work for your body

REVENUE \$1K-\$2K	CREATE 1 Day	SCALE Infinite	ICP Supplement buyers
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

People spending \$200+ per month on supplements with zero protocol, zero testing, and zero proof any of it works.

THE UNFAIR HOOK

"The supplement industry preys on confusion. Here's the protocol-based approach that saves \$100–\$200/month and actually works."

VALUE STACK

The Only Supplements Worth Taking	\$37
At-Home Testing Guide (No Lab)	\$27
Interaction & Timing Cheat Sheet	\$27
Cost-Per-Result Calculator	\$17
Total Real Value	\$108
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Full Guide — \$37 now (vs \$77 later, no calculator)
- **UPSELL:** Personalized Supplement Audit — \$147
- **CONTINUITY:** Monthly Supplement Science Updates — \$17/mo

PRO TIP

Include Amazon + iHerb affiliate links inside the PDF. Every supplement recommendation earns you 3–10% passively. This product can pay for itself in referral fees alone.

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Ideas 9–22

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9

The \$3K Client Positioning Kit

Stop being 'just another coach' — become the obvious choice

REVENUE \$2K-\$5K	CREATE 1-2 Days	SCALE Infinite	ICP Coaches & consultants
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

Coaches and consultants who are getting ignored, undercharged, and losing clients to less qualified competitors.

THE UNFAIR HOOK

"You're not losing clients because you're not good enough. You're losing them because you sound like everyone else."

VALUE STACK

The Positioning Profit Framework	\$67
Niche Clarity Worksheet	\$47
10-Second Pitch Builder	\$27
Bio + About Page Templates	\$27
Total Real Value	\$168
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** \$67 Kit (Decoy: \$27 worksheet alone vs \$67 full kit)
- **UPSELL:** Positioning Workshop — \$297
- **CONTINUITY:** Quarterly Brand Audits — \$97/quarter

PRO TIP

Show a \$27 'worksheet only' option next to the \$67 full kit. The full kit sells itself. Works especially well for coaches who are already generating income but stuck at the same level.

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10

The 50-Email Launch Library

\$100K+ in proven launch emails — swipe and send

 REVENUE \$2K–\$5K	 CREATE 2 Days	 SCALE Infinite	 ICP Course creators
 LIST NEEDED 100–500	 DELIVERY Notion	 VIDEO No	 MONETISATION MODEL Buy X Get Y

WHO BUYS THIS

Course creators and coaches who dread writing launch emails, stare at blank screens at midnight, and send mediocre copy that tanks their conversions.

THE UNFAIR HOOK

"Your course is great. Your launch emails are killing it. Here are 50 proven emails that made real money."

VALUE STACK

 50 Launch Email Templates (Notion)	\$97
 5 Complete Launch Sequences	\$67
 Urgency + Scarcity Swipe Folder	\$37
 Cart Close Email Pack	\$27
Total Real Value	\$228
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Buy 6-month access \$97, get 6 months of updates FREE (12 months total)
- **UPSELL:** Launch Email Mastery Workshop — \$297
- **CONTINUITY:** Monthly New Template Drops — \$37/mo

PRO TIP

 *Buy X Get Y model creates urgency with no discount. They pay \$97 and get 12 months of updates. You get cash upfront, they stay longer.*

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11

The 7-Close Sales Call Vault

Close \$10K+ deals without ever feeling pushy

REVENUE \$2K-\$5K	CREATE 1-2 Days	SCALE Infinite	ICP Coaches & service providers
LIST NEEDED <100	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Service providers who go on sales calls feeling unprepared, encounter objections they can't handle, and consistently leave money on the table.

THE UNFAIR HOOK

"Sales scripts feel gross because yours were written by someone who's never sold what you sell. These were built for high-ticket service businesses."

VALUE STACK

7 Complete Call Scripts (PDF)	\$67
Objection Handler Audio Walkthroughs	\$47
Pre-Call Prep Checklist	\$27
Follow-Up Message Templates	\$17
Total Real Value	\$158
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Vault — \$67 now (vs \$127 later)
- **UPSELL:** Sales Call Mastery Workshop — \$297
- **CONTINUITY:** Monthly Sales Scenario Updates — \$37/mo

PRO TIP

Audio walkthroughs are the secret weapon here. People want to hear the TONE and PACING of a confident close — not just read words on a page.

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12

The Premium Pricing Psychology Kit

Charge \$500–\$5K without flinching — and have clients say yes

REVENUE \$2K–\$5K	CREATE 1–2 Days	SCALE Infinite	ICP Undercharging service providers
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Service providers who know they should be charging more but freeze when it's time to say the number — and keep discounting to close.

THE UNFAIR HOOK

"Undercharging isn't a pricing problem. It's a psychology problem. Here's how to fix the belief, then fix the price."

VALUE STACK

Pricing Psychology Masterguide	\$67
Premium Price Point Calculator	\$37
Rate Raise Conversation Scripts	\$37
Objection Reframe Cheat Sheet	\$27
Total Real Value	\$168
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Kit — \$67 (Win Money Back: raise prices within 30 days = \$67 credit)
- **UPSELL:** Roll credit to Pricing Mastery Intensive — \$297
- **CONTINUITY:** Quarterly Pricing Reviews — \$67/quarter

PRO TIP

The Win Money Back guarantee is wildly powerful here. If they raise prices and get a yes — they're a raving fan. If they claim the credit — they roll it into your next offer.

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13

The 48-Hour Brand Emergency Kit

Fix your brand this weekend — positioning, messaging, offer

REVENUE \$1K-\$3K	CREATE 1 Day	SCALE Infinite	ICP Pivoting entrepreneurs
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Entrepreneurs who are pivoting, rebranding, or launching something new and need to get clear and consistent fast — without hiring an agency.

THE UNFAIR HOOK

"You don't need a \$15K rebrand. You need clarity, consistency, and copy that converts — by Monday."

VALUE STACK

48-Hour Brand Clarity Framework	\$47
Positioning Statement Builder	\$37
Bio, Tagline + Pitch Templates	\$27
Brand Consistency Checklist	\$17
Total Real Value	\$128
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** Full Kit — \$47 now (vs \$97 later)
- **UPSELL:** Brand Story Formula — \$197
- **CONTINUITY:** Quarterly Brand Refresh — \$47/quarter

PRO TIP

This is your impulse-buy product. Price at \$47, launch on a Thursday, sell to people who have the weekend to work on it. 'Launch by Monday' is your entire hook.

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14

The Email List Money Map

\$5K from 300 subscribers — the monetization system most people miss

 REVENUE \$2K-\$5K	 CREATE 1-2 Days	 SCALE Infinite	 ICP Newsletter writers
 LIST NEEDED 100-500	 DELIVERY Notion	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Newsletter writers with a small but engaged list who have no idea how to make money from it without ads, sponsors, or selling out.

THE UNFAIR HOOK

"You don't need 10,000 subscribers to make \$5K/month. You need this map."

VALUE STACK

 The \$5K Flywheel Blueprint	\$97
 Monetization Email Templates	\$47
 Paid Tier Positioning Guide	\$37
 Revenue Tracker Dashboard	\$27
Total Real Value	\$208
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** \$97 Full Map (Decoy: \$37 blueprint-only vs \$97 full system)
- **UPSELL:** Newsletter Revenue Workshop — \$297
- **CONTINUITY:** Monthly Strategy Updates — \$47/mo

PRO TIP

 Lead with the math. Show them the actual calculation of how 300 subscribers at a 5% conversion rate at \$97 = \$1,455/launch. Numbers kill skepticism instantly.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

15

The 10-Client Magnet Script Pack

10 plug-and-play scripts to attract clients on any platform

 REVENUE \$1K-\$3K	 CREATE 1 Day	 SCALE Infinite	 ICP Coaches, freelancers
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

New or struggling coaches and freelancers who don't know what to say to attract clients — online or in person — without sounding desperate.

THE UNFAIR HOOK

"Client attraction isn't about having the right strategy. It's about having the right words. Here are the exact ones."

VALUE STACK

 10 Client Magnet Scripts (Plug & Play)	\$47
 Platform-Specific Variations (DM, Email, IRL)	\$37
 Ideal Client Targeting Guide	\$27
 Response Rate Tracker	\$17
Total Real Value	\$128
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Script Scholarship → losers get 50% off (\$23.50)
- **UPSELL:** Client Attraction Mastery — \$197
- **CONTINUITY:** Monthly New Script Drops — \$27/mo

PRO TIP

 Run this as a giveaway. One winner gets all 10 scripts free. Everyone else gets 50% off. This drives massive email list growth AND sales simultaneously.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

16

The 5-Star Testimonial Generator

Get 20 powerful testimonials in 7 days — even with a tiny audience

REVENUE \$1K-\$2K	CREATE 1 Day	SCALE Infinite	ICP Coaches & course creators
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Coaches and course creators who have happy clients but can't get them to write testimonials — or whose testimonials are so generic they don't convert.

THE UNFAIR HOOK

"A testimonial that says 'I loved it!' is worth nothing. Here's how to extract the specific story that makes new buyers say 'that's exactly me.'"

VALUE STACK

The 7-Day Testimonial Collection System	\$37
12 Testimonial Prompt Templates	\$27
Testimonial Placement Guide (Where to Use Each)	\$27
Testimonial Editing Cheat Sheet	\$17
Total Real Value	\$108
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Full System — \$37 now (vs \$77 later, no editing cheat sheet)
- **UPSELL:** Social Proof Mastery Workshop — \$147
- **CONTINUITY:** Monthly Conversion Copy Reviews — \$27/mo

PRO TIP

Teach buyers how to ask clients using your exact email templates. The easier you make it for them to collect testimonials, the more they love this product — and the better their sales convert.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

17

The \$0-to-Yes Objection Handler Vault

Every sales objection. Every proven response. In one place.

REVENUE \$1K-\$3K	CREATE 1-2 Days	SCALE Infinite	ICP Coaches & service providers
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

Service providers who freeze when a prospect says 'I need to think about it,' 'I can't afford it,' or 'I need to ask my partner' — and lose the sale every time.

THE UNFAIR HOOK

"Objections aren't rejections. They're unanswered questions. Here are the answers to every question you've ever been asked."

VALUE STACK

50 Objection-to-Response Scripts	\$67
Objection Psychology Decoder	\$37
Industry-Specific Variation Guide	\$27
Follow-Up Sequence Templates	\$17
Total Real Value	\$148
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** \$67 Full Vault (Decoy: \$27 basic scripts vs \$67 full vault with psychology)
- **UPSELL:** Sales Mastery Deep Dive — \$197
- **CONTINUITY:** Monthly Sales Scenario Updates — \$37/mo

PRO TIP

Organize objections by TYPE: money, time, trust, partner. Buyers need to find their specific scenario instantly. Notion format works better than PDF here — searchable by objection keyword.

Ana Calin – [How We Grow](#)

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18

The 72-Hour Follow-Up Formula

Triple your close rate — without being pushy or annoying

 REVENUE \$1K-\$2K	 CREATE 1 Day	 SCALE Infinite	 ICP Coaches & consultants
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

Coaches and consultants who send one follow-up email, hear nothing, and assume the lead is dead — when 80% of sales happen after the 5th touchpoint.

THE UNFAIR HOOK

"The fortune is in the follow-up. Here's the exact 72-hour sequence that closes deals without feeling like a stalker."

VALUE STACK

 The 5-Touch Follow-Up Sequence	\$37
 DM + Text Follow-Up Variations	\$27
 Follow-Up Timing Cheat Sheet	\$17
 Dead Lead Revival Template	\$17
Total Real Value	\$98
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Follow-Up Scholarship → losers get 50% off (\$18.50)
- **UPSELL:** Sales System Masterclass — \$147
- **CONTINUITY:** Monthly Sales Script Drops — \$27/mo

PRO TIP

 Run the giveaway on LinkedIn and Instagram Stories. Follow-up is a universal pain point — every business owner in every niche struggles with this. Your list-building will explode.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

19

The \$100K Niche Clarity Worksheet

Get so clear on your niche that ideal clients recognize themselves instantly

 REVENUE \$1K-\$2K	 CREATE 1 Day	 SCALE Infinite	 ICP New & pivoting entrepreneurs
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

New entrepreneurs and coaches who've been told to 'niche down' but have no idea how to do it without feeling like they're leaving money on the table.

THE UNFAIR HOOK

"Vague niches attract vague clients. Here's the worksheet that takes you from 'I help people' to 'I help [specific person] get [specific result] in [specific timeframe]' — in under an hour."

VALUE STACK

 5-Step Niche Clarity Worksheet	\$37
 ICP Deep-Dive Workbook	\$27
 Niche Test: 10 Validation Questions	\$17
 Positioning Statement Formula	\$17
Total Real Value	\$98
Your Launch Price	\$27

MONEY FUNNEL

- **ENTRY:** Full Worksheet Kit — \$27 now (vs \$67 later)
- **UPSELL:** Niche Mastery Workshop — \$147
- **CONTINUITY:** Quarterly Positioning Reviews — \$47/quarter

PRO TIP

 Price this low at \$27 as a pure volume play. It's a gateway product to your bigger positioning and offer work. Every buyer is a warm lead for your \$147+ workshop.

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Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

20

The 10X Retention Onboarding Kit

Turn new clients into long-term clients in the first 7 days

 REVENUE \$1K-\$3K	 CREATE 1-2 Days	 SCALE Infinite	 ICP Coaches & subscription businesses
 LIST NEEDED <100	 DELIVERY Notion	 VIDEO No	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

Coaches and subscription business owners with high churn in the first 30 days — losing clients before they even get results because onboarding is messy or non-existent.

THE UNFAIR HOOK

"Clients don't quit because they stop caring. They quit because they feel lost, overwhelmed, or unsupported in week one. Here's how to fix that permanently."

VALUE STACK

 7-Day New Client Journey Map	\$57
 Welcome Sequence Email Templates (7 Days)	\$47
 Onboarding Checklist by Business Type	\$27
 First-Week Check-In Scripts	\$17
Total Real Value	\$148
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Kit — \$67 (Win Money Back: reduce churn by 20% in 60 days = \$67 credit)
- **UPSELL:** Roll credit to Retention Mastery Program — \$297
- **CONTINUITY:** Monthly Client Experience Updates — \$37/mo

PRO TIP

 Deliver in Notion so they can actually customise the templates for their business. A static PDF onboarding kit feels ironic — give them an interactive system they can deploy immediately.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

21

The \$1K Value Stack Builder

Make your offer look like a no-brainer — even at premium prices

REVENUE \$1K-\$2K	CREATE 1 Day	SCALE Infinite	ICP Course & program creators
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

Course and program creators who know their offer is worth more than they're charging, but can't articulate the value in a way that justifies the price.

THE UNFAIR HOOK

"People don't buy on price. They buy on perceived value. Here's how to stack value until your \$497 course feels like the steal of the century."

VALUE STACK

The Value Stack Architecture Framework	\$47
Bonus Design Blueprint (What Actually Adds Value)	\$37
Value Stack Copy Templates	\$27
Price Anchoring Cheat Sheet	\$17
Total Real Value	\$128
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** \$47 Full Builder (Decoy: \$17 copy templates only vs \$47 complete system)
- **UPSELL:** Offer Architecture Workshop — \$197
- **CONTINUITY:** Monthly Offer Critique Sessions — \$47/mo

PRO TIP

Include before/after examples of weak vs strong value stacks. Buyers learn by seeing contrast. A real example from a \$97 course that looks like a \$497 course is worth 1,000 words of explanation.

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Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

22

The \$27-\$297 Mini-Offer Creator

Build a low-ticket product this week that feeds your high-ticket funnel

REVENUE \$1K-\$3K	CREATE 1 Day	SCALE Infinite	ICP Coaches & consultants
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Coaches and consultants who only have high-ticket offers and are losing the 90% of buyers who can't afford them yet — with no entry point to build trust.

THE UNFAIR HOOK

"Your \$3K offer is great. But most people need to trust you first. Here's how to build a \$27-\$297 product that creates buyers, not just leads."

VALUE STACK

Mini-Offer Ideation Framework	\$47
Price Point Decision Matrix	\$27
Funnel Integration Guide	\$27
Sales Page Skeleton Template	\$17
Total Real Value	\$118
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** Full Creator — \$47 now (vs \$97 later, no sales page template)
- **UPSELL:** Mini-Offer to \$10K Funnel Workshop — \$197
- **CONTINUITY:** Monthly Funnel Optimization Reviews — \$37/mo

PRO TIP

Position this as the gateway to your high-ticket funnel system. Every coach who buys this and builds a mini-offer becomes a case study — and your best source of testimonials for the upsell.

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Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

CONTENT & WRITING

IDEAS 23–28 · SECTION 1 · LOW-EFFORT

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23

The Story-to-\$10K Sales Vault

Turn your personal story into content that sells your offers on autopilot

 REVENUE \$2K–\$5K	 CREATE 1–2 Days	 SCALE Infinite	 ICP Creators & coaches
 LIST NEEDED 100–500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

Coaches and creators who share personal stories on social media that get lots of likes but zero sales — unable to connect the emotion to the offer.

THE UNFAIR HOOK

"Storytelling without strategy is just content. Here's the exact framework that turns your story into a sales engine."

VALUE STACK

 The Story-to-Sale Architecture Framework	\$67
 25 Story Prompt Templates (by Offer Type)	\$47
 Story-to-CTA Bridge Scripts	\$37
 Platform-Specific Story Formats	\$27
Total Real Value	\$178
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Story Framework Scholarship → losers get 50% off (\$33.50)
- **UPSELL:** Story Selling Mastery — \$297
- **CONTINUITY:** Monthly Story Review Sessions — \$47/mo

PRO TIP

 *The giveaway works brilliantly here because storytelling has universal appeal across all niches. Run it across multiple audiences simultaneously — coaches, course creators, service providers all need this.*

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

24

The 1-to-30 Content Multiplication System

One piece of content becomes 30 — without copy-pasting or looking repetitive

REVENUE \$1K–\$3K	CREATE 1 Day	SCALE Infinite	ICP Content creators & entrepreneurs
LIST NEEDED 100–500	DELIVERY Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Entrepreneurs and content creators who run out of ideas weekly, spend hours creating content from scratch, and feel like they're on a hamster wheel with nothing to show for it.

THE UNFAIR HOOK

"Content volume doesn't come from more ideas. It comes from more angles on the same idea. Here's the system that turns one insight into a month of content."

VALUE STACK

The 30-Asset Content Multiplication Map	\$57
Platform Repurposing Matrix	\$37
Angle Generator Prompts (10 per piece)	\$27
Content Calendar Template (Notion)	\$17
Total Real Value	\$138
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** Full Notion System — \$47 now (vs \$97 later)
- **UPSELL:** Content Strategy Intensive — \$197
- **CONTINUITY:** Monthly Content Audit Sessions — \$37/mo

PRO TIP

Deliver in Notion with an interactive content calendar they can duplicate. A static PDF for a system about content efficiency is self-defeating. Give them the tool, not just the theory.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

25

The 500-Hook Swipe File

500 proven books that stop the scroll — organised by outcome

REVENUE \$1K–\$3K	CREATE 1 Day	SCALE Infinite	ICP Content creators & marketers
LIST NEEDED 100–500	DELIVERY Notion	VIDEO No	MONETISATION MODEL Buy X Get Y

WHO BUYS THIS

Content creators and marketers who spend more time writing the first line than the entire rest of their post — and still get ignored because the hook doesn't land.

THE UNFAIR HOOK

"Your content isn't bad. Your first line is. Here are 500 books that have stopped the scroll, organised by the emotion you want to trigger."

VALUE STACK

500 Hooks (Organised by Emotion + Platform)	\$67
Hook Psychology Guide (Why Each Works)	\$37
Platform-Specific Hook Variations	\$27
Hook Testing Tracker (Notion)	\$17
Total Real Value	\$148
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Buy 6-month access \$67, get 6 months of new hook drops FREE (12 months total)
- **UPSELL:** Hook Writing Mastery Workshop — \$197
- **CONTINUITY:** Monthly 50-Hook Drops — \$17/mo

PRO TIP

Organise by emotion (curiosity, FOMO, controversy, identity, fear, aspiration) — not by format. People search by what they WANT to make the reader FEEL, not by structure type.

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Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

26

The Viral Caption Formula Vault

10K+ engagement captions — the formulas behind every viral post

 REVENUE \$1K-\$2K	 CREATE 1 Day	 SCALE Infinite	 ICP Social media creators
 LIST NEEDED 100-500	 DELIVERY Notion	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Social media creators who get zero engagement despite consistent posting — and have no idea why some posts go viral while identical ones get 12 likes.

THE UNFAIR HOOK

"Virality isn't luck. It's a formula. Here are the patterns behind every caption that has ever broken the algorithm."

VALUE STACK

 100 Viral Caption Templates by Niche	\$47
 Algorithm Trigger Decoder	\$37
 Engagement Pattern Analysis Guide	\$27
 Caption Audit Checklist	\$17
Total Real Value	\$128
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** \$47 Full Vault (Decoy: \$17 templates only vs \$47 with decoder and analysis)
- **UPSELL:** Viral Content Mastery — \$197
- **CONTINUITY:** Monthly Algorithm Update Briefings — \$17/mo

PRO TIP

 The monthly update continuity product is the real play here. Algorithms change constantly and creators know it — they will pay \$17/month to stay current. This is a subscription that sells itself.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

27

The Blog-to-15-Assets Converter

Turn one blog post into 15 pieces of content across every platform

REVENUE \$1K–\$2K	CREATE 1 Day	SCALE Infinite	ICP Bloggers & content marketers
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Bloggers and content marketers who spend 4 hours writing one post that gets 200 views and then disappears — with no strategy for extending its reach.

THE UNFAIR HOOK

"One blog post should last a month. Here's the exact conversion system that turns every article into 15 pieces of platform-specific content."

VALUE STACK

Blog-to-15 Conversion Framework	\$47
Platform Adaptation Guide (15 Formats)	\$37
Copy Variation Templates by Format	\$27
Distribution Schedule Planner	\$17
Total Real Value	\$128
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Full System — \$37 now (vs \$77 later)
- **UPSELL:** Content Empire Workshop — \$197
- **CONTINUITY:** Monthly Content System Reviews — \$27/mo

PRO TIP

Include a visual flowchart showing exactly how one blog post becomes 15 assets across Instagram, LinkedIn, email, Twitter, YouTube Shorts, Pinterest, and podcast clips. Visual = instant 'I get it' moment.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

28

The 5X Engagement Booster Script Pack

Plug-and-play scripts that turn passive followers into active buyers

REVENUE \$1K–\$2K	CREATE 1 Day	SCALE Infinite	ICP Coaches & course creators
LIST NEEDED 100–500	DELIVERY PDF	VIDEO No	MONETISATION MODEL Giveaway

WHO BUYS THIS

Coaches and creators with decent-sized audiences who post consistently but get zero comments, zero DMs, and zero sales — a silent audience that never converts.

THE UNFAIR HOOK

"Engagement isn't about the algorithm. It's about asking the right question at the right moment. Here are the scripts that wake up even the quietest audience."

VALUE STACK

20 Engagement Trigger Scripts	\$37
Engagement-to-Sale Conversion Map	\$27
Platform-Specific Engagement Tactics	\$27
DM Conversation Starter Templates	\$17
Total Real Value	\$108
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Script Pack Scholarship → losers get 50% off (\$18.50)
- **UPSELL:** Community Building Masterclass — \$147
- **CONTINUITY:** Monthly Engagement Prompt Drops — \$17/mo

PRO TIP

Make the giveaway entry a post share. Every entrant shares the giveaway = exponential reach. You'll build your list AND demonstrate the engagement tactics in real time.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

TECH & AI

IDEAS 29–32 · SECTION 1 · LOW-EFFORT

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Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system.](#)

29

The Human AI System

10X your output without sounding like a robot wrote everything

REVENUE \$2K–\$5K	CREATE 1–2 Days	SCALE Infinite	ICP Entrepreneurs & creators
LIST NEEDED 100–500	DELIVERY Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Entrepreneurs and creators who tried using AI to write their content, hated how robotic it sounded, and gave up — still doing everything manually.

THE UNFAIR HOOK

"AI doesn't replace your voice. It amplifies it. Here's the system that keeps your personality while multiplying your output by 10."

VALUE STACK

The Human AI Content System (Notion)	\$67
Voice Training Prompt Library (50 Prompts)	\$47
AI Quality Control Checklist	\$27
Output Workflow by Content Type	\$17
Total Real Value	\$158
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Notion System — \$67 now (vs \$127 later)
- **UPSELL:** AI Content Mastery Workshop — \$247
- **CONTINUITY:** Monthly AI Tool + Prompt Updates — \$27/mo

PRO TIP

The monthly continuity product is genuinely valuable here — AI tools change every 30 days. Buyers who trust your curation will pay \$27/month to stay current without doing the research themselves.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

30

The 1,000-Prompt ChatGPT Command Library

Every prompt you'll ever need — organised by outcome, not just topic

 REVENUE \$2K-\$5K	 CREATE 2 Days	 SCALE Infinite	 ICP Entrepreneurs & marketers
 LIST NEEDED 100-500	 DELIVERY Notion	 VIDEO No	 MONETISATION MODEL Buy X Get Y

WHO BUYS THIS

Entrepreneurs and marketers wasting hours fighting with ChatGPT, getting mediocre outputs, and Googling better prompts instead of actually getting work done.

THE UNFAIR HOOK

"The difference between a \$0 prompt and a \$500 result is 12 words. Here are 1,000 prompts that actually produce output worth using."

VALUE STACK

 1,000 Categorised Prompts (Notion)	\$97
 Prompt Engineering Masterguide	\$47
 Custom GPT Build Templates	\$37
 Output Quality Scoring System	\$27
Total Real Value	\$208
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Buy 6-month access \$67, get 6 months of new prompt drops FREE (12 months total)
- **UPSELL:** AI Automation Workshop — \$247
- **CONTINUITY:** Monthly 100-Prompt Drops — \$27/mo

PRO TIP

 Organise prompts by OUTCOME not by topic. 'Write me a sales email' is a topic. 'Generate 5 urgency-based subject lines for a \$97 digital product launch' is an outcome. Outcome-based prompts get 10X better results.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

31

The 3X AI Prompt Optimizer

Transform mediocre AI outputs into results worth actually using

REVENUE \$1K-\$2K	CREATE 1 Day	SCALE Infinite	ICP AI users & entrepreneurs
LIST NEEDED <100	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

People using AI daily who keep getting outputs that need so much editing it would have been faster to just write it themselves.

THE UNFAIR HOOK

"Bad output isn't an AI problem. It's a prompt problem. Here's the framework that turns vague requests into precise instructions — and mediocre outputs into usable results."

VALUE STACK

The CRISP Prompt Framework (PDF)	\$37
Prompt Diagnostic Checklist	\$27
Before/After Prompt Comparison Library	\$27
Output Quality Scoring Rubric	\$17
Total Real Value	\$108
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** \$37 Full Optimizer (Decoy: \$17 framework only vs \$37 with diagnostics and library)
- **UPSELL:** AI Mastery System — \$147
- **CONTINUITY:** Monthly Prompt Optimization Reviews — \$17/mo

PRO TIP

Include 20 dramatic before/after examples showing exactly how one prompt adjustment transforms a mediocre output into a great one. Seeing is believing — and it makes this product feel immediately worth 10X the price.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

32

The 5-Hour Automation Starter Pack

Automate the 5 most time-wasting tasks in your business — this week

 REVENUE \$1K–\$3K	 CREATE 1–2 Days	 SCALE Infinite	 ICP Solopreneurs & small business
 LIST NEEDED <100	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

Solopreneurs doing the same manual tasks every single day — onboarding, invoicing, follow-ups, scheduling, content posting — that could be automated in an afternoon.

THE UNFAIR HOOK

"You don't have a time problem. You have an automation problem. Here's how to buy back 5 hours a week without hiring anyone."

VALUE STACK

 5 Core Business Automation Blueprints	\$57
 Tool Setup Guides (Zapier, Make, Notion)	\$37
 Automation Audit Checklist (What to Automate First)	\$27
 ROI Calculator (Time Saved = Money Made)	\$17
Total Real Value	\$138
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Pack — \$67 (Win Money Back: automate 3 tasks in 30 days = \$67 credit)
- **UPSELL:** Roll credit to Business Automation Workshop — \$297
- **CONTINUITY:** Monthly Automation Recipes — \$27/mo

PRO TIP

The ROI Calculator is the secret weapon. Show them that 5 hours saved per week at their hourly rate = \$1,000–\$5,000/month in recovered time. The \$67 price becomes laughably cheap in comparison.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

PERSONAL DEVELOPMENT

IDEAS 33–38 · SECTION 1 · LOW-EFFORT

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33

The Launch in Days Not Months Protocol

Ship your offer before your brain talks you out of it

REVENUE \$2K-\$5K	CREATE 1-2 Days	SCALE Infinite	ICP Perfectionists & overthinkers
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Entrepreneurs who've been 'almost ready to launch' for 6 months, convinced they need one more tweak, one more course, one more piece of feedback before they go live.

THE UNFAIR HOOK

"Perfectionism is just fear wearing a productivity costume. Here's the protocol that gets you launched in days, not months — and makes money before you feel ready."

VALUE STACK

The 72-Hour Launch Protocol (Step-by-Step)	\$57
Perfectionism Pattern Breaker Workbook	\$37
Launch Readiness Checklist (The Only One You Need)	\$27
Minimum Viable Offer Builder	\$17
Total Real Value	\$138
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Protocol — \$67 now (vs \$127 later, no workbook)
- **UPSELL:** Done Over Perfect Intensive — \$297
- **CONTINUITY:** Monthly Accountability Check-Ins — \$47/mo

PRO TIP

Lead with the stat: the average entrepreneur delays launch by 7 months. Every month of delay costs approximately \$3,000-\$10,000 in lost revenue. Make the cost of waiting viscerally real before they ever read the sales page.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

34

The 10-Minute Decision Maker

End the 3-month spiral and decide in minutes — not months

 REVENUE \$1K-\$3K	 CREATE 1 Day	 SCALE Infinite	 ICP Overthinkers & perfectionist entrepreneurs
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Entrepreneurs and professionals who spend weeks or months on decisions that should take an afternoon — stuck in research loops, asking everyone's opinion, and still not deciding.

THE UNFAIR HOOK

"You don't have a decision problem. You have a fear problem dressed up as a research problem. Here's the 10-minute framework that ends the spiral."

VALUE STACK

 The 5-Step Decision Framework (PDF)	\$37
 Decision Diagnostic Worksheet	\$27
 Fear vs. Data Separator Tool	\$17
 Emergency Decision Protocol (Under Pressure)	\$17
Total Real Value	\$98
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** \$37 Full Kit (Decoy: \$17 framework only vs \$37 with diagnostic and separator tool)
- **UPSELL:** Clarity & Decision Mastery Workshop — \$147
- **CONTINUITY:** Monthly Mindset Clarity Sessions — \$27/mo

PRO TIP

 *Include a timer challenge: 'Use this framework on your biggest current decision — right now — and decide in 10 minutes.' Buyers who take the challenge immediately see results. Results create raving fans who share the product.*

Ana Calin – [How We Grow](#)

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35

The Overthinking Exit

Launch in 7 days. Not 7 months.

 REVENUE \$2K-\$5K	 CREATE 1-2 Days	 SCALE Infinite	 ICP Chronic overthinkers
 LIST NEEDED <100	 DELIVERY PDF + Audio	 VIDEO No	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

People who research obsessively, start and stop constantly, and have a graveyard of half-built projects — convinced they just need a little more information before they can begin.

THE UNFAIR HOOK

"You don't need more information. You need to stop collecting it. Here's the exit ramp from the overthinking loop — and the entry point to actually getting things done."

VALUE STACK

 The Overthinking Exit Framework (PDF)	\$57
 Pattern Interrupt Audio (15 min)	\$37
 7-Day Action Sprint Planner	\$27
 Progress-Not-Perfection Tracking Sheet	\$17
Total Real Value	\$138
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Full Exit Kit — \$67 (Win Money Back: complete 7-day sprint and launch = \$67 credit)
- **UPSELL:** Roll credit to Action Takers Intensive — \$297
- **CONTINUITY:** Monthly Sprint Accountability — \$37/mo

PRO TIP

 The audio is the differentiator. Overthinkers are in their heads — meeting them with another thing to read won't work. A 15-minute guided pattern interrupt audio creates an experience, not just information.

Ana Calin – [How We Grow](#)

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36

The 5AM Morning Routine Starter Pack

Build a morning routine that actually sticks — in 7 days

 REVENUE \$1K-\$2K	 CREATE 1 Day	 SCALE Infinite	 ICP Ambitious professionals & entrepreneurs
 LIST NEEDED <100	 DELIVERY PDF + Audio	 VIDEO No	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Ambitious people who set the 5am alarm, hit snooze for 6 months, and feel guilty every single morning — wanting a morning routine but never building one that sticks.

THE UNFAIR HOOK

"You don't need more willpower. You need a better system. Here's the 7-day protocol that makes 5am feel inevitable, not heroic."

VALUE STACK

 The 7-Day Morning Routine Builder	\$37
 5AM Wake-Up Audio Protocol (10 min)	\$27
 Habit Stack Cheat Sheet (by Goal Type)	\$17
 30-Day Consistency Tracker	\$17
Total Real Value	\$98
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Full Starter Pack — \$37 now (vs \$77 later)
- **UPSELL:** High Performance Morning Mastery — \$147
- **CONTINUITY:** Monthly Routine Optimisation Drops — \$17/mo

PRO TIP

 *Don't compete with Hal Elrod's Miracle Morning. Differentiate by making this about IDENTITY, not routine. The person who wakes at 5am isn't disciplined — they've made 5am part of who they are. Sell the identity shift.*

Ana Calin – [How We Grow](#)

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REVENUE \$1K-\$3K	CREATE 1-2 Days	SCALE Infinite	ICP Entrepreneurs & professionals post-setback
LIST NEEDED <100	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

People who were once confident and high-performing but had a setback — a failed launch, a job loss, a public failure — and lost their footing completely.

THE UNFAIR HOOK

"Confidence isn't a personality trait. It's a skill you build with evidence. Here's the 90-day system to collect that evidence and rebuild from the inside out."

VALUE STACK

90-Day Confidence Architecture Plan	\$57
Daily Identity Reset Audio (8 min)	\$37
Evidence Journal Templates (Weekly)	\$27
Courage Challenge Calendar	\$17
Total Real Value	\$138
Your Launch Price	\$57

MONEY FUNNEL

- **ENTRY:** Full Kit — \$57 now (vs \$117 later, no audio)
- **UPSELL:** Confidence Mastery Intensive — \$247
- **CONTINUITY:** Monthly Courage Challenge Drops — \$27/mo

PRO TIP

Audio is essential here. People rebuilding confidence need something to HEAR, not just read. A daily 8-minute identity reset audio that costs \$37 to produce becomes the most-reviewed element of this entire product.

Ana Calin – [How We Grow](#)

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38

The Self-Sabotage Spotter

Catch yourself before you destroy what you've built — again

 REVENUE \$1K-\$3K	 CREATE 1-2 Days	 SCALE Infinite	 ICP High-achievers with self-destructive patterns
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

High-achievers who get to the edge of a breakthrough — and then inexplicably blow it up. Miss the deadline. Pick a fight. Disappear. They know the pattern but can't seem to stop it.

THE UNFAIR HOOK

"Self-sabotage isn't weakness. It's your nervous system protecting you from the thing you want most. Here's how to spot it coming — and stop it before it strikes."

VALUE STACK

 The 12 Self-Sabotage Patterns Decoded	\$47
 Personal Trigger Mapping Workbook	\$37
 Pattern Interrupt Toolkit (by Sabotage Type)	\$27
 Weekly Self-Awareness Check-In Template	\$17
Total Real Value	\$128
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Sabotage Pattern Quiz → losers get 50% off (\$23.50)
- **UPSELL:** Pattern Breaking Deep Dive — \$247
- **CONTINUITY:** Monthly Behaviour Pattern Reviews — \$37/mo

PRO TIP

 Lead with a free quiz: 'Which of the 12 self-sabotage patterns is running your life?' Quiz results segment buyers automatically and allow you to personalise the upsell email sequence based on their pattern type.

Ana Calin – [How We Grow](#)

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RELATIONSHIPS

IDEAS 39–40 · SECTION 1 · LOW-EFFORT

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39

The 10 Hard Conversation Scripts

Word-for-word scripts for the conversations you've been avoiding for months

REVENUE \$1K-\$2K	CREATE 1 Day	SCALE Infinite	ICP Professionals & entrepreneurs
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

People who know they need to have a difficult conversation — with a partner, a client, a boss, a friend — but keep putting it off because they have no idea what to actually say.

THE UNFAIR HOOK

"Hard conversations don't get easier with time. They get more expensive. Here are the exact scripts for the 10 conversations most people avoid their entire lives."

VALUE STACK

10 Complete Conversation Scripts (PDF)	\$47
Conversation Psychology Primer	\$27
Pre-Conversation Prep Checklist	\$17
Post-Conversation Recovery Guide	\$17
Total Real Value	\$108
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** \$47 Full Pack (Decoy: \$17 scripts only vs \$47 with psychology and prep system)
- **UPSELL:** Difficult Conversations Mastery Workshop — \$197
- **CONTINUITY:** Monthly Communication Scripts — \$17/mo

PRO TIP

The 10 conversations to cover: raising prices with a client, ending a friendship, telling a partner you're unhappy, asking for a raise, confronting a boundary violation, ending a business partnership, saying no to family, addressing poor performance, leaving a relationship, and admitting you were wrong.

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40

The 21-Day Reconnection Ritual Library

Rebuild emotional intimacy with the people who matter most

REVENUE \$1K-\$2K	CREATE 1-2 Days	SCALE Infinite	ICP Couples & close relationships
LIST NEEDED <100	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Couples and close friends who've drifted apart through busyness, stress, or conflict — still living together but feeling completely disconnected from each other.

THE UNFAIR HOOK

"Reconnection doesn't happen by accident. It happens by design. Here are 21 rituals that rebuild intimacy in minutes a day — without a weekend retreat or couples therapy."

VALUE STACK

21-Day Reconnection Ritual Calendar	\$37
Couples Listening Audio Exercise (20 min)	\$27
Daily Connection Conversation Starters	\$17
Emotional Check-In Templates (Weekly)	\$17
Total Real Value	\$98
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Full Library — \$37 now (vs \$77 later, no audio)
- **UPSELL:** Relationship Mastery Intensive — \$197
- **CONTINUITY:** Monthly Connection Ritual Drops — \$17/mo

PRO TIP

Both partners usually buy. Average order value doubles to \$74. Position the purchase as a gift — 'buy it for yourself and send it to your partner' — and include a shareable gifting link in the delivery confirmation email.

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PARENTING

IDEAS 41–42 · SECTION 1 · LOW-EFFORT

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41

The 60-Second Meltdown De-Escalation Scripts

Calm any meltdown — yours or theirs — in under 60 seconds

 REVENUE \$1K-\$2K	 CREATE 1 Day	 SCALE Infinite	 ICP Parents of 2–10 year olds
 LIST NEEDED <100	 DELIVERY PDF	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Parents who freeze or explode during their child's meltdown — reacting in ways that make everything worse and then spending the rest of the day feeling like a terrible parent.

THE UNFAIR HOOK

"You can't logic your way through a meltdown. You need a script your nervous system can access when your own is dysregulated. Here they are."

VALUE STACK

 20 Age-Specific De-Escalation Scripts	\$37
 Meltdown Trigger Decoder (by Child Type)	\$27
 Parent Self-Regulation Cheat Sheet	\$17
 Post-Meltdown Repair Guide	\$17
Total Real Value	\$98
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** \$37 Full Pack (Decoy: \$17 scripts only vs \$37 with trigger decoder and repair guide)
- **UPSELL:** Conscious Parenting Masterclass — \$147
- **CONTINUITY:** Monthly Parenting Script Drops — \$17/mo

PRO TIP

 *Include scripts organised by child age (2–3, 4–6, 7–10) and by meltdown type (tired, overstimulated, transition resistance, sibling conflict). Parents need to find their specific scenario instantly — organisation is half the product.*

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

42

The Guilt-Free Screen Time System

2 hours of screen time — zero guilt, zero power struggles, zero meltdowns

REVENUE \$1K-\$2K	CREATE 1 Day	SCALE Infinite	ICP Parents of 3-12 year olds
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Parents drowning in screen time guilt — either restricting it until there's a meltdown, or giving unlimited access and then hating themselves for it — with no middle ground.

THE UNFAIR HOOK

"The screen time debate is exhausting because you're fighting the wrong battle. Here's the system that makes boundaries stick without daily warfare."

VALUE STACK

The Screen Time Boundary System	\$37
Screen Time Negotiation Scripts (by Age)	\$27
Transition Warning Protocol (End Fights)	\$17
Screen-Free Alternative Activity Bank	\$17
Total Real Value	\$98
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** Full System — \$37 now (vs \$77 later)
- **UPSELL:** Family Harmony Blueprint — \$147
- **CONTINUITY:** Monthly Parenting System Updates — \$17/mo

PRO TIP

This product sells itself to both parents in a household — and gets shared in parent WhatsApp groups and Facebook communities. Add a 'Share with another parent' referral mechanism to the delivery page.

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UNIVERSAL

IDEAS 43–44 · SECTION 1 · LOW-EFFORT

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43

The 72-Hour Product Builder

Create and launch your first digital product this weekend

 REVENUE \$2K-\$5K	 CREATE 1-2 Days	 SCALE Infinite	 ICP Aspiring digital product creators
 LIST NEEDED <100	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

People who've been thinking about creating a digital product for months — watching courses, saving templates, doing research — but haven't created or launched a single thing.

THE UNFAIR HOOK

"You don't need 6 months to build a product. You need 72 hours and a system. Here's the exact system — from blank page to first sale — in one weekend."

VALUE STACK

 The 72-Hour Product Build Blueprint	\$67
 Weekend Product Launch Checklist	\$37
 Sales Page Template (Plug and Play)	\$37
 Launch Email Sequence (3 Emails)	\$27
Total Real Value	\$168
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Build Blueprint Scholarship → losers get 50% off (\$33.50)
- **UPSELL:** Product Launch Mastery — \$297
- **CONTINUITY:** Monthly Product Builders Circle — \$37/mo

PRO TIP

 This giveaway should be run on a Friday. Winners announced Saturday morning. Losers get their discount code Saturday afternoon. Everyone starts building Saturday evening. Create a community moment — not just a transaction.

Ana Calin – [How We Grow](#)

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44

The 20 No-Guilt Boundary Scripts

Say no — without apologising, explaining, or feeling like a terrible person

REVENUE \$1K-\$2K	CREATE 1 Day	SCALE Infinite	ICP People-pleasers & high-achievers
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

People-pleasers and high-achievers who say yes to everything, resent everyone, and are exhausted by obligations they never actually agreed to — but can't figure out how to say no without blowing everything up.

THE UNFAIR HOOK

"You don't have a boundaries problem. You have a script problem. Here are 20 ways to say no that are clear, kind, and require zero explanation."

VALUE STACK

20 No-Guilt Boundary Scripts (by Situation)	\$37
People-Pleasing Pattern Decoder	\$27
Boundary-Setting Decision Tree	\$17
Post-No Guilt Recovery Guide	\$17
Total Real Value	\$98
Your Launch Price	\$37

MONEY FUNNEL

- **ENTRY:** \$37 Full Pack (Decoy: \$17 scripts only vs \$37 with decoder and decision tree)
- **UPSELL:** Boundaries Mastery Intensive — \$197
- **CONTINUITY:** Monthly Boundary Scripts — \$17/mo

PRO TIP

Organise scripts by relationship type: boss, client, family member, friend, partner, acquaintance. People need to find their specific scenario instantly. A general 'say no' script doesn't feel applicable — a 'say no to your mother-in-law' script sells itself.

Ana Calin – [How We Grow](#)

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TEACHERS

IDEA 45 · SECTION 1 · LOW-EFFORT · FINAL LOW-EFFORT IDEA

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45

How To Handle The Chair-Throwing Kid

Classroom management for first-year teachers who are one incident away from quitting

REVENUE \$1K-\$2K	CREATE 1-2 Days	SCALE Infinite	ICP First-year teachers
LIST NEEDED <100	DELIVERY PDF	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

First-year teachers who were taught curriculum delivery but received zero training in behaviour management — now facing meltdowns, defiance, and incidents they have no idea how to handle.

THE UNFAIR HOOK

"They taught you how to plan a lesson. Nobody taught you how to handle the kid who throws chairs. Here's what your teacher training left out."

VALUE STACK

Behaviour Intervention Playbook (15 Scenarios)	\$47
Verbal De-Escalation Script Library	\$37
Incident Documentation Templates	\$17
Parent Communication Scripts (After Incidents)	\$17
Total Real Value	\$118
Your Launch Price	\$47

MONEY FUNNEL

- **ENTRY:** Full Survival Kit — \$47 now (vs \$97 later)
- **UPSELL:** First Year Teacher Mastery Course — \$197
- **CONTINUITY:** Monthly Classroom Management Scenarios — \$27/mo

PRO TIP

Launch in July. Teachers buy in August. A focused two-week launch window before school starts can generate \$10K+ from a tiny list. Price point is irrelevant — a teacher who avoids one career-ending incident would pay \$500 for this.

Ana Calin – [How We Grow](#)

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SECTION 2

MID-EFFORT IDEAS

35 IDEAS · ONE WEEK LAUNCH · 4–7 DAYS

HEALTH & WELLNESS

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46

\$5K/Month With Your Perimenopause Story

Turn your midlife transition into a profitable online business

REVENUE \$2K-\$5K	CREATE 2-3 Days	SCALE Infinite	ICP Women 40-55 in perimenopause
LIST NEEDED 100-500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Women in perimenopause who have lived through the confusion, the misdiagnoses, and the symptom management — and who now want to help others while building a business from their experience.

THE UNFAIR HOOK

"You spent years figuring out perimenopause. Now someone else is where you were 3 years ago. Here's how to turn what you learned the hard way into \$5K/month."

VALUE STACK

The Perimenopause Business Blueprint	\$97
Your Story-to-Offer Extractor	\$67
Niche Positioning System	\$47
\$5K/Month Revenue Roadmap	\$37
Total Real Value	\$248
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Blueprint — \$97 (Win Money Back: hit \$1K revenue in 60 days = \$97 credit)
- **UPSELL:** Roll credit to Hell Yes Midlife Accelerator — \$497
- **CONTINUITY:** Rebel Royalty Monthly Circle — \$47/mo

PRO TIP

Position this as 'monetise your lived experience' — not a coaching certification. Women in this space are tired of being told they need another qualification. What they need is permission to use what they already know.

Ana Calin – [How We Grow](#)

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47

The 40+ Pregnancy Peace Protocol

Manage pregnancy anxiety after 40 without spiralling at every scan

REVENUE \$1K-\$3K	CREATE 2-3 Days	SCALE Infinite	ICP Pregnant women 40+
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Trial With Penalty

WHO BUYS THIS

Women pregnant after 40 who are Googling symptoms at 3am, terrified at every appointment, and told their pregnancy is 'high risk' — unable to enjoy what should be one of the most meaningful experiences of their lives.

THE UNFAIR HOOK

"Your pregnancy is high-risk on paper. Your anxiety doesn't have to be. Here's the trimester-by-trimester peace protocol for the woman who has everything except calm."

VALUE STACK

3-Trimester Anxiety Management Protocol	\$67
Daily Pregnancy Calm Audio (10 min per trimester)	\$47
Doctor Conversation Scripts (Ask the Right Questions)	\$27
Symptom Spiral Interruption Toolkit	\$17
Total Real Value	\$158
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** Free 7-day trial (must complete daily protocol or \$27 penalty) → then \$67 full access
- **UPSELL:** Pregnancy Mastery Program — \$197
- **CONTINUITY:** Postpartum Support Circle — \$47/mo

PRO TIP

The trial with penalty model works because women in this state need accountability, not just information. The \$27 penalty isn't punitive — it's a commitment device that ensures they actually use what they need most.

Ana Calin – [How We Grow](#)

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48

The 30-Day Burnout Reversal System

Get your energy, focus, and joy back — without quitting your job

REVENUE \$2K–\$5K	CREATE 2–3 Days	SCALE Infinite	ICP High-achievers in burnout
LIST NEEDED 100–500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

High-achievers who pushed through exhaustion for so long that they're now hitting a wall — unable to perform, unable to rest, and unable to see a way out that doesn't involve blowing up their career.

THE UNFAIR HOOK

"Burnout isn't solved by a holiday. It's solved by a system. Here's the 30-day protocol that reverses burnout while you stay in your life."

VALUE STACK

30-Day Burnout Reversal Protocol	\$77
Daily Nervous System Recalibration Audio (15 min)	\$47
Burnout Root Cause Diagnostic	\$37
Energy Recovery Tracking System	\$27
Total Real Value	\$188
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full System — \$97 now (vs \$197 later, no audio)
- **UPSELL:** Burnout to Brilliance Intensive — \$397
- **CONTINUITY:** Monthly Energy Optimisation Protocols — \$47/mo

PRO TIP

Burnout is a top-3 Google search for professionals aged 30–50. SEO this aggressively. Also: don't compete on 'recovery' — position as 'reversal.' Recovery is passive. Reversal is active. High-achievers want to DO something, not wait.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

49

The 90-Day Body Recomposition Blueprint

Lose fat and build muscle after 40 — when everything you used to do stopped working

 REVENUE \$2K-\$5K	 CREATE 3-4 Days	 SCALE Infinite	 ICP Women 40-55
 LIST NEEDED 100-500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

Women over 40 who are training just as hard as they did in their 30s but getting zero results — frustrated, confused, and being told to 'just eat less and move more' by coaches who don't understand hormonal physiology.

THE UNFAIR HOOK

"What worked at 32 won't work at 42. Your hormones changed. Your protocol needs to change with them. Here's the blueprint built for your actual body."

VALUE STACK

 90-Day Hormone-Aware Training Protocol	\$97
 Metabolic Nutrition Guide (Women 40+)	\$67
 Progress Tracking System (Not Just the Scale)	\$37
 Supplement Stack for Recomposition	\$27
Total Real Value	\$228
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Blueprint — \$97 (Win Money Back: measurable recomp in 90 days = \$97 credit)
- **UPSELL:** Roll credit to 6-Month Body Transformation Lab — \$397
- **CONTINUITY:** Monthly Protocol Updates — \$47/mo

PRO TIP

 Never use the word 'diet.' Never use 'weight loss.' Use 'recomposition,' 'body architecture,' 'hormonal optimisation.' This audience is sophisticated and has been failed by basic advice. Speak to their intelligence.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

50

The 12-Week Somatic Trauma Release

Process stored trauma through your body — without reliving it or retelling it

REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Trauma survivors done with talk therapy
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

People who've done years of talk therapy, understand their trauma intellectually, but still feel it in their body — the tension, the hypervigilance, the numbness — and want a different approach.

THE UNFAIR HOOK

"Your body kept the score. Talking about it won't change what your nervous system learned. Here's the 12-week body-based protocol that releases what talking never could."

VALUE STACK

12-Week Somatic Release Protocol (PDF)	\$97
Weekly Guided Somatic Exercises (12 Audios)	\$77
Body Sensation Vocabulary Guide	\$27
Weekly Check-In + Integration Journal	\$27
Total Real Value	\$228
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Protocol — \$97 now (vs \$197 later, no guided audios)
- **UPSELL:** Somatic Healing Deep Dive — \$397
- **CONTINUITY:** Monthly Somatic Practice Circle — \$47/mo

PRO TIP

Include a clear disclaimer that this is a self-guided educational tool, not therapy. Handled correctly, this actually increases trust and conversion — it shows professionalism, not limitation. The disclaimer IS the credibility.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

51

The 21-Day Metabolic Reset Protocol

Restart a sluggish metabolism in 21 days — without starving yourself

REVENUE \$2K-\$4K	CREATE 2–3 Days	SCALE Infinite	ICP Women 35–55 with slow metabolism
LIST NEEDED 100–500	DELIVERY PDF	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

Women who eat well, exercise regularly, and still can't shift weight — convinced their metabolism is broken — who've tried every diet and calorie-counting approach without lasting results.

THE UNFAIR HOOK

"Your metabolism isn't broken. It's been trained to be efficient. Here's the 21-day protocol to retrain it — without another restrictive diet."

VALUE STACK

21-Day Metabolic Reset Protocol	\$67
Metabolic Activation Meal Guide	\$47
Metabolism Support Supplement Guide	\$27
Metabolic Response Tracker	\$17
Total Real Value	\$158
Your Launch Price	\$67

MONEY FUNNEL

- **ENTRY:** \$67 Full Protocol (Decoy: \$27 meal guide only vs \$67 complete system)
- **UPSELL:** Metabolic Mastery Workshop — \$197
- **CONTINUITY:** Monthly Metabolic Optimisation Protocols — \$37/mo

PRO TIP

The 21-day timeframe is the magic. Long enough to see results, short enough not to feel overwhelming. Never promise weight loss — promise metabolic change. The weight loss follows, but the promise you can keep is the mechanism, not the outcome.

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REVENUE \$2K-\$4K	CREATE 2-3 Days	SCALE Infinite	ICP Emotional eaters & stressed professionals
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Trial With Penalty

WHO BUYS THIS

Stressed professionals who eat well during calm periods but completely derail when pressure hits — using food to regulate emotions they don't have other tools to manage.

THE UNFAIR HOOK

"You're not addicted to food. You're addicted to relief. Here's the 30-day protocol that gives your nervous system a better off-ramp than the biscuit tin."

VALUE STACK

Stress-Eating Root Cause Decoder	\$57
Craving Interruption Audio Protocol (8 min)	\$47
30-Day Emotional Eating Journal	\$37
Emergency Stress Relief Toolkit (Non-Food)	\$27
Total Real Value	\$168
Your Launch Price	\$77

MONEY FUNNEL

- **ENTRY:** Free 7-day trial (complete daily journal or \$17 penalty) → then \$77 full access
- **UPSELL:** Emotional Eating Mastery Program — \$297
- **CONTINUITY:** Monthly Nervous System Nutrition Protocols — \$37/mo

PRO TIP

The audio craving interruption is the star of this product. Record it yourself — authenticity matters here more than production value. A genuine, warm voice saying the right things at the right moment is worth more than studio-quality content.

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REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Active adults 40+ with chronic pain
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Active adults over 40 who've been told to 'rest more' and 'modify their activities' by physios — who refuse to accept that chronic pain is just part of ageing and want their active life back.

THE UNFAIR HOOK

"Pain isn't a stop sign. It's a miscommunication between your brain and your body. Here's how to fix the signal — and get back to moving the way you want to."

VALUE STACK

Pain-Free Movement Protocol (PDF)	\$77
Daily Joint Mobility Audio Routine (20 min)	\$47
Pain Pattern Decoder (Find the Root Cause)	\$37
Progress Tracking System (Pain Score + Function)	\$27
Total Real Value	\$188
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full System — \$97 (Win Money Back: measurable pain reduction in 60 days = \$97 credit)
- **UPSELL:** Roll credit to Pain-Free Performance Program — \$397
- **CONTINUITY:** Monthly Movement Protocol Updates — \$47/mo

PRO TIP

Include a clear disclaimer (not medical advice, consult your doctor). Then position the product as the complement to medical care, not the replacement. 'Your physio treats the symptom. This system addresses the pattern.' That framing converts exceptionally well.

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BUSINESS & MARKETING

IDEAS 54–64 · SECTION 2 · MID-EFFORT

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54

The Irresistible Offer Formula

Design offers people beg to buy — instead of ones you have to convince them to consider

 REVENUE \$3K-\$8K	 CREATE 3-4 Days	 SCALE Infinite	 ICP Coaches, consultants & course creators
 LIST NEEDED 100-500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

Coaches and consultants whose offers consistently get 'I need to think about it' — who know they're good at what they do but can't figure out why their offer doesn't convert the way it should.

THE UNFAIR HOOK

"Your offer isn't bad. Its architecture is wrong. Here's the formula behind every offer that makes people say 'I need this' before you've even finished explaining it."

VALUE STACK

 The Offer Architecture Framework (PDF)	\$97
 Offer Audit Workbook (Find What's Broken)	\$67
 Offer Naming + Positioning System	\$47
 Price Point Decision Matrix	\$37
Total Real Value	\$248
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Offer Audit Scholarship → losers get 50% off (\$48.50)
- **UPSELL:** Offer Mastery Intensive — \$497
- **CONTINUITY:** Monthly Offer Critique Sessions — \$67/mo

PRO TIP

 Run the giveaway and ask entrants to submit their current offer for a free public audit. You pick one to audit publicly — everyone else buys the product to audit their own. The public audit is your best piece of marketing content.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

55

The Anti-Launch System

\$3K/week in evergreen revenue — without cart open/close theater

REVENUE \$3K–\$8K	CREATE 3–4 Days	SCALE Infinite	ICP Exhausted launchers wanting evergreen
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Course creators and coaches who've done launch after launch, feel the emotional rollercoaster every time, and are exhausted by the feast-or-famine income cycle that comes with living launch to launch.

THE UNFAIR HOOK

"Launches are theatre. Evergreen is business. Here's the system that generates \$3K+ per week on autopilot — without a single countdown timer or cart close email."

VALUE STACK

The Evergreen Revenue Architecture (PDF)	\$97
Anti-Launch Funnel Blueprint (Notion)	\$67
Evergreen Email Sequence (30 Days)	\$47
Revenue Consistency Tracker	\$27
Total Real Value	\$238
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full System — \$97 now (vs \$197 later, no email sequence)
- **UPSELL:** Evergreen Mastery Intensive — \$497
- **CONTINUITY:** Monthly Funnel Optimisation Reviews — \$67/mo

PRO TIP

Position this against the launch model explicitly. 'Launches make you \$20K in a week and \$0 the next 11. This makes you \$3K every week.' The contrast is your entire sales page. Use their launch exhaustion as the hook.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

56

The Expert-to-\$10K System Converter

Package your expertise into a scalable system that earns while you sleep

REVENUE \$3K–\$7K	CREATE 3–4 Days	SCALE Infinite	ICP Experts trading time for money
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

High-earning consultants and service providers who've hit an income ceiling because every dollar they make requires an hour of their time — and can't see a way to scale without cloning themselves.

THE UNFAIR HOOK

"You don't have a knowledge problem. You have a packaging problem. Here's how to turn what's in your head into a system that earns without you."

VALUE STACK

Expertise Extraction Framework	\$77
System Packaging Blueprint (Notion)	\$67
Monetisation Model Decision Guide	\$47
First \$10K Launch Checklist	\$27
Total Real Value	\$218
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Converter — \$97 (Win Money Back: launch system and make \$1K in 60 days = \$97 credit)
- **UPSELL:** Roll credit to Expert Empire Intensive — \$497
- **CONTINUITY:** Monthly System Builders Circle — \$67/mo

PRO TIP

The expertise extraction process is the product's core value. Most experts don't know how to articulate what they know — they're too close to it. Build exercises that pull knowledge out through questions, not reflection.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Retreat leaders & wellness entrepreneurs
LIST NEEDED 100-500	DELIVERY Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Retreat leaders who spend months building a magical experience and then scramble desperately in the final 6 weeks to fill seats — discounting, begging on Instagram, and considering cancellation.

THE UNFAIR HOOK

"Your retreat is full before most leaders have even announced theirs. Here's the 6-month-out system that makes last-minute panic a thing of the past."

VALUE STACK

6-Month Retreat Marketing Timeline (Notion)	\$77
Email Sequence Library (Pre-Launch to Sold Out)	\$57
Social Content Calendar (6 Months)	\$47
Pricing + Early Bird Strategy Guide	\$27
Total Real Value	\$208
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Notion System — \$97 now (vs \$197 later)
- **UPSELL:** Retreat Business Mastery — \$497
- **CONTINUITY:** Monthly Retreat Marketing Support — \$67/mo

PRO TIP

Deliver entirely in Notion — interactive, customisable, and living. A PDF marketing plan for retreat leaders is ironic. Give them a working system they can clone and fill in, not a document they need to translate into action.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

REVENUE \$3K–\$7K	CREATE 3–4 Days	SCALE Infinite	ICP Business owners sounding generic
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

Business owners whose brand exists but doesn't connect — whose About page reads like a CV, whose story doesn't differentiate them, and who compete on price because they can't articulate their value.

THE UNFAIR HOOK

"Your story isn't just background. It's your unfair advantage. Here's the formula that turns your experience into the reason clients pay premium prices."

VALUE STACK

The Brand Story Architecture Framework	\$77
Story-to-Sales Page Translation Guide	\$57
About Page + Bio Rewrite Templates	\$37
Brand Differentiation Positioning System	\$27
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** \$97 Full Formula (Decoy: \$37 templates only vs \$97 complete architecture system)
- **UPSELL:** Brand Story Intensive — \$497
- **CONTINUITY:** Quarterly Brand Narrative Reviews — \$97/quarter

PRO TIP

Include 5 complete before/after brand story transformations across different industries. Nothing sells this product better than seeing a generic 'I help people achieve their goals' transformed into a story that makes you feel something.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

59

The Invisible Expertise Extractor

Find the \$50K of hidden value you don't know you're sitting on

REVENUE \$3K–\$7K	CREATE 3–4 Days	SCALE Infinite	ICP Undeरearning experts & consultants
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Experts who chronically undercharge because they can't see the value of what they know — giving away insights in free calls that consultants charge \$500/hour for, not realising their expertise is worth multiples of what they're earning.

THE UNFAIR HOOK

"The thing you know so well you give it away for free? Someone else charges \$500/hour for that. Here's how to find it, package it, and price it correctly."

VALUE STACK

Expertise Audit Framework (Find Hidden Value)	\$77
Market Rate Positioning Guide	\$57
Knowledge Packaging System (Notion)	\$47
Premium Pricing Justification Builder	\$27
Total Real Value	\$208
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Extractor — \$97 (Win Money Back: identify \$10K+ of unmonetised expertise = \$97 credit)
- **UPSELL:** Roll credit to Expert Monetisation Intensive — \$497
- **CONTINUITY:** Monthly Expertise Monetisation Reviews — \$67/mo

PRO TIP

The audit exercise is the core deliverable. Design it as a series of specific questions that force reflection on what they know versus what they think everyone knows. The 'aha' moment of seeing their own expertise clearly is the product.

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Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

60

Sell Without The Cringe System

Market your business authentically — and actually convert — without feeling gross

REVENUE \$2K-\$5K	CREATE 3–4 Days	SCALE Infinite	ICP Coaches & service providers who hate selling
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Coaches and service providers who believe deeply in what they do but feel physically uncomfortable when it comes to selling — going quiet on social media, underselling on calls, and watching less qualified competitors out-earn them.

THE UNFAIR HOOK

"You don't hate selling. You hate the version of selling you've been taught. Here's the system that converts without manipulation, pressure, or feeling like you need a shower afterwards."

VALUE STACK

Authentic Selling Framework (PDF)	\$77
Cringe-Free Sales Script Library	\$57
Ethical Marketing Content System (Notion)	\$47
Sales Identity Reset Workbook	\$27
Total Real Value	\$208
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full System — \$97 now (vs \$197 later, no identity workbook)
- **UPSELL:** Ethical Sales Mastery Intensive — \$497
- **CONTINUITY:** Monthly Sales Confidence Sessions — \$47/mo

PRO TIP

The identity workbook is the differentiator. Most sales training focuses on tactics. This one addresses the root cause — a belief that selling is manipulative. Fix the belief first, and the tactics become effortless.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

61

The \$50K Retreat Leader Playbook

Run profitable retreats without losing money, losing your mind, or losing participants

REVENUE \$3K–\$7K	CREATE 4–5 Days	SCALE Infinite	ICP First-time & struggling retreat leaders
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Giveaway

WHO BUYS THIS

Coaches and facilitators who want to run retreats but are paralysed by the logistics — pricing, venues, legal, facilitation, marketing, profit margins — or who ran one retreat, lost money, and need to understand what went wrong.

THE UNFAIR HOOK

"The retreat that nearly broke you didn't fail because people don't want what you offer. It failed because nobody gave you the business model. Here it is."

VALUE STACK

Complete Retreat Business Blueprint (PDF)	\$97
Retreat Profit Calculator (Notion)	\$57
Venue + Legal + Logistics Checklist	\$47
Pricing Strategy + Break-Even Guide	\$37
Total Real Value	\$238
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Profit Calculator Scholarship → losers get 50% off (\$48.50)
- **UPSELL:** Retreat Business Mastery Program — \$597
- **CONTINUITY:** Monthly Retreat Leaders Circle — \$67/mo

PRO TIP

The profit calculator is the giveaway book. Everyone wants to know if their retreat idea is viable before they commit to it. Run the calculator giveaway, collect leads, and convert them with the full playbook.

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Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

62

The 5-Star Client Experience Designer

Turn one-time buyers into lifetime clients who send everyone they know

REVENUE \$2K–\$5K	CREATE 3–4 Days	SCALE Infinite	ICP Service businesses with high churn
LIST NEEDED 100–500	DELIVERY Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Service business owners who deliver excellent work but struggle with retention, referrals, and repeat business — losing clients who were happy but never came back or told anyone.

THE UNFAIR HOOK

"Happy clients don't automatically become loyal clients. Loyalty is designed, not earned. Here's the experience system that makes referrals and retention automatic."

VALUE STACK

Client Journey Architecture Map (Notion)	\$77
Touchpoint Communication Template Library	\$57
5-Star Moment Design Guide (Create Wow)	\$37
Client Experience Metrics Dashboard	\$27
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Notion System — \$97 now (vs \$197 later)
- **UPSELL:** Client Experience Mastery Workshop — \$397
- **CONTINUITY:** Monthly CX Optimisation Reviews — \$47/mo

PRO TIP

Deliver entirely in Notion so they can map their own journey directly inside the product. A journey map you can edit is infinitely more valuable than one you can only read. Interactive delivery IS the product differentiation.

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63

The 10-Referral-Per-Month Machine

Build an automated referral system that brings in 10 qualified leads every month

 REVENUE \$2K-\$5K	 CREATE 3-4 Days	 SCALE Infinite	 ICP Service businesses relying on word of mouth
 LIST NEEDED 100-500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Service business owners who get most of their clients through referrals but have no system for generating them — relying entirely on luck, timing, and hoping happy clients mention them.

THE UNFAIR HOOK

"Referrals aren't luck. They're a system. Here's how to generate 10 qualified referrals every month — without asking awkwardly or offering tacky incentives."

VALUE STACK

 The Referral Machine Blueprint	\$77
 Referral Request Scripts (Natural, Not Awkward)	\$47
 Referral Partner Outreach Templates	\$37
 Referral Tracking Dashboard (Notion)	\$27
Total Real Value	\$188
Your Launch Price	\$77

MONEY FUNNEL

- **ENTRY:** \$77 Full Machine (Decoy: \$27 scripts only vs \$77 complete system with dashboard)
- **UPSELL:** Referral Mastery Intensive — \$297
- **CONTINUITY:** Monthly Referral Strategy Reviews — \$47/mo

PRO TIP

 The 10 referrals target is specific enough to be credible and compelling. Break down exactly how: 5 client referrals + 3 partner referrals + 2 community referrals = 10/month. Specific math beats vague promises every single time.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

64

The Workshop-to-\$10K Product Converter

Turn your free or low-ticket workshop into a \$10K product funnel

REVENUE \$3K–\$7K	CREATE 3–4 Days	SCALE Infinite	ICP Coaches running workshops without backend
LIST NEEDED 100–500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Coaches and educators who run excellent free or low-ticket workshops but have no structured system to convert attendees into higher-ticket buyers — leaving thousands of dollars on the table at every event.

THE UNFAIR HOOK

"Your workshop isn't the product. It's the acquisition channel. Here's how to build the \$10K funnel that starts the moment someone signs up."

VALUE STACK

Workshop-to-Funnel Conversion Blueprint	\$77
Post-Workshop Email Sequence (7 Days)	\$57
Workshop Upsell Script Library	\$47
Conversion Rate Optimisation Tracker	\$27
Total Real Value	\$208
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Converter — \$97 (Win Money Back: convert workshop to \$1K in revenue in 30 days = \$97 credit)
- **UPSELL:** Roll credit to Workshop Empire Program — \$497
- **CONTINUITY:** Monthly Workshop Optimisation Reviews — \$67/mo

PRO TIP

The post-workshop email sequence is the highest-leverage element. Most coaches send one thank-you email and nothing else. A 7-day sequence that delivers value, builds desire, and presents an offer converts 3–5X better than a single pitch.

Ana Calin – [How We Grow](#)

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CONTENT & WRITING

IDEAS 65–68 · SECTION 2 · MID-EFFORT

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65

How To Finish Your Novel in 90 Days

For anxious writers with 3+ unfinished manuscripts and a graveyard of good intentions

REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Fiction writers with anxiety & perfectionism
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Fiction writers who start manuscripts with excitement, stall at chapter 3 or 10 or 23, and have a hard drive full of brilliant beginnings — convinced they're not disciplined enough to finish, when the real problem is emotional, not structural.

THE UNFAIR HOOK

"Writer's block isn't a creativity problem. It's a nervous system problem. Here's the 90-day system that addresses the emotional root cause and gets your novel finished."

VALUE STACK

90-Day Novel Completion System (PDF)	\$77
Weekly Writing Unblock Audios (12 x 15 min)	\$67
Anxious Writer's Toolkit (Perfectionism, Fear, Resistance)	\$37
Daily Word Count + Momentum Tracker	\$17
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full System — \$97 (Win Money Back: finish your manuscript in 90 days = \$97 credit)
- **UPSELL:** Roll credit to Writer's Breakthrough Intensive — \$397
- **CONTINUITY:** Monthly Writers Circle — \$47/mo

PRO TIP

The weekly audio series is the heartbeat of this product. Anxious writers need a voice in their ear more than another PDF telling them to 'just write.' Record the audios with warmth and zero judgment — this audience has been hard on themselves for years.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

66

The 300-Sub to \$5K Money Machine

Hit \$5K/month from your newsletter — without needing 10,000 subscribers

 REVENUE \$3K-\$7K	 CREATE 3-4 Days	 SCALE Infinite	 ICP Newsletter writers with small but engaged lists
 LIST NEEDED 100-500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Decoy

WHO BUYS THIS

Newsletter writers who've been told they need a massive list to make money — sitting on 200–500 highly engaged subscribers and generating zero revenue because they have no monetisation strategy.

THE UNFAIR HOOK

"You don't need 10,000 subscribers. You need a monetisation flywheel. Here's the math: 300 subscribers at a 5% conversion rate at \$97 = \$1,455 per launch. Run it 3x a year. That's \$4,365. Add a \$27/mo paid tier and 30 subscribers = \$810/month. You're at \$5K."

VALUE STACK

 The Newsletter Monetisation Flywheel Blueprint	\$97
 Paid Tier Launch Email Sequence (7 Days)	\$57
 Offer Design Guide for Newsletter Audiences	\$37
 Revenue Tracking Dashboard (Notion)	\$27
Total Real Value	\$218
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** \$97 Full Machine (Decoy: \$27 blueprint only vs \$97 complete system with email sequence)
- **UPSELL:** Newsletter Revenue Mastery — \$397
- **CONTINUITY:** Monthly Newsletter Strategy Sessions — \$67/mo

PRO TIP

 Lead with the exact math — always. Show the specific calculation for 300, 500, and 1,000 subscribers. When buyers see the numbers, the product sells itself. Vague promises lose to specific arithmetic every single time.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

67

The 6-Month Authority Content System

Build undeniable authority in your niche with 6 months of strategic content — planned in one afternoon

REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Coaches & experts building thought leadership
LIST NEEDED 100-500	DELIVERY Notion	VIDEO No	MONETISATION MODEL Buy X Get Y

WHO BUYS THIS

Coaches and experts who post sporadically, run out of ideas constantly, and feel like they're shouting into the void — with no strategic content plan that builds authority instead of just filling feeds.

THE UNFAIR HOOK

"Authority isn't built by posting more. It's built by posting strategically. Here's the 6-month system that positions you as the undeniable expert in your niche — planned in one afternoon."

VALUE STACK

6-Month Authority Content Calendar (Notion)	\$97
Content Pillar Architecture Framework	\$57
Authority Post Templates (by Content Type)	\$47
Authority Score Tracking System	\$27
Total Real Value	\$228
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Buy 6-month access \$97, get 6 months of content prompt updates FREE (12 months total)
- **UPSELL:** Authority Brand Mastery Intensive — \$497
- **CONTINUITY:** Monthly Content Strategy Reviews — \$67/mo

PRO TIP

The Notion calendar is the entire product. Make it genuinely beautiful and functional — colour-coded by content pillar, linked to templates, pre-populated with 180 days of prompts. A Notion system people screenshot and share is your best marketing.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

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The Viral Content Formula

Decode the patterns behind 100K+ reach posts — and replicate them in any niche

 REVENUE \$2K-\$5K	 CREATE 3-4 Days	 SCALE Infinite	 ICP Content creators chasing reach
 LIST NEEDED 100-500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

Content creators who post consistently, study their analytics obsessively, and still can't crack the code on why some posts explode and identical ones get 47 views — feeling like virality is random.

THE UNFAIR HOOK

"Virality isn't random. It's a pattern. Here's the formula behind every piece of content that broke the algorithm — and how to replicate it in any niche."

VALUE STACK

 The Viral Content Pattern Decoder (PDF)	\$77
 Platform Algorithm Cheat Sheet (by Platform)	\$47
 100 Viral Post Templates (by Emotion)	\$47
 Viral Probability Scoring System (Notion)	\$27
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Viral Pattern Quiz → losers get 50% off (\$48.50)
- **UPSELL:** Viral Content Mastery Program — \$397
- **CONTINUITY:** Monthly Algorithm Update Briefings — \$27/mo

PRO TIP

 The quiz is the giveaway hook: 'What's your content's viral potential?' Score their last 5 posts using your formula. Personalised results = massive perceived value, huge email list growth, and a warm audience for the full product.

Ana Calin – [How We Grow](#)

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TECH & AI

IDEA 69 · SECTION 2 · MID-EFFORT

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REVENUE \$3K-\$8K	CREATE 3-4 Days	SCALE Infinite	ICP Business owners & brand leaders
LIST NEEDED 100-500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Business owners and brand leaders who are using AI but worried about the reputational risk — and who want to get ahead of the ethics conversation instead of being caught on the wrong side of it.

THE UNFAIR HOOK

"AI ethics isn't compliance theater. It's your next unfair competitive advantage. The brands that get this right in the next 18 months will own their market for a decade."

VALUE STACK

The Ethical AI Business Framework (PDF)	\$97
AI Ethics Audit Checklist (Full Business Review)	\$67
Transparency Communication Templates	\$47
Ethical AI Brand Positioning Guide	\$37
Total Real Value	\$248
Your Launch Price	\$147

MONEY FUNNEL

- **ENTRY:** Full Framework — \$147 (Win Money Back: implement and demonstrate measurable trust increase = \$147 credit)
- **UPSELL:** Roll credit to AI Strategy Consulting Package — \$1,997
- **CONTINUITY:** Quarterly Ethics Review Sessions — \$197/quarter

PRO TIP

Price this at \$147 minimum — this is B2B positioning with genuine business impact. The buyer is a decision-maker with a budget and a reputational risk to manage. Never discount this product. Premium pricing IS the signal that you take this seriously.

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PERSONAL DEVELOPMENT

IDEAS 70–75 · SECTION 2 · MID-EFFORT

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70

The \$100K Identity

Become the version of yourself who has what you want — before you have it

REVENUE \$3K-\$7K	CREATE 3-4 Days	SCALE Infinite	ICP Ambitious entrepreneurs stuck at the same level
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Entrepreneurs who've done all the strategy, taken all the courses, and implemented all the tactics — but keep sabotaging their results and can't figure out why the external work isn't producing the internal shift they need.

THE UNFAIR HOOK

"You can't out-strategy an identity that believes it doesn't deserve what it's building. Here's how to become the \$100K version of yourself — from the inside out."

VALUE STACK

The Identity Architecture Framework (PDF)	\$97
Daily Identity Embodiment Audios (30 x 10 min)	\$77
Belief System Audit + Rewrite Workbook	\$47
Identity Evidence Journal (90 Days)	\$27
Total Real Value	\$248
Your Launch Price	\$127

MONEY FUNNEL

- **ENTRY:** Full System — \$127 now (vs \$247 later, no audio series)
- **UPSELL:** Identity Mastery Intensive — \$597
- **CONTINUITY:** Monthly Identity Work Sessions — \$67/mo

PRO TIP

The 30-day audio series is the product's soul. Don't make it motivational — make it experiential. Guided visualisations, embodiment practices, belief-level conversations. This audience has had enough motivation. They need transformation.

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71

The 90-Day Pattern-Breaking Protocol

Interrupt the cycles you're stuck in — and stay out of them

 REVENUE \$2K-\$5K	 CREATE 3-4 Days	 SCALE Infinite	 ICP High-achievers stuck in repetitive patterns
 LIST NEEDED 100-500	 DELIVERY PDF + Audio	 VIDEO No	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

High-achievers who keep hitting the same walls — the same relationship dynamics, the same business plateau, the same self-destructive patterns — despite understanding them intellectually and genuinely wanting to change.

THE UNFAIR HOOK

"Understanding a pattern doesn't break it. Interrupting it does. Here's the 90-day protocol that changes the pattern at the level where it actually lives — in your nervous system, not your mind."

VALUE STACK

 90-Day Pattern Interruption Protocol (PDF)	\$77
 Weekly Pattern Interrupt Audio Exercises (12 x 20 min)	\$67
 Pattern Mapping Workbook (Find the Root)	\$37
 Weekly Progress + Pattern Tracker	\$17
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Protocol — \$97 (Win Money Back: document measurable pattern shift in 90 days = \$97 credit)
- **UPSELL:** Roll credit to Pattern Breaking Deep Dive — \$497
- **CONTINUITY:** Monthly Pattern Work Sessions — \$47/mo

PRO TIP

 The weekly audio exercises are non-negotiable. Intellectual pattern recognition (reading) triggers the same neural pathways that created the pattern. Somatic, audio-based interruption reaches the deeper level where lasting change actually happens.

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REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Divorced women 35-55 rebuilding
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Women post-divorce who feel like they lost not just a marriage but their identity, their financial security, and their sense of who they are — and who refuse to spend the next decade in survival mode.

THE UNFAIR HOOK

"Divorce isn't the end of your story. It's the chapter where the protagonist finally gets to become who she was always supposed to be. Here's the plan."

VALUE STACK

Post-Divorce Identity Rebuild Framework (PDF)	\$77
Financial Independence Starter Guide	\$57
Weekly Confidence Rebuild Audios (8 x 15 min)	\$47
90-Day Glow-Up Action Planner	\$27
Total Real Value	\$208
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Plan — \$97 now (vs \$197 later, no audio series)
- **UPSELL:** Post-Divorce Thriving Intensive — \$397
- **CONTINUITY:** Monthly Rebuild Circle — \$47/mo

PRO TIP

Handle with exceptional care — this audience is in genuine pain. Tone must be warm, empowering, and free of toxic positivity. Avoid 'bounce back' language. Use 'rebuild,' 'reclaim,' 'redefine.' The emotional accuracy of your marketing is what creates the sale.

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73

The 6-Month Self-Trust Rebuild

Stop second-guessing every decision and start trusting yourself completely

 REVENUE \$2K-\$5K	 CREATE 3-4 Days	 SCALE Infinite	 ICP High-achievers who lost confidence in their judgment
 LIST NEEDED 100-500	 DELIVERY PDF + Audio	 VIDEO No	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

High-achievers who made a significant mistake — a bad hire, a failed business, a relationship that went wrong — and lost complete trust in their own judgment as a result, now second-guessing everything.

THE UNFAIR HOOK

"Self-trust isn't rebuilt by making better decisions. It's rebuilt by honouring small commitments to yourself consistently. Here's the 6-month protocol that restores it completely."

VALUE STACK

 6-Month Self-Trust Architecture Plan (PDF)	\$77
 Weekly Trust-Building Audio Practices (24 x 12 min)	\$67
 Commitment-Keeping System (Build the Evidence)	\$37
 Trust Score Tracker (Monthly)	\$17
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Rebuild — \$97 now (vs \$197 later, no audio series)
- **UPSELL:** Confidence & Trust Mastery Intensive — \$497
- **CONTINUITY:** Monthly Self-Trust Practice Circle — \$47/mo

PRO TIP

 The mechanism is everything here: self-trust is rebuilt through kept promises to yourself, not positive affirmations. Build the product around a system of progressively larger self-commitments with a completion tracking system. Evidence of reliability to self = trust.

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74

The Before-You-Break Burnout Prevention

Stop burnout before it stops you — a prevention system for the chronically overcommitted

REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP High-performers pre-burnout
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Decoy

WHO BUYS THIS

High-performers who recognise the warning signs of burnout — the irritability, the declining performance, the Sunday dread — but keep pushing through because they don't know how to slow down without stopping completely.

THE UNFAIR HOOK

"Burnout prevention isn't about doing less. It's about doing the right things to maintain capacity. Here's the system that keeps high-performers performing — without burning out."

VALUE STACK

Burnout Prevention Architecture System (PDF)	\$77
Energy Audit + Depletion Early Warning System	\$57
Daily Recovery Protocol Audios (5 min)	\$37
Sustainable Performance Design Guide	\$27
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** \$97 Full System (Decoy: \$37 energy audit only vs \$97 complete prevention architecture)
- **UPSELL:** High Performance Sustainability Intensive — \$397
- **CONTINUITY:** Monthly Performance Reviews — \$47/mo

PRO TIP

Position this as performance optimisation, not self-care. This audience doesn't respond to 'slow down and rest' — they respond to 'here's how to maintain elite performance without burning the engine.' Language is everything.

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75

The 30-Day Life Audit Framework

Get ruthlessly clear on what's working, what isn't, and what needs to change — in 30 days

 REVENUE \$2K-\$4K	 CREATE 2–3 Days	 SCALE Infinite	 ICP Professionals at a crossroads or life transition
 LIST NEEDED 100–500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Giveaway

WHO BUYS THIS

People at a major life or career crossroads — feeling vaguely unsatisfied but unable to pinpoint why, or knowing things need to change but overwhelmed by the size of the task — who need a structured framework to get clarity before making any decisions.

THE UNFAIR HOOK

"You can't change your life by thinking about it harder. You need a systematic audit that shows you exactly where the gaps are — then a plan to close them. Here's the 30-day framework."

VALUE STACK

 30-Day Life Audit Framework (Notion)	\$77
 8-Domain Life Assessment Tool	\$47
 Gap Analysis + Priority Decision System	\$37
 30-Day Clarity Action Planner	\$27
Total Real Value	\$188
Your Launch Price	\$77

MONEY FUNNEL

- **ENTRY:** Giveaway: Free Life Audit Mini-Assessment → losers get 50% off (\$38.50)
- **UPSELL:** Life Redesign Intensive — \$497
- **CONTINUITY:** Quarterly Life Audit Reviews — \$77/quarter

PRO TIP

 The mini-assessment giveaway should take 10 minutes to complete and give genuinely useful results. When someone gets an accurate snapshot of their life gaps from your free tool, buying the full system feels not just logical but urgent.

Ana Calin – [How We Grow](#)

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RELATIONSHIPS

IDEA 76 · SECTION 2 · MID-EFFORT

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76

The Narcissist Detox Vault

90-day recovery from narcissistic abuse — without years of therapy bills

REVENUE \$3K–\$7K	CREATE 3–4 Days	SCALE Infinite	ICP Narcissistic abuse survivors
LIST NEEDED 100–500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Women who left narcissistic or emotionally abusive relationships and are stuck in the trauma response cycle — hypervigilant, unable to trust, questioning their own reality — who know they need support but can't access or afford consistent therapy.

THE UNFAIR HOOK

"You're not broken. You're recalibrating from a relationship that was designed to make you doubt yourself. Here's the 90-day vault that rebuilds your reality — without having to tell the whole story again."

VALUE STACK

90-Day Narcissistic Abuse Recovery Protocol (PDF)	\$97
Weekly Trauma Recovery Audios (12 x 20 min)	\$77
Reality Recalibration Workbook	\$47
Boundary Rebuild Scripts (Post-Narcissist)	\$37
Total Real Value	\$258
Your Launch Price	\$127

MONEY FUNNEL

- **ENTRY:** Full Vault — \$127 now (vs \$247 later, no audio series)
- **UPSELL:** Narcissist Recovery Deep Dive — \$497
- **CONTINUITY:** Monthly Recovery Support Circle — \$67/mo

PRO TIP

Include trigger warnings at every stage. Include a disclaimer about professional support. Then show how this product complements, not replaces, therapy. Offer a payment plan — financial abuse is common in narcissistic relationships and many buyers will need it.

Ana Calin – [How We Grow](#)

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PARENTING

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77

The No-Guilt Parent Playbook

End mom guilt forever — and become the parent you actually want to be

REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Mothers with chronic mom guilt
LIST NEEDED 100-500	DELIVERY PDF + Audio	VIDEO No	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Mothers who feel guilty about everything — working too much, not working enough, screen time, food choices, losing their temper, not being 'present' enough — who are exhausted by the constant internal judgment and want it to stop.

THE UNFAIR HOOK

"Mom guilt isn't evidence that you're a bad mother. It's evidence that you care deeply while operating in an impossible system. Here's how to stop the spiral and become the parent you actually want to be."

VALUE STACK

The No-Guilt Parenting Framework (PDF)	\$77
Weekly Mom Guilt Release Audios (8 x 15 min)	\$57
Good Enough Parent Workbook	\$37
Self-Compassion Script Library	\$27
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full Playbook — \$97 (Win Money Back: measurable guilt reduction in 60 days = \$97 credit)
- **UPSELL:** Roll credit to Conscious Parenting Intensive — \$397
- **CONTINUITY:** Monthly Parenting Support Circle — \$47/mo

PRO TIP

The 'good enough parent' framework is your differentiator. Every other parenting product tells mothers how to do more. This one tells them they're already enough — and gives them the psychological tools to actually believe it.

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SPIRITUAL

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78

The Practical Magic Vault

52 weeks of rituals for people who want magic without manifestation bullshit

 REVENUE \$2K-\$5K	 CREATE 3-4 Days	 SCALE Infinite	 ICP Spiritual seekers allergic to toxic positivity
 LIST NEEDED 100-500	 DELIVERY Notion	 VIDEO No	 MONETISATION MODEL Buy X Get Y

WHO BUYS THIS

Spiritually curious people who are drawn to ritual and energy work but repelled by the Instagram-wellness version of it — the 'just manifest it' crowd, the toxic positivity, the magical thinking divorced from action.

THE UNFAIR HOOK

"This isn't The Secret. This isn't law of attraction. This is applied spirituality — 52 weeks of rituals rooted in energy management, nervous system science, and real-world results."

VALUE STACK

 52-Week Ritual Library (Notion)	\$97
 Energy Management Framework (The Science Behind It)	\$57
 Ritual Customisation Guide (by Season + Goal)	\$37
 Ritual Impact Tracking System	\$27
Total Real Value	\$218
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Buy 12-month access \$97, get 12 months of new ritual drops FREE (24 months total)
- **UPSELL:** Advanced Energy Mastery Workshop — \$297
- **CONTINUITY:** Monthly Magic Labs — \$37/mo

PRO TIP

 Never use the word 'manifestation' anywhere in this product or its marketing. Position as 'applied spirituality' and 'energy management.' The audience you want — sophisticated, action-oriented spiritual seekers — will find you specifically because you're not using that language.

Ana Calin – [How We Grow](#)

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UNIVERSAL

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79

The Momentum Without Burnout Method

Build your business in 20 minutes a day — consistently, sustainably, for years

 REVENUE \$2K-\$5K	 CREATE 3-4 Days	 SCALE Infinite	 ICP Solopreneurs stuck in start-stop cycles
 LIST NEEDED 100-500	 DELIVERY PDF + Notion	 VIDEO No	 MONETISATION MODEL Trial With Penalty

WHO BUYS THIS

Solopreneurs and side-hustlers who go hard for 3 weeks and then disappear for 6 — stuck in a feast-or-famine productivity cycle that generates some results but never the compounding growth they're capable of.

THE UNFAIR HOOK

"Consistency beats intensity every single time. Twenty focused minutes a day for a year outperforms 12-hour sprints followed by 3-week disappearances. Here's the method that makes 20 minutes feel like enough."

VALUE STACK

 The 20-Minute Business Build System (PDF)	\$77
 Momentum Calendar (Notion — 12 Months)	\$57
 Consistency Psychology Guide (Why You Stop)	\$37
 Daily Momentum Score Tracker	\$27
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Free 14-day trial (must complete daily 20-min session or \$17 penalty) → then \$97 full access
- **UPSELL:** Momentum Mastery Intensive — \$397
- **CONTINUITY:** Monthly Momentum Reviews — \$47/mo

PRO TIP

 The trial with penalty model is perfect here because the product is about consistency — and the trial forces them to experience what consistency feels like with your system. Most people won't claim the refund because they'll already be seeing results by day 14.

Ana Calin – [How We Grow](#)

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TEACHERS

IDEA 80 · SECTION 2 · FINAL MID-EFFORT IDEA

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REVENUE \$2K-\$5K	CREATE 3-4 Days	SCALE Infinite	ICP Forward-thinking teachers & homeschool parents
LIST NEEDED 100-500	DELIVERY PDF + Notion	VIDEO No	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Teachers and homeschool parents who know that memorising facts is becoming obsolete — and who want to teach critical thinking, creativity, financial literacy, and communication, but have no curriculum to follow.

THE UNFAIR HOOK

"AI can already answer every factual question your students will ever have. What it can't replace is a child who knows how to think, create, question, and solve. Here's how to teach that."

VALUE STACK

Future Skills Curriculum Framework (PDF)	\$77
12-Month Lesson Plan Library (Notion)	\$57
Critical Thinking Exercise Bank (50 Exercises)	\$37
Financial Literacy for Kids Module	\$27
Total Real Value	\$198
Your Launch Price	\$97

MONEY FUNNEL

- **ENTRY:** Full System — \$97 now (vs \$197 later, no lesson plan library)
- **UPSELL:** Future-Ready Classroom Certification — \$397
- **CONTINUITY:** Monthly New Lesson Drops — \$37/mo

PRO TIP

Market this to BOTH traditional school teachers AND homeschool parents — two massive, underserved markets with completely different channels. Homeschool communities on Facebook are extraordinarily tight-knit and share products obsessively when they resonate.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

SECTION 3

HIGH-EFFORT IDEAS

20 IDEAS · BUILD IT RIGHT · 2–4 WEEKS

HEALTH & WELLNESS

IDEAS 81–83

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The \$10K Hormone Mastery Certification

Become the certified hormone expert your market is desperately looking for

REVENUE \$5K-\$15K	CREATE 2-3 Weeks	SCALE Group & Cohort	ICP Health coaches wanting hormone expertise
LIST NEEDED 500-2K	DELIVERY Course + PDF + Audio	VIDEO Yes	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Health coaches and wellness practitioners who keep getting asked questions about hormones they can't confidently answer — losing clients to specialists and watching their income plateau because their knowledge has a ceiling.

THE UNFAIR HOOK

"Hormone health is the most underserved, most searched, and highest-converting niche in women's wellness. Here's the certification that makes you the credible expert your clients are desperately searching for."

VALUE STACK

12-Module Hormone Mastery Curriculum	\$497
Clinical Protocol Library (50+ Protocols)	\$197
Lab Interpretation Masterclass	\$147
Hormone Practice Business Blueprint	\$97
Certification + Digital Badge	\$97
Total Real Value	\$1035
Your Launch Price	\$497

MONEY FUNNEL

- **ENTRY:** Full Certification — \$497 now (vs \$997 later) OR 3 payments of \$197
- **UPSELL:** Advanced Hormone Practitioner Program — \$1,997
- **CONTINUITY:** Monthly Hormone Mastery Circle — \$97/mo

PRO TIP

Cohort-based delivery creates community, accountability, and completion rates 4X higher than self-paced. Run 4 cohorts per year. Your first cohort of 20 students at \$497 = \$9,940. Year one revenue potential: \$40K+ before upsells.

Ana Calin – How We Grow

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The \$50K Wellness Coach Accelerator

Build a \$50K wellness coaching business in 6 months — with the right offers, clients, and systems

REVENUE \$10K-\$30K	CREATE 3-4 Weeks	SCALE Group & Cohort	ICP New & struggling wellness coaches
LIST NEEDED 500-2K	DELIVERY Course + Coaching + Community	VIDEO Yes	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Wellness coaches who are certified, passionate, and completely stuck — getting sporadic clients, undercharging chronically, and wondering if their business will ever actually work the way they imagined.

THE UNFAIR HOOK

"You have the skills. You have the passion. You're missing the business. Here's the 6-month accelerator that builds the offer, the clients, and the systems — and gets you to \$50K."

VALUE STACK

6-Month Business Build Curriculum (24 Modules)	\$997
Bi-Weekly Group Coaching Calls (12 Sessions)	\$497
Private Community (Peer Support + Accountability)	\$297
Done-With-You Offer Build Workshop	\$197
Business Dashboard + Revenue Tracker	\$97
Total Real Value	\$2085
Your Launch Price	\$997

MONEY FUNNEL

- **ENTRY:** Full Accelerator — \$997 (Win Money Back: hit \$10K revenue in 6 months = \$997 credit) OR 6 x \$197
- **UPSELL:** Roll credit to Advanced Business Mastery — \$4,997
- **CONTINUITY:** Monthly Mastermind — \$197/mo

PRO TIP

The win money back guarantee on a \$997 program is extraordinary — it signals complete confidence in the system and eliminates virtually all purchase risk. Track business results systematically so you can prove outcomes and build testimonials for the next cohort.

Ana Calin – How We Grow

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

Ana Calin – [How We Grow](#)

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83

The 12-Week Body Transformation Lab

The premium body transformation program for clients who've tried everything else

REVENUE \$8K-\$20K	CREATE 2-3 Weeks	SCALE Group & Cohort	ICP Women 35-55 who've failed every program
LIST NEEDED 500-2K	DELIVERY Course + Coaching + Community	VIDEO Yes	MONETISATION MODEL Giveaway

WHO BUYS THIS

Women over 35 who've tried every program, every diet, and every approach — getting temporary results that never last — who are ready to invest seriously in finally understanding their body rather than fighting it.

THE UNFAIR HOOK

"This isn't another fitness program. It's a complete body education — nutrition, hormones, movement, recovery, and mindset — built specifically for the female body after 35. Your last program, ever."

VALUE STACK

12-Week Transformation Curriculum (Hormone-Aware)	\$497
Metabolic Nutrition System + Meal Planning	\$297
Weekly Group Coaching Calls (12 Sessions)	\$297
Lab Testing + Interpretation Module	\$197
Private Community + Accountability System	\$197
Total Real Value	\$1485
Your Launch Price	\$997

MONEY FUNNEL

- **ENTRY:** Giveaway: Full Scholarship for one woman → losers get 40% off (\$598)
- **UPSELL:** 12-Month Body Mastery Membership — \$2,997/year
- **CONTINUITY:** Monthly Maintenance Protocol — \$97/mo

PRO TIP

The scholarship giveaway for a \$997 program generates extraordinary attention and list growth. Document the scholarship winner's transformation publicly (with permission). Her results become your most powerful sales asset for the next 3 cohorts.

Ana Calin – [How We Grow](#)

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BUSINESS & MARKETING

IDEAS 84–88 · SECTION 3 · HIGH-EFFORT

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84

The \$100K Business Model Redesign

Rebuild your business architecture so every offer feeds the next — and the math actually works

REVENUE \$10K-\$30K	CREATE 2-3 Weeks	SCALE Group & 1:1	ICP Stuck-at-6-figures entrepreneurs
LIST NEEDED 500-2K	DELIVERY Course + Coaching + Community	VIDEO Yes	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Entrepreneurs earning \$50K-\$80K who've hit a ceiling and can't figure out why — working harder than ever, adding more offers, running more launches — without realising the model itself is the problem, not the execution.

THE UNFAIR HOOK

"You don't have a marketing problem. You have a model problem. Here's the complete business architecture redesign that breaks the ceiling and maps the road to \$100K and beyond."

VALUE STACK

Business Model Redesign Curriculum (16 Modules)	\$997
Bi-Weekly Group Strategy Sessions (8 Calls)	\$497
Revenue Architecture Dashboard (Notion)	\$197
Offer Ecosystem Blueprint Workshop	\$197
Private Community + Peer Advisory Access	\$197
Total Real Value	\$2085
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** Full Redesign — \$1,497 now (vs \$2,997 later) OR 3 x \$597
- **UPSELL:** Done-With-You Revenue Architecture — \$4,997
- **CONTINUITY:** Monthly Business Model Reviews — \$197/mo

PRO TIP

Run this as a cohort of maximum 20 participants. Scarcity is real — you physically cannot give strategic attention to more than 20 businesses simultaneously. Use the cap as a genuine marketing mechanism, not a fake countdown timer.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

85

The \$50K Scalable Service System

Convert your done-for-you service into a scalable productised offer — without losing clients

REVENUE \$8K-\$20K	CREATE 2–3 Weeks	SCALE Group & Cohort	ICP Service providers hitting capacity ceiling
LIST NEEDED 500–2K	DELIVERY Course + Coaching + Templates	VIDEO Yes	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Service providers who are fully booked, turning away clients, and working at maximum capacity — who know they need to scale but can't figure out how to do it without sacrificing quality or burning out completely.

THE UNFAIR HOOK

"You've built a great service. Now build a great system. Here's how to convert your bespoke, time-intensive service into a productised offer that scales — without losing what made clients choose you."

VALUE STACK

Service Productisation Curriculum (12 Modules)	\$597
Complete SOPs + Process Template Library	\$297
Weekly Group Coaching Calls (8 Sessions)	\$297
Team Hiring + Training System	\$197
Service Business Dashboard (Notion)	\$97
Total Real Value	\$1485
Your Launch Price	\$997

MONEY FUNNEL

- **ENTRY:** Full System — \$997 (Win Money Back: productise one service and hit \$5K in 90 days = \$997 credit) OR 3 x \$397
- **UPSELL:** Roll credit to Agency Builder Intensive — \$4,997
- **CONTINUITY:** Monthly Scale Reviews — \$197/mo

PRO TIP

The SOP library is the product's most valuable deliverable. Great service providers are terrible at documenting what they do — because they do it intuitively. Build exercises that force them to externalise their process into replicable systems.

Ana Calin – [How We Grow](#)

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86

The Premium Program Builder

Design and launch a \$10K–\$50K offer your market will pay for without negotiating

 REVENUE \$10K–\$25K	 CREATE 2–3 Weeks	 SCALE Group & Cohort	 ICP Coaches ready to go high-ticket
 LIST NEEDED 500–2K	 DELIVERY Course + Coaching + Hot Seats	 VIDEO Yes	 MONETISATION MODEL Decoy

WHO BUYS THIS

Established coaches and consultants who are ready to create a premium, high-ticket program but don't know how to design it, price it, position it, or sell it — afraid to go high-ticket without proof it will work.

THE UNFAIR HOOK

"High-ticket isn't about charging more for the same thing. It's about designing an entirely different kind of result. Here's how to build a \$10K–\$50K offer that sells itself at full price."

VALUE STACK

 Premium Program Design Curriculum (14 Modules)	\$797
 Weekly Hot Seat Coaching Calls (6 Sessions)	\$497
 High-Ticket Sales System + Scripts	\$297
 Program Architecture Templates (Notion)	\$197
 Premium Positioning Masterclass	\$197
Total Real Value	\$1985
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** \$1,497 Full Builder (Decoy: \$297 sales system only vs \$1,497 complete build program)
- **UPSELL:** High-Ticket Launch Accelerator — \$4,997
- **CONTINUITY:** Monthly Premium Seller's Circle — \$197/mo

PRO TIP

 *Hot seats are the highest-value element. Watching someone else's offer get workshopped live teaches more than 10 modules of theory. Record every hot seat (with permission) — the library of recordings becomes a priceless bonus for future cohorts.*

Ana Calin – [How We Grow](#)

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The Corporate-to-\$20K Escape Plan

Replace your corporate salary with your own income — in 12 months or less

REVENUE \$10K-\$25K	CREATE 3-4 Weeks	SCALE Group & Cohort	ICP Corporate professionals ready to leave
LIST NEEDED 500-2K	DELIVERY Course + Coaching + Community	VIDEO Yes	MONETISATION MODEL Giveaway

WHO BUYS THIS

Mid-to-senior corporate professionals who know they want out — have expertise, ideas, and a business concept — but are paralysed by the financial risk of leaving a reliable salary without a proven replacement income.

THE UNFAIR HOOK

"You're not trapped. You're just without a plan. Here's the 12-month roadmap that builds your \$20K/month income before you hand in your notice — so the leap is calculated, not reckless."

VALUE STACK

12-Month Corporate Exit Roadmap (Curriculum)	\$797
Bi-Weekly Group Coaching Calls (12 Sessions)	\$497
Income Replacement Calculator + Strategy System	\$197
Private Community (Corporate Escapees)	\$197
First Client in 30 Days Sprint Module	\$197
Total Real Value	\$1885
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** Giveaway: Full Scholarship → losers get 33% off (\$997) OR 6 x \$197
- **UPSELL:** Corporate Exit VIP Intensive — \$4,997
- **CONTINUITY:** Monthly Escapees Mastermind — \$197/mo

PRO TIP

The community is the retention mechanism. Corporate professionals leaving stable employment are terrified and isolated — they won't tell their colleagues what they're planning. A community of people at the same stage is worth the full price alone.

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

Ana Calin – [How We Grow](#)

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88

The \$100K Agency in a Box

Launch a profitable agency in 90 days — from zero clients to fully systemised

 REVENUE \$10K-\$25K	 CREATE 3-4 Weeks	 SCALE Group & Cohort	 ICP Freelancers & consultants building agencies
 LIST NEEDED 500-2K	 DELIVERY Course + Coaching + Templates	 VIDEO Yes	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Freelancers and consultants who want to build an agency but don't know how to package services, price retainers, hire team members, create SOPs, or build a business that isn't entirely dependent on their personal delivery.

THE UNFAIR HOOK

"An agency isn't a bigger freelance business. It's a completely different business model. Here's every system, template, and framework you need to build one in 90 days."

VALUE STACK

 Agency Build Curriculum (20 Modules)	\$997
 Complete Agency SOP Template Library (50+ SOPs)	\$397
 Weekly Group Coaching Calls (12 Sessions)	\$397
 Agency Revenue + Capacity Dashboard (Notion)	\$197
 Client Acquisition System + Sales Scripts	\$197
Total Real Value	\$2185
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** Full Box — \$1,497 now (vs \$2,997 later) OR 3 x \$597
- **UPSELL:** Agency Growth Accelerator — \$4,997
- **CONTINUITY:** Monthly Agency Owners Circle — \$197/mo

PRO TIP

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The SOP library alone is worth more than the price. 50+ agency SOPs would take a typical founder 6 months to write. Deliver them as editable Notion templates and the buyer can launch operations on day one — that time-to-value is your most powerful testimonial driver.

Ana Calin – [How We Grow](#)

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CONTENT & WRITING

IDEAS 89–90 · SECTION 3 · HIGH-EFFORT

Ana Calin – [How We Grow](#)

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89

The \$50K Author Authority Program

Write, publish, and monetise your book — and use it to build a \$50K business

 REVENUE \$8K-\$20K	 CREATE 3-4 Weeks	 SCALE Group & Cohort	 ICP Experts who want to write a business-building book
 LIST NEEDED 500-2K	 DELIVERY Course + Coaching + Community	 VIDEO Yes	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

Experts and entrepreneurs who've been meaning to write a book for years — stuck in research, suffering from perfectionism, or simply not knowing how to write one that actually builds a business rather than just sitting on Amazon.

THE UNFAIR HOOK

"Most business books don't make money from sales. They make money from what the book creates — clients, speaking gigs, credibility, and premium positioning. Here's how to write one that does all four."

VALUE STACK

 Book Writing + Publishing Curriculum (18 Modules)	\$797
 Bi-Weekly Author Coaching Calls (12 Sessions)	\$497
 Book-to-Business Monetisation System	\$297
 Done-With-You Chapter Review Sessions (3x)	\$297
 Private Authors Community	\$197
Total Real Value	\$2085
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** Full Program — \$1,497 (Win Money Back: complete and publish manuscript = \$1,497 credit) OR 3 x \$597
- **UPSELL:** Roll credit to Book Launch Accelerator — \$4,997
- **CONTINUITY:** Monthly Authors Circle — \$97/mo



PRO TIP

Ana Calin – [How We Grow](#)

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The chapter review sessions are the product's secret weapon. Writers need feedback more than instruction — knowing a real expert will read their chapter creates accountability that modules never can. Schedule reviews at chapters 1, 5, and 10 to maintain momentum at critical drop-off points.

Ana Calin – How We Grow

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90

The 6-Figure Content Empire Builder

Build a content business that generates \$100K+ per year from multiple income streams

 REVENUE \$10K-\$25K	 CREATE 3-4 Weeks	 SCALE Group & Cohort	 ICP Content creators ready to monetise seriously
 LIST NEEDED 500-2K	 DELIVERY Course + Coaching + Community	 VIDEO Yes	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Content creators who have an audience, consistency, and genuine expertise — but are generating far less income than their peers with smaller audiences, because they have no multi-stream monetisation strategy.

THE UNFAIR HOOK

"You don't have an audience problem. You have a monetisation architecture problem. Here's how to build 5 income streams from the content you're already creating."

VALUE STACK

 Content Empire Architecture Curriculum (20 Modules)	\$997
 Weekly Group Strategy Calls (12 Sessions)	\$497
 5-Stream Revenue Build Workshops (5 Live Sessions)	\$397
 Content Revenue Dashboard (Notion)	\$197
 Private Empire Builders Community	\$197
Total Real Value	\$2285
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** Full Program — \$1,497 now (vs \$2,997 later) OR 3 x \$597
- **UPSELL:** Content Empire VIP Accelerator — \$4,997
- **CONTINUITY:** Monthly Revenue Reviews — \$197/mo

PRO TIP

Ana Calin – [How We Grow](#)

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The 5-stream workshop series is the product's core. Build it around the 5 most accessible income streams for content creators: digital products, paid newsletters, brand partnerships, group programs, and licensing. Show the math for each — specific revenue models always outsell vague promises.

Ana Calin – [How We Grow](#)

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RELATIONSHIPS

IDEAS 91–94 · SECTION 3 · HIGH-EFFORT

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91

The 21-Day Roommates to Lovers Reboot

Reconnect with your partner — from cohabiting strangers back to genuinely choosing each other

REVENUE \$5K-\$12K	CREATE 2-3 Weeks	SCALE Group & Cohort	ICP Long-term couples who've drifted apart
LIST NEEDED 500-2K	DELIVERY Course + Audio + Workbooks	VIDEO Yes	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Long-term couples who love each other but have stopped being IN love — cohabitating efficiently, co-parenting competently, but feeling like strangers sharing a lease rather than partners who chose each other.

THE UNFAIR HOOK

"You didn't fall out of love. You fell out of intentionality. Here's the 21-day experience that rebuilds the emotional and physical connection — without a week away or a therapist on speed dial."

VALUE STACK

21-Day Couple Reconnection Curriculum	\$297
Daily Connection Audio Exercises (21 x 15 min)	\$197
Intimacy Rebuild Workbook (Both Partners)	\$97
Conversation Starter + Depth Question Library	\$67
Daily Connection Check-In System	\$37
Total Real Value	\$695
Your Launch Price	\$297

MONEY FUNNEL

- **ENTRY:** Full Reboot — \$297 now (vs \$497 later) OR 2 x \$167
- **UPSELL:** Couples Mastery Intensive — \$997
- **CONTINUITY:** Monthly Relationship Maintenance Program — \$47/mo

PRO TIP

Both partners typically buy — average order value doubles to \$594. Build a referral mechanism into the product itself: 'Share your day 7 connection moment' — couples who share publicly create social proof that's impossible to manufacture and worth more than any ad spend.

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92

The 90-Day Pleasure Reconnection

For high-achieving women who lost themselves in performance — and want their body back

REVENUE \$5K-\$12K	CREATE 2-3 Weeks	SCALE Group & Cohort	ICP High-achieving women disconnected from their body
LIST NEEDED 500-2K	DELIVERY Course + Audio + Community	VIDEO Yes	MONETISATION MODEL Win Money Back

WHO BUYS THIS

High-achieving women who optimised every area of their life except their relationship with their own body — disconnected from pleasure, sensation, and desire, going through the motions in relationships and wondering if something is wrong with them.

THE UNFAIR HOOK

"Nothing is wrong with you. Everything about how you were trained to perform left no room for pleasure. Here's the 90-day reconnection — body-first, shame-free, and built for women who've never been taught to stop performing."

VALUE STACK

90-Day Pleasure Reconnection Curriculum	\$397
Weekly Body Reconnection Audios (12 x 25 min)	\$247
Sensory Awakening Practice Guide	\$97
Private Women's Circle Community	\$97
Body Relationship Tracking Journal	\$47
Total Real Value	\$885
Your Launch Price	\$397

MONEY FUNNEL

- **ENTRY:** Full Program — \$397 (Win Money Back: measurable reconnection in 90 days = \$397 credit) OR 3 x \$147
- **UPSELL:** Roll credit to Embodied Woman Intensive — \$1,997
- **CONTINUITY:** Monthly Pleasure Practice Circle — \$67/mo



PRO TIP

Ana Calin – [How We Grow](#)

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The private community is essential here — women need a safe, moderated space to discuss this work. Invest in community management. An unsafe or unmoderated space will destroy both the product's effectiveness and your reputation. This community IS the product's most valuable element.

93

The 21-Day Marriage Makeover Intensive

Transform the dynamic in your marriage — in 21 days of intentional daily practice

 REVENUE \$5K-\$12K	 CREATE 2-3 Weeks	 SCALE Group & Cohort	 ICP Married couples in crisis or stagnation
 LIST NEEDED 500-2K	 DELIVERY Course + Coaching + Audio	 VIDEO Yes	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Married couples who aren't at the point of divorce but know something needs to fundamentally change — the same arguments, the same disconnection, the same dynamic playing out on repeat — who want a structured intervention that doesn't require years of couples therapy.

THE UNFAIR HOOK

"You don't need years of therapy to change a marriage dynamic. You need 21 days of deliberate, structured daily practice with both partners fully committed. Here's the intensive."

VALUE STACK

 21-Day Marriage Intensive Curriculum (Both Partners)	\$397
 Daily Couple Practice Audios (21 x 20 min)	\$247
 Weekly Group Coaching Calls (3 Sessions)	\$197
 Marriage Dynamic Decoder Workbook	\$97
 Private Couples Community (Moderated)	\$67
Total Real Value	\$1005
Your Launch Price	\$497

MONEY FUNNEL

- **ENTRY:** Full Intensive — \$497 now (vs \$997 later) OR 2 x \$267
- **UPSELL:** Marriage Mastery Year Program — \$1,997
- **CONTINUITY:** Monthly Couples Maintenance Sessions — \$67/mo

Ana Calin – How We Grow

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PRO TIP

 Both partners must commit to participating — build this into the enrollment process. Send a 'partner invitation' email after purchase. Couples who both engage complete at a rate 3X higher than when only one partner is involved. Completion drives testimonials.

94

The Couples Communication Certification

Become a certified couples communication coach — and charge \$5K+ per client

 REVENUE \$10K–\$25K	 CREATE 3–4 Weeks	 SCALE Group & Cohort	 ICP Coaches wanting to work with couples
 LIST NEEDED 500–2K	 DELIVERY Course + Supervision + Community	 VIDEO Yes	 MONETISATION MODEL Giveaway

WHO BUYS THIS

Coaches and therapists who want to specialise in couples work but lack the specific communication frameworks, tools, and confidence to charge premium rates for it — currently referring couples out instead of serving them.

THE UNFAIR HOOK

"Couples communication coaching is one of the highest-paid, most referred, and most underserved coaching specialisms. Here's the certification that qualifies you to serve them — and charge what this work is worth."

VALUE STACK

 Couples Communication Mastery Curriculum (20 Modules)	\$997
 Bi-Weekly Supervision Calls (8 Sessions)	\$497
 Complete Client Framework + Tool Library	\$297
 Certification + Digital Badge + Directory Listing	\$197
 Certified Coaches Community	\$97
Total Real Value	\$2085
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** Giveaway: Full Scholarship → losers get 40% off (\$897) OR 3 x \$397
- **UPSELL:** Couples Practice Business Builder — \$2,997
- **CONTINUITY:** Monthly Supervision Circle — \$147/mo

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PRO TIP

The directory listing is a genuine lead generation tool — couples actively search for certified coaches. Make your directory real and promoted. A listing that generates one \$5K client pays for the certification 3x over. That ROI story is your entire sales page.

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PARENTING & WORKING MOMS

IDEAS 95–97 · SECTION 3 · HIGH-EFFORT

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95

The \$50K Promoted Mom

Get the promotion, the raise, and the respect — without sacrificing your family or your sanity

REVENUE \$8K-\$20K	CREATE 2-3 Weeks	SCALE Group & Cohort	ICP Ambitious working mothers passed over for promotion
LIST NEEDED 500-2K	DELIVERY Course + Coaching + Community	VIDEO Yes	MONETISATION MODEL Win Money Back

WHO BUYS THIS

Working mothers who are equally or more qualified than their childless peers but keep getting passed over for promotions — told they're 'not ready,' 'not visible enough,' or simply ignored — who refuse to choose between ambition and motherhood.

THE UNFAIR HOOK

"The motherhood penalty is real. So is the strategy to beat it. Here's the complete system for getting the promotion, the raise, and the seat at the table — without pretending you don't have children."

VALUE STACK

Promotion Strategy Curriculum (14 Modules)	\$597
Bi-Weekly Group Coaching Calls (8 Sessions)	\$397
Executive Presence + Visibility System	\$197
Negotiation Script Library (Salary + Terms)	\$147
30-60-90 Day Promotion Action Planner	\$97
Total Real Value	\$1435
Your Launch Price	\$997

MONEY FUNNEL

- **ENTRY:** Full Program — \$997 (Win Money Back: get the promotion or raise in 12 months = \$997 credit) OR 3 x \$397
- **UPSELL:** Roll credit to Executive Leadership Intensive — \$3,997
- **CONTINUITY:** Monthly Working Mothers Mastermind — \$97/mo



PRO TIP

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The win money back guarantee on a career program is extraordinary — it signals complete confidence. Track and document every participant's progress meticulously. Their promotions and raises are your testimonials, your case studies, and your most powerful future marketing.

96

The 12-Week Conscious Parenting Program

Build a calmer home, a deeper connection, and children who actually listen

 REVENUE \$5K-\$12K	 CREATE 2-3 Weeks	 SCALE Group & Cohort	 ICP Parents who want conscious parenting without the overwhelm
 LIST NEEDED 500-2K	 DELIVERY Course + Coaching + Community	 VIDEO Yes	 MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Parents who've read the conscious parenting books, follow the gentle parenting accounts, and still end up yelling by 5pm — who know how they want to parent but can't consistently access that version of themselves under real-life pressure.

THE UNFAIR HOOK

"Knowing IS different from doing. Conscious parenting in theory vs. conscious parenting when your four-year-old is having their third meltdown before breakfast are two completely different skills. Here's how to build the second one."

VALUE STACK

 12-Week Conscious Parenting Curriculum	\$597
 Weekly Group Coaching Calls (12 Sessions)	\$397
 Daily Parent Regulation Audio (8 min, 12 weeks)	\$197
 Scenario Workbook (Real Situations, Real Responses)	\$97
 Private Parenting Community	\$97
Total Real Value	\$1385
Your Launch Price	\$797

MONEY FUNNEL

- **ENTRY:** Full Program — \$797 now (vs \$1,497 later) OR 3 x \$297
- **UPSELL:** Conscious Parenting Practitioner Training — \$2,997
- **CONTINUITY:** Monthly Parenting Support Circle — \$67/mo

Ana Calin – [How We Grow](#)

Footer Note: If you want to use our complete Launch System (our fill-in-the-blank sales pages, email sequences, 30-day timeline & scripts — literally EVERYTHING), [join the 10k Launch Lab system](#).

PRO TIP

The scenario workbook is the differentiator. Every conscious parenting course teaches principles — none of them hand you the exact words for the exact situation you face at 7:45am before school. Scripts for real scenarios close the gap between knowing and doing.

97

The \$100K Working Parent

Hit \$100K while being present for your family — the strategy, systems, and mindset

 REVENUE \$10K–\$25K	 CREATE 3–4 Weeks	 SCALE Group & Cohort	 ICP Ambitious parents who refuse to choose between income and presence
 LIST NEEDED 500–2K	 DELIVERY Course + Coaching + Community	 VIDEO Yes	 MONETISATION MODEL Decoy

WHO BUYS THIS

Ambitious parents who are told — by society, by hustle culture, and sometimes by their own guilt — that building a \$100K business requires being absent from their family, and who refuse to accept that as the only option.

THE UNFAIR HOOK

"The \$100K working parent exists. They're not a myth. They built systems instead of hours, leverage instead of presence, and income that serves their family instead of consuming it. Here's how they did it."

VALUE STACK

 \$100K Business Architecture Curriculum (18 Modules)	\$797
 Bi-Weekly Group Coaching Calls (12 Sessions)	\$497
 Family-Proof Systems + Automation Blueprint	\$297
 Integrated Life Design System (Notion)	\$197
 Private Working Parents Community	\$97
Total Real Value	\$1885
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** \$1,497 Full Program (Decoy: \$297 systems blueprint only vs \$1,497 complete architecture) OR 3 x \$597
- **UPSELL:** \$250K Working Parent Advanced Mastermind — \$4,997
- **CONTINUITY:** Monthly Working Parents Mastermind — \$197/mo

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PRO TIP

Testimonials from this program must include specifics: revenue earned AND presence maintained. 'I hit \$97K this year AND was home for every school pickup' is worth 1,000 generic success stories. Build the tracking system that captures both metrics from day one.

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PERSONAL DEVELOPMENT

IDEAS 98–99 · SECTION 3 · HIGH-EFFORT

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98

The \$50K Life Redesign Intensive

Rebuild every area of your life — from the inside out — in 90 days

REVENUE \$8K–\$20K	CREATE 3–4 Weeks	SCALE Group & Cohort	ICP High-achievers at a major life crossroads
LIST NEEDED 500–2K	DELIVERY Course + Coaching + Community	VIDEO Yes	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

High-achievers who've reached the goals they set — the income, the title, the house, the relationship — and feel profoundly unfulfilled, unable to articulate what they actually want next and terrified to disrupt what they've built.

THE UNFAIR HOOK

"You achieved everything you thought you wanted. Now what? Here's the 90-day intensive that goes beneath the strategy to the identity, the values, and the vision — and rebuilds your life from the inside out."

VALUE STACK

90-Day Life Redesign Curriculum (20 Modules)	\$997
Weekly Group Coaching Calls (12 Sessions)	\$597
Daily Identity Work Audios (90 x 10 min)	\$297
Life Architecture Design System (Notion)	\$197
Private Redesigners Community	\$97
Total Real Value	\$2185
Your Launch Price	\$1,997

MONEY FUNNEL

- **ENTRY:** Full Intensive — \$1,997 now (vs \$3,997 later) OR 3 x \$797
- **UPSELL:** 1:1 Life Architecture Mentorship — \$9,997
- **CONTINUITY:** Monthly Redesigners Circle — \$197/mo

PRO TIP

The 90 daily audios are the product's heartbeat. Each 10-minute audio should address a specific identity question, belief, or practice — no repetition, no filler. When participants finish 90 consecutive days of inner work, the transformation is observable and documentable. Those transformations are your future marketing.

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99

The 6-Figure Legacy Builder Program

Build a business and a life that matters — income, impact, and something worth leaving behind

 REVENUE \$10K-\$25K	 CREATE 3-4 Weeks	 SCALE Group & Cohort	 ICP Successful entrepreneurs wanting meaning beyond money
 LIST NEEDED 500-2K	 DELIVERY Course + Coaching + Retreats	 VIDEO Yes	 MONETISATION MODEL Win Money Back

WHO BUYS THIS

Financially successful entrepreneurs who feel the creeping emptiness of having built a profitable business that doesn't feel meaningful — who want to align their income with their values and build something with a legacy beyond the next launch.

THE UNFAIR HOOK

"You built a great business. Now build one that matters. Here's the program that aligns your income, your values, your impact, and your legacy — so your most successful years are also your most meaningful."

VALUE STACK

 Legacy Architecture Curriculum (24 Modules)	\$1,197
 Monthly Group Mastermind Calls (6 Sessions)	\$697
 Impact Business Design Workshop (2-Day Virtual)	\$497
 Legacy Design System + Values Alignment Tools	\$297
 Private Legacy Builders Community	\$197
Total Real Value	\$2885
Your Launch Price	\$2,497

MONEY FUNNEL

→ **ENTRY:** Full Program — \$2,497 (Win Money Back: build measurable impact strand in 6 months = \$2,497 credit) OR 6 x \$497

→ **UPSELL:** Roll credit to 1:1 Legacy Mentorship — \$12,000

→ **CONTINUITY:** Annual Legacy Builders Retreat — \$1,997/year



PRO TIP

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The 2-day virtual workshop is the program's centrepiece and your most powerful sales tool. Offer a free or deeply discounted 'Legacy Preview Day' to your list — let serious buyers experience the depth before committing. Attendance converts at 30–50% to the full program.

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TEACHERS

IDEA 100 · SECTION 3 · THE FINAL IDEA

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100

The Unburnt-Out Teacher Certification

Become a certified teacher wellbeing coach — and build a \$50K business helping the profession that gave up on looking after itself

REVENUE \$10K–\$25K	CREATE 3–4 Weeks	SCALE Group & Cohort	ICP Experienced teachers wanting to leave or pivot
LIST NEEDED 500–2K	DELIVERY Course + Coaching + Supervision	VIDEO Yes	MONETISATION MODEL Pay Less Now

WHO BUYS THIS

Experienced teachers who are burnt out themselves — and who want to use their understanding of the teaching experience to become a certified wellbeing coach for the profession, building a consulting or coaching business that serves schools and teachers.

THE UNFAIR HOOK

"Teaching is the only profession that cannibalises its own wellbeing as a professional value. Here's the certification that trains you to fix that — and the business model that lets you leave the classroom while still serving education."

VALUE STACK

Teacher Wellbeing Coach Certification (20 Modules)	\$997
Bi-Weekly Supervision Calls (8 Sessions)	\$497
School Consulting Business System	\$297
Teacher Wellbeing Assessment + Protocol Library	\$197
Certification + School Pitch Deck Template	\$197
Total Real Value	\$2185
Your Launch Price	\$1,497

MONEY FUNNEL

- **ENTRY:** Full Certification — \$1,497 now (vs \$2,997 later) OR 3 x \$597
- **UPSELL:** School Wellbeing Consulting Accelerator — \$4,997
- **CONTINUITY:** Monthly Certified Coaches Circle — \$147/mo



PRO TIP

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The school pitch deck is worth the price of the entire program for most buyers. Landing one \$5K school wellbeing contract pays for the certification 3x over — and schools renew contracts. Show the exact math in your marketing: one school client at \$5K, 3 contracts per year = \$15K. Two schools = \$30K. Five schools = \$75K. The numbers close the sale.

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THAT'S ALL FOLKS!

Now pick one.

Ship it.

Earn those \$\$\$

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100 GENIUS LAUNCH IDEAS

APPENDIX

6 Alternative Ways to Find Your Next Idea

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HOW TO USE THIS APPENDIX

The main guide organises all 100 ideas by two criteria: effort level and niche. That's useful when you know roughly how much time you want to invest, or what market you want to serve.

But sometimes you're coming at the decision from a completely different angle.

Maybe you want to know which ideas you can launch with zero existing audience. Maybe you're drawn to a specific monetisation model. Maybe you want the fastest path to first revenue this week — or you want to compare everything priced under \$50. Maybe you're a delivery-format person and you only want to build PDFs for now.

This appendix gives you 6 different lenses to look at the same 100 ideas.

01	 By Speed to First Dollar	Which ideas can generate revenue fastest — ranked from 1-day to 2-week launch windows.
02	 By Revenue Potential	Group ideas by realistic income ceiling so you can match ambition to effort.
03	 By Audience Size Required	Find ideas you can launch with no list, a small list, or a larger existing audience.
04	 By Monetisation Model	Select ideas that match the specific pricing psychology you want to use.
05	 By Launch Price	Browse every idea by what you'll charge — from sub-\$50 entry products to \$2,000+ programs.
06	 By Delivery Format	Find ideas by how they're delivered — PDF only, Notion, audio-enhanced, or full course+coaching.

How to use each section:

- Scan the brief (the grey column) to instantly assess whether an idea fits your situation.
- Note the idea number, then turn to that idea in the main guide for full details. Use the search function to find that idea by name or number, study it, customise it, build it, ship it, earn \$\$\$
- Use multiple lenses to cross-reference. E.g. 'I want a \$47 product I can build this weekend with no audience' — check Lens 01, 03, and 05 together.
- The same idea appears across multiple lenses — that repetition is intentional. It means that idea fits several different strategic criteria simultaneously.

Remember: the goal is not to find the perfect idea. It's to find your idea. Then build it, launch it, and make money.

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LENS 01: SPEED TO FIRST DOLLAR

Ranked from launch-in-24-hours to launch-in-2-weeks



TIER 1 — LAUNCH IN 24 HOURS (Ideas you can build and sell today)

NO LIST NEEDED · PDF OR SHORT KIT · PRICE \$27-\$67

1	The "Normal" Labs Decoder	Decode the 12 labs doctors skip and explain why "normal" results still leave women feeling terrible.
2	The 90-Second Cortisol Reset	5 audio-guided nervous system resets built for high-performers between back-to-back meetings.
3	\$5K/Month With Your ADHD Brain	An income operating system designed around hyperfocus, not despite it.
4	The 7-Day Inflammation Kill Kit	7-day reset protocol tackling the silent driver behind chronic fatigue, bloating, and pain.
5	How To Sleep 8 Hours Without Pills	Drug-free, protocol-based sleep system for wired nervous systems that can't switch off.
6	The 30-Day Energy Comeback Tracker	30 days of data-driven tracking that pinpoints the exact cause of unexplained exhaustion.
7	The Hormone-to-Symptom Matcher	One master chart connecting every symptom cluster to its hormonal root in under 60 seconds.
8	The \$200/Month Supplement Savings Guide	Protocol-based guide that eliminates wasted supplement spend and replaces guessing with testing.
9	The \$3K Client Positioning Kit	Framework to stop sounding like every other coach and become the obvious premium choice.
11	The 7-Close Sales Call Vault	7 complete sales call scripts with audio walkthroughs for high-ticket service businesses.
12	The Premium Pricing Psychology Kit	Fix the beliefs that cause undercharging before raising prices that actually stick.
13	The 48-Hour Brand Emergency Kit	Rapid-clarity brand system covering positioning, messaging, and copy — ready by Monday.
15	The 10-Client Magnet Script Pack	10 plug-and-play client attraction scripts for DMs, email, and in-person across all platforms.
16	The 5-Star Testimonial Generator	7-day system to extract specific, conversion-driving testimonials from happy clients.

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17	The \$0-to-Yes Objection Handler Vault	50 scripts answering every sales objection, organised by type, psychology, and industry.
18	The 72-Hour Follow-Up Formula	5-touch follow-up sequence across DM, email, and text that triples close rates without pressure.
19	The \$100K Niche Clarity Worksheet	5-step worksheet that takes "I help people" to a razor-sharp, premium positioning statement.
21	The \$1K Value Stack Builder	Architecture framework that makes \$497 courses feel like they're worth \$1,500+.
22	The \$27-\$297 Mini-Offer Creator	Build a low-ticket entry product that converts leads into buyers and feeds the high-ticket funnel.
31	The 3X AI Prompt Optimizer	CRISP framework and 20 before/after examples that transform mediocre AI outputs into usable results.



TIER 2 — LAUNCH IN 2–3 DAYS (Weekend launch window)

SMALL LIST HELPFUL · NOTION OR PDF+AUDIO · PRICE \$37-\$97

10	The 50-Email Launch Library	50 proven launch email templates across 5 complete sequences — swipe, adapt, send.
14	The Email List Money Map	Monetisation flywheel showing exactly how 300 engaged subscribers becomes \$5K/month.
20	The 10X Retention Onboarding Kit	7-day client journey map with welcome sequence and check-in scripts that eliminate early churn.
23	The Story-to-\$10K Sales Vault	Framework turning personal story into a sales engine — with 25 prompt templates by offer type.
24	The 1-to-30 Content Multiplication System	Turn one insight into 30 platform-ready assets without repeating yourself or looking automated.
25	The 500-Hook Swipe File	500 scroll-stopping hooks organised by emotion, with psychology guide and platform variations.
26	The Viral Caption Formula Vault	100 viral caption templates by niche with algorithm trigger decoder and engagement analysis.
27	The Blog-to-15-Assets Converter	Exact system for converting one blog post into 15 platform-specific assets in an afternoon.
28	The 5X Engagement Booster Script Pack	20 scripts that activate silent audiences — with DM conversation starters and engagement maps.
29	The Human AI System	Notion-based content system that multiplies output 10x while preserving your authentic voice.
30	The 1,000-Prompt ChatGPT Command Library	1,000 outcome-organised prompts with engineering guide, custom GPT templates, and quality scoring.
46	\$5K/Month With Your Perimenopause Story	Business blueprint for monetising lived perimenopause expertise — offer, positioning, revenue map.
47	The 40+ Pregnancy Peace Protocol	Trimester-by-trimester anxiety protocol with audios and doctor conversation scripts for women 40+.
48	The 30-Day Burnout Reversal System	30-day active reversal protocol with daily recalibration audio and root cause diagnostic.

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49	The 90-Day Body Recomposition Blueprint	Hormone-aware training and nutrition system for women over 40 whose old approach stopped working.
50	The 12-Week Somatic Trauma Release	12-week body-based protocol with weekly guided somatic exercises for stored trauma release.
51	The 21-Day Metabolic Reset Protocol	21-day metabolic retraining system without restriction — meal guide, supplement stack, tracker.
52	The 30-Day Stress-Eating Solution	Craving interruption audio plus root cause decoder that addresses the nervous system, not willpower.
53	The Pain-Free Movement System	Mobility protocol with daily joint audio routine and pain pattern decoder for active adults 40+.

● TIER 3 — LAUNCH IN 4–7 DAYS (One-week build)

MID-EFFORT · NOTION SYSTEMS OR PDF+AUDIO · PRICE \$67–\$147

54	The Irresistible Offer Formula	Offer architecture framework with audit workbook that rebuilds offers people beg to buy.
55	The Anti-Launch System	Evergreen revenue architecture with 30-day email sequence generating \$3K/week without launches.
56	The Expert-to-\$10K System Converter	Expertise extraction and packaging system that converts knowledge into scalable digital income.
57	The 6-Month-Out Retreat Filler	6-month marketing timeline, email library, and social calendar that fills retreats before panic sets in.
58	The \$100K Brand Story Formula	Story architecture system with About page templates that makes premium pricing feel obvious.
59	The Invisible Expertise Extractor	Audit framework revealing the hidden \$50K of knowledge experts give away for free.
60	Sell Without The Cringe System	Authentic selling framework with ethical content system and sales identity reset workbook.
61	The \$50K Retreat Leader Playbook	Full retreat business blueprint: profit calculator, logistics checklist, pricing and break-even guide.
62	The 5-Star Client Experience Designer	Interactive Notion journey map with touchpoint templates that turn clients into automatic referrers.
63	The 10-Referral-Per-Month Machine	Referral blueprint generating 10 qualified leads monthly via client, partner, and community channels.
64	The Workshop-to-\$10K Product Converter	Funnel blueprint and 7-day post-workshop email sequence converting attendees to high-ticket buyers.
65	How To Finish Your Novel in 90 Days	Nervous-system-based completion system with 12 weekly unblock audios for anxious fiction writers.
66	The 300-Sub to \$5K Money Machine	Exact monetisation math plus paid tier launch sequence for newsletter writers with small lists.
67	The 6-Month Authority Content System	180-day pre-populated Notion content calendar with pillar framework and authority tracking system.

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68	The Viral Content Formula	Viral pattern decoder with 100 templates and probability scoring system for any platform.
69	The Ethical AI Advantage	Ethics audit, transparency templates, and brand positioning guide for AI-forward business leaders.
70	The \$100K Identity	Identity architecture system with 30-day embodiment audio series and belief system rewrite workbook.
71	The 90-Day Pattern-Breaking Protocol	Somatic pattern interruption with 12 weekly audio exercises targeting nervous system, not mindset.
72	The Post-Divorce \$10K Glow-Up Plan	Identity rebuild and financial independence guide with confidence audio series for post-divorce women.
73	The 6-Month Self-Trust Rebuild	Progressive commitment-keeping system with 24 weekly audios that rebuilds trust through evidence.
74	The Before-You-Break Burnout Prevention	Depletion early warning system with sustainable performance design for high-performers pre-burnout.
75	The 30-Day Life Audit Framework	8-domain life assessment with gap analysis and 30-day clarity planner for people at a crossroads.
76	The Narcissist Detox Vault	90-day recovery protocol with weekly trauma audios, reality recalibration workbook, boundary scripts.
77	The No-Guilt Parent Playbook	"Good enough parent" framework with guilt release audios and self-compassion scripts for mothers.
78	The Practical Magic Vault	52-week ritual library rooted in energy management science — no manifesting, no toxic positivity.
79	The Momentum Without Burnout Method	20-minute daily build system with 12-month Notion calendar that creates compounding consistency.
80	How To Teach Future Skills	Future-skills curriculum with 12-month lesson plan library and critical thinking exercise bank.

■ TIER 4 — LAUNCH IN 2–4 WEEKS (High-effort programs)

COURSE + COACHING · GROUP COHORT DELIVERY · PRICE \$297–\$2,497

81	The \$10K Hormone Mastery Certification	12-module certification making health coaches the credible hormone expert their market needs.
82	The \$50K Wellness Coach Accelerator	6-month group program building offer, clients, and systems for stuck wellness coaches.
83	The 12-Week Body Transformation Lab	Premium hormone-aware body program for women 35+ who've tried and failed every other approach.
84	The \$100K Business Model Redesign	Business architecture overhaul breaking the \$80K ceiling for entrepreneurs who've hit a plateau.
85	The \$50K Scalable Service System	Service productisation system with SOP library and team build for fully-booked providers.
86	The Premium Program Builder	High-ticket offer design curriculum with hot seat sessions for coaches going \$10K–\$50K.

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87	The Corporate-to-\$20K Escape Plan	12-month income replacement roadmap for corporate professionals building before they resign.
88	The \$100K Agency in a Box	Agency launch system with 50+ SOP templates, client acquisition, and team-building curriculum.
89	The \$50K Author Authority Program	Write, publish, and monetise a business-building book with chapter reviews and launch strategy.
90	The 6-Figure Content Empire Builder	5-stream revenue architecture for content creators already producing but drastically undermonetising.
91	The 21-Day Roommates to Lovers Reboot	21 daily connection practices with couples audios that rebuild intimacy in long-term partnerships.
92	The 90-Day Pleasure Reconnection	Body-first reconnection program with weekly somatic audios for high-achievers disconnected from pleasure.
93	The 21-Day Marriage Makeover Intensive	Structured 21-day couples curriculum with daily audios and group coaching for marriages in stagnation.
94	The Couples Communication Certification	Couples coaching certification with client toolkit, directory listing, and practice business builder.
95	The \$50K Promoted Mom	Promotion strategy and salary negotiation system for working mothers passed over for advancement.
96	The 12-Week Conscious Parenting Program	Scenario-based conscious parenting curriculum with daily regulation audios and real-situation scripts.
97	The \$100K Working Parent	Business architecture and family systems integration for ambitious parents who refuse to choose.
98	The \$50K Life Redesign Intensive	90-day identity and life architecture overhaul for high-achievers who achieved everything and feel empty.
99	The 6-Figure Legacy Builder Program	Values-and-impact alignment program for successful entrepreneurs wanting meaning beyond revenue.
100	The Unburnt-Out Teacher Certification	Teacher wellbeing coach certification with school consulting system and pitch deck template.

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LENS 02: REVENUE POTENTIAL

Match your income ambition to the right tier of idea



STARTER REVENUE \$1K-\$3K per launch

QUICK WINS · ENTRY-LEVEL PRICING · VOLUME-DRIVEN

1	The "Normal" Labs Decoder	Decode the 12 labs doctors skip and explain why "normal" results still leave women feeling terrible.
4	The 7-Day Inflammation Kill Kit	7-day reset protocol tackling the silent driver behind chronic fatigue, bloating, and pain.
5	How To Sleep 8 Hours Without Pills	Drug-free, protocol-based sleep system for wired nervous systems that can't switch off.
6	The 30-Day Energy Comeback Tracker	30 days of data-driven tracking that pinpoints the exact cause of unexplained exhaustion.
7	The Hormone-to-Symptom Matcher	One master chart connecting every symptom cluster to its hormonal root in under 60 seconds.
8	The \$200/Month Supplement Savings Guide	Protocol-based guide that eliminates wasted supplement spend and replaces guessing with testing.
13	The 48-Hour Brand Emergency Kit	Rapid-clarity brand system covering positioning, messaging, and copy — ready by Monday.
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18	The 72-Hour Follow-Up Formula	5-touch follow-up sequence across DM, email, and text that triples close rates without pressure.
19	The \$100K Niche Clarity Worksheet	5-step worksheet that takes "I help people" to a razor-sharp, premium positioning statement.
20	The 10X Retention Onboarding Kit	7-day client journey map with welcome sequence and check-in scripts that eliminate early churn.
21	The \$1K Value Stack Builder	Architecture framework that makes \$497 courses feel like they're worth \$1,500+.
22	The \$27-\$297 Mini-Offer Creator	Build a low-ticket entry product that converts leads into buyers and feeds the high-ticket funnel.

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24	The 1-to-30 Content Multiplication System	Turn one insight into 30 platform-ready assets without repeating yourself or looking automated.
25	The 500-Hook Swipe File	500 scroll-stopping hooks organised by emotion, with psychology guide and platform variations.
26	The Viral Caption Formula Vault	100 viral caption templates by niche with algorithm trigger decoder and engagement analysis.
27	The Blog-to-15-Assets Converter	Exact system for converting one blog post into 15 platform-specific assets in an afternoon.
28	The 5X Engagement Booster Script Pack	20 scripts that activate silent audiences — with DM conversation starters and engagement maps.
31	The 3X AI Prompt Optimizer	CRISP framework and 20 before/after examples that transform mediocre AI outputs into usable results.
32	The 5-Hour Automation Starter Pack	5 core automation blueprints for Zapier, Make, and Notion that buy back 5 hours per week.
34	The 10-Minute Decision Maker	5-step framework with fear-vs-data separator that ends 3-month decision spirals in 10 minutes.
36	The 5AM Morning Routine Starter Pack	7-day identity-based routine builder with wake-up audio and 30-day consistency tracker.
37	The 90-Day Confidence Comeback Kit	Evidence-based confidence rebuild with daily identity audio and courage challenge calendar.
38	The Self-Sabotage Spotter	12 sabotage patterns decoded with trigger mapping workbook and pattern interrupt toolkit by type.
39	The 10 Hard Conversation Scripts	Word-for-word scripts for the 10 conversations most people avoid their entire lives.
40	The 21-Day Reconnection Ritual Library	21 daily rituals with couples audio exercise that rebuild intimacy in minutes per day.
41	The 60-Second Meltdown De-Escalation Scripts	20 age-specific scripts organised by meltdown type, with parent self-regulation cheat sheet.
42	The Guilt-Free Screen Time System	Boundary system with negotiation scripts and transition protocols that end daily screen battles.
44	The 20 No-Guilt Boundary Scripts	20 scripts by relationship type — boss, family, partner, client — that say no without explanation.
45	How To Handle The Chair-Throwing Kid	15 behaviour scenarios with verbal de-escalation scripts and parent communication templates.
47	The 40+ Pregnancy Peace Protocol	Trimester-by-trimester anxiety protocol with audios and doctor conversation scripts for women 40+.



MID REVENUE \$2K-\$5K per launch

SWEET SPOT · VALIDATED AUDIENCE · SOLID POSITIONING

2	The 90-Second Cortisol Reset	5 audio-guided nervous system resets built for high-performers between back-to-back meetings.
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3	\$5K/Month With Your ADHD Brain	An income operating system designed around hyperfocus, not despite it.
9	The \$3K Client Positioning Kit	Framework to stop sounding like every other coach and become the obvious premium choice.
10	The 50-Email Launch Library	50 proven launch email templates across 5 complete sequences — swipe, adapt, send.
11	The 7-Close Sales Call Vault	7 complete sales call scripts with audio walkthroughs for high-ticket service businesses.
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23	The Story-to-\$10K Sales Vault	Framework turning personal story into a sales engine — with 25 prompt templates by offer type.
29	The Human AI System	Notion-based content system that multiplies output 10x while preserving your authentic voice.
30	The 1,000-Prompt ChatGPT Command Library	1,000 outcome-organised prompts with engineering guide, custom GPT templates, and quality scoring.
33	The Launch in Days Not Months Protocol	72-hour launch protocol with perfectionism-breaker workbook and minimum viable offer builder.
35	The Overthinking Exit	Pattern interrupt audio plus 7-day action sprint that converts chronic overanalysis into momentum.
43	The 72-Hour Product Builder	Blank-page to first-sale blueprint with launch checklist, sales page template, and 3-email sequence.
46	\$5K/Month With Your Perimenopause Story	Business blueprint for monetising lived perimenopause expertise — offer, positioning, revenue map.
48	The 30-Day Burnout Reversal System	30-day active reversal protocol with daily recalibration audio and root cause diagnostic.
49	The 90-Day Body Recomposition Blueprint	Hormone-aware training and nutrition system for women over 40 whose old approach stopped working.
50	The 12-Week Somatic Trauma Release	12-week body-based protocol with weekly guided somatic exercises for stored trauma release.
51	The 21-Day Metabolic Reset Protocol	21-day metabolic retraining system without restriction — meal guide, supplement stack, tracker.
52	The 30-Day Stress-Eating Solution	Craving interruption audio plus root cause decoder that addresses the nervous system, not willpower.
53	The Pain-Free Movement System	Mobility protocol with daily joint audio routine and pain pattern decoder for active adults 40+.
57	The 6-Month-Out Retreat Filler	6-month marketing timeline, email library, and social calendar that fills retreats before panic sets in.
60	Sell Without The Cringe System	Authentic selling framework with ethical content system and sales identity reset workbook.
62	The 5-Star Client Experience Designer	Interactive Notion journey map with touchpoint templates that turn clients into automatic referrers.
63	The 10-Referral-Per-Month Machine	Referral blueprint generating 10 qualified leads monthly via client, partner, and community channels.

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65	How To Finish Your Novel in 90 Days	Nervous-system-based completion system with 12 weekly unblock audios for anxious fiction writers.
67	The 6-Month Authority Content System	180-day pre-populated Notion content calendar with pillar framework and authority tracking system.
68	The Viral Content Formula	Viral pattern decoder with 100 templates and probability scoring system for any platform.
71	The 90-Day Pattern-Breaking Protocol	Somatic pattern interruption with 12 weekly audio exercises targeting nervous system, not mindset.
72	The Post-Divorce \$10K Glow-Up Plan	Identity rebuild and financial independence guide with confidence audio series for post-divorce women.
73	The 6-Month Self-Trust Rebuild	Progressive commitment-keeping system with 24 weekly audios that rebuilds trust through evidence.
74	The Before-You-Break Burnout Prevention	Depletion early warning system with sustainable performance design for high-performers pre-burnout.
75	The 30-Day Life Audit Framework	8-domain life assessment with gap analysis and 30-day clarity planner for people at a crossroads.
77	The No-Guilt Parent Playbook	"Good enough parent" framework with guilt release audios and self-compassion scripts for mothers.
78	The Practical Magic Vault	52-week ritual library rooted in energy management science — no manifesting, no toxic positivity.
79	The Momentum Without Burnout Method	20-minute daily build system with 12-month Notion calendar that creates compounding consistency.
80	How To Teach Future Skills	Future-skills curriculum with 12-month lesson plan library and critical thinking exercise bank.



HIGH REVENUE \$3K–\$8K per launch

PREMIUM OFFER · ESTABLISHED AUDIENCE · STRONG EXPERTISE

54	The Irresistible Offer Formula	Offer architecture framework with audit workbook that rebuilds offers people beg to buy.
55	The Anti-Launch System	Evergreen revenue architecture with 30-day email sequence generating \$3K/week without launches.
56	The Expert-to-\$10K System Converter	Expertise extraction and packaging system that converts knowledge into scalable digital income.
58	The \$100K Brand Story Formula	Story architecture system with About page templates that makes premium pricing feel obvious.
59	The Invisible Expertise Extractor	Audit framework revealing the hidden \$50K of knowledge experts give away for free.
61	The \$50K Retreat Leader Playbook	Full retreat business blueprint: profit calculator, logistics checklist, pricing and break-even guide.
64	The Workshop-to-\$10K Product Converter	Funnel blueprint and 7-day post-workshop email sequence converting attendees to high-ticket buyers.

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66	The 300-Sub to \$5K Money Machine	Exact monetisation math plus paid tier launch sequence for newsletter writers with small lists.
69	The Ethical AI Advantage	Ethics audit, transparency templates, and brand positioning guide for AI-forward business leaders.
70	The \$100K Identity	Identity architecture system with 30-day embodiment audio series and belief system rewrite workbook.
76	The Narcissist Detox Vault	90-day recovery protocol with weekly trauma audios, reality recalibration workbook, boundary scripts.

● FLAGSHIP REVENUE \$5K–\$30K+ per cohort

HIGH-EFFORT PROGRAMS · GROUP COHORTS · MULTIPLE REVENUE STREAMS

81	The \$10K Hormone Mastery Certification	12-module certification making health coaches the credible hormone expert their market needs.
82	The \$50K Wellness Coach Accelerator	6-month group program building offer, clients, and systems for stuck wellness coaches.
83	The 12-Week Body Transformation Lab	Premium hormone-aware body program for women 35+ who've tried and failed every other approach.
84	The \$100K Business Model Redesign	Business architecture overhaul breaking the \$80K ceiling for entrepreneurs who've hit a plateau.
85	The \$50K Scalable Service System	Service productisation system with SOP library and team build for fully-booked providers.
86	The Premium Program Builder	High-ticket offer design curriculum with hot seat sessions for coaches going \$10K–\$50K.
87	The Corporate-to-\$20K Escape Plan	12-month income replacement roadmap for corporate professionals building before they resign.
88	The \$100K Agency in a Box	Agency launch system with 50+ SOP templates, client acquisition, and team-building curriculum.
89	The \$50K Author Authority Program	Write, publish, and monetise a business-building book with chapter reviews and launch strategy.
90	The 6-Figure Content Empire Builder	5-stream revenue architecture for content creators already producing but drastically undermonetising.
91	The 21-Day Roommates to Lovers Reboot	21 daily connection practices with couples audios that rebuild intimacy in long-term partnerships.
92	The 90-Day Pleasure Reconnection	Body-first reconnection program with weekly somatic audios for high-achievers disconnected from pleasure.
93	The 21-Day Marriage Makeover Intensive	Structured 21-day couples curriculum with daily audios and group coaching for marriages in stagnation.
94	The Couples Communication Certification	Couples coaching certification with client toolkit, directory listing, and practice business builder.
95	The \$50K Promoted Mom	Promotion strategy and salary negotiation system for working mothers passed over for advancement.

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96	The 12-Week Conscious Parenting Program	Scenario-based conscious parenting curriculum with daily regulation audios and real-situation scripts.
97	The \$100K Working Parent	Business architecture and family systems integration for ambitious parents who refuse to choose.
98	The \$50K Life Redesign Intensive	90-day identity and life architecture overhaul for high-achievers who achieved everything and feel empty.
99	The 6-Figure Legacy Builder Program	Values-and-impact alignment program for successful entrepreneurs wanting meaning beyond revenue.
100	The Unburnt-Out Teacher Certification	Teacher wellbeing coach certification with school consulting system and pitch deck template.

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LENS 03: AUDIENCE SIZE REQUIRED

Find ideas you can launch right now — whatever size your list is

● NO LIST NEEDED (<100 people)

LAUNCH TO COLD TRAFFIC, FRIENDS, OR A BRAND-NEW SOCIAL FOLLOWING

1	The "Normal" Labs Decoder	Decode the 12 labs doctors skip and explain why "normal" results still leave women feeling terrible.
2	The 90-Second Cortisol Reset	5 audio-guided nervous system resets built for high-performers between back-to-back meetings.
3	\$5K/Month With Your ADHD Brain	An income operating system designed around hyperfocus, not despite it.
4	The 7-Day Inflammation Kill Kit	7-day reset protocol tackling the silent driver behind chronic fatigue, bloating, and pain.
5	How To Sleep 8 Hours Without Pills	Drug-free, protocol-based sleep system for wired nervous systems that can't switch off.
6	The 30-Day Energy Comeback Tracker	30 days of data-driven tracking that pinpoints the exact cause of unexplained exhaustion.
7	The Hormone-to-Symptom Matcher	One master chart connecting every symptom cluster to its hormonal root in under 60 seconds.
8	The \$200/Month Supplement Savings Guide	Protocol-based guide that eliminates wasted supplement spend and replaces guessing with testing.
9	The \$3K Client Positioning Kit	Framework to stop sounding like every other coach and become the obvious premium choice.
11	The 7-Close Sales Call Vault	7 complete sales call scripts with audio walkthroughs for high-ticket service businesses.
12	The Premium Pricing Psychology Kit	Fix the beliefs that cause undercharging before raising prices that actually stick.
13	The 48-Hour Brand Emergency Kit	Rapid-clarity brand system covering positioning, messaging, and copy — ready by Monday.
15	The 10-Client Magnet Script Pack	10 plug-and-play client attraction scripts for DMs, email, and in-person across all platforms.
16	The 5-Star Testimonial Generator	7-day system to extract specific, conversion-driving testimonials from happy clients.

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17	The \$0-to-Yes Objection Handler Vault	50 scripts answering every sales objection, organised by type, psychology, and industry.
18	The 72-Hour Follow-Up Formula	5-touch follow-up sequence across DM, email, and text that triples close rates without pressure.
19	The \$100K Niche Clarity Worksheet	5-step worksheet that takes "I help people" to a razor-sharp, premium positioning statement.
20	The 10X Retention Onboarding Kit	7-day client journey map with welcome sequence and check-in scripts that eliminate early churn.
21	The \$1K Value Stack Builder	Architecture framework that makes \$497 courses feel like they're worth \$1,500+.
22	The \$27–\$297 Mini-Offer Creator	Build a low-ticket entry product that converts leads into buyers and feeds the high-ticket funnel.
31	The 3X AI Prompt Optimizer	CRISP framework and 20 before/after examples that transform mediocre AI outputs into usable results.
32	The 5-Hour Automation Starter Pack	5 core automation blueprints for Zapier, Make, and Notion that buy back 5 hours per week.
33	The Launch in Days Not Months Protocol	72-hour launch protocol with perfectionism-breaker workbook and minimum viable offer builder.
34	The 10-Minute Decision Maker	5-step framework with fear-vs-data separator that ends 3-month decision spirals in 10 minutes.
35	The Overthinking Exit	Pattern interrupt audio plus 7-day action sprint that converts chronic overanalysis into momentum.
36	The 5AM Morning Routine Starter Pack	7-day identity-based routine builder with wake-up audio and 30-day consistency tracker.
37	The 90-Day Confidence Comeback Kit	Evidence-based confidence rebuild with daily identity audio and courage challenge calendar.
38	The Self-Sabotage Spotter	12 sabotage patterns decoded with trigger mapping workbook and pattern interrupt toolkit by type.
39	The 10 Hard Conversation Scripts	Word-for-word scripts for the 10 conversations most people avoid their entire lives.
40	The 21-Day Reconnection Ritual Library	21 daily rituals with couples audio exercise that rebuild intimacy in minutes per day.
41	The 60-Second Meltdown De-Escalation Scripts	20 age-specific scripts organised by meltdown type, with parent self-regulation cheat sheet.
42	The Guilt-Free Screen Time System	Boundary system with negotiation scripts and transition protocols that end daily screen battles.
43	The 72-Hour Product Builder	Blank-page to first-sale blueprint with launch checklist, sales page template, and 3-email sequence.
44	The 20 No-Guilt Boundary Scripts	20 scripts by relationship type — boss, family, partner, client — that say no without explanation.
45	How To Handle The Chair-Throwing Kid	15 behaviour scenarios with verbal de-escalation scripts and parent communication templates.



SMALL LIST (100–500 subscribers or followers)

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ENGAGED MICRO-AUDIENCE REQUIRED · WARM LEADS ESSENTIAL

10	The 50-Email Launch Library	50 proven launch email templates across 5 complete sequences — swipe, adapt, send.
14	The Email List Money Map	Monetisation flywheel showing exactly how 300 engaged subscribers becomes \$5K/month.
23	The Story-to-\$10K Sales Vault	Framework turning personal story into a sales engine — with 25 prompt templates by offer type.
24	The 1-to-30 Content Multiplication System	Turn one insight into 30 platform-ready assets without repeating yourself or looking automated.
25	The 500-Hook Swipe File	500 scroll-stopping hooks organised by emotion, with psychology guide and platform variations.
26	The Viral Caption Formula Vault	100 viral caption templates by niche with algorithm trigger decoder and engagement analysis.
27	The Blog-to-15-Assets Converter	Exact system for converting one blog post into 15 platform-specific assets in an afternoon.
28	The 5X Engagement Booster Script Pack	20 scripts that activate silent audiences — with DM conversation starters and engagement maps.
29	The Human AI System	Notion-based content system that multiplies output 10x while preserving your authentic voice.
30	The 1,000-Prompt ChatGPT Command Library	1,000 outcome-organised prompts with engineering guide, custom GPT templates, and quality scoring.
46	\$5K/Month With Your Perimenopause Story	Business blueprint for monetising lived perimenopause expertise — offer, positioning, revenue map.
47	The 40+ Pregnancy Peace Protocol	Trimester-by-trimester anxiety protocol with audios and doctor conversation scripts for women 40+.
48	The 30-Day Burnout Reversal System	30-day active reversal protocol with daily recalibration audio and root cause diagnostic.
49	The 90-Day Body Recomposition Blueprint	Hormone-aware training and nutrition system for women over 40 whose old approach stopped working.
50	The 12-Week Somatic Trauma Release	12-week body-based protocol with weekly guided somatic exercises for stored trauma release.
51	The 21-Day Metabolic Reset Protocol	21-day metabolic retraining system without restriction — meal guide, supplement stack, tracker.
52	The 30-Day Stress-Eating Solution	Craving interruption audio plus root cause decoder that addresses the nervous system, not willpower.
53	The Pain-Free Movement System	Mobility protocol with daily joint audio routine and pain pattern decoder for active adults 40+.
54	The Irresistible Offer Formula	Offer architecture framework with audit workbook that rebuilds offers people beg to buy.
55	The Anti-Launch System	Evergreen revenue architecture with 30-day email sequence generating \$3K/week without launches.
56	The Expert-to-\$10K System Converter	Expertise extraction and packaging system that converts knowledge into scalable digital income.
57	The 6-Month-Out Retreat Filler	6-month marketing timeline, email library, and social calendar that fills retreats before panic sets in.

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58	The \$100K Brand Story Formula	Story architecture system with About page templates that makes premium pricing feel obvious.
59	The Invisible Expertise Extractor	Audit framework revealing the hidden \$50K of knowledge experts give away for free.
60	Sell Without The Cringe System	Authentic selling framework with ethical content system and sales identity reset workbook.
61	The \$50K Retreat Leader Playbook	Full retreat business blueprint: profit calculator, logistics checklist, pricing and break-even guide.
62	The 5-Star Client Experience Designer	Interactive Notion journey map with touchpoint templates that turn clients into automatic referrers.
63	The 10-Referral-Per-Month Machine	Referral blueprint generating 10 qualified leads monthly via client, partner, and community channels.
64	The Workshop-to-\$10K Product Converter	Funnel blueprint and 7-day post-workshop email sequence converting attendees to high-ticket buyers.
65	How To Finish Your Novel in 90 Days	Nervous-system-based completion system with 12 weekly unblock audios for anxious fiction writers.
66	The 300-Sub to \$5K Money Machine	Exact monetisation math plus paid tier launch sequence for newsletter writers with small lists.
67	The 6-Month Authority Content System	180-day pre-populated Notion content calendar with pillar framework and authority tracking system.
68	The Viral Content Formula	Viral pattern decoder with 100 templates and probability scoring system for any platform.
69	The Ethical AI Advantage	Ethics audit, transparency templates, and brand positioning guide for AI-forward business leaders.
70	The \$100K Identity	Identity architecture system with 30-day embodiment audio series and belief system rewrite workbook.
71	The 90-Day Pattern-Breaking Protocol	Somatic pattern interruption with 12 weekly audio exercises targeting nervous system, not mindset.
72	The Post-Divorce \$10K Glow-Up Plan	Identity rebuild and financial independence guide with confidence audio series for post-divorce women.
73	The 6-Month Self-Trust Rebuild	Progressive commitment-keeping system with 24 weekly audios that rebuilds trust through evidence.
74	The Before-You-Break Burnout Prevention	Depletion early warning system with sustainable performance design for high-performers pre-burnout.
75	The 30-Day Life Audit Framework	8-domain life assessment with gap analysis and 30-day clarity planner for people at a crossroads.
76	The Narcissist Detox Vault	90-day recovery protocol with weekly trauma audios, reality recalibration workbook, boundary scripts.
77	The No-Guilt Parent Playbook	"Good enough parent" framework with guilt release audios and self-compassion scripts for mothers.
78	The Practical Magic Vault	52-week ritual library rooted in energy management science — no manifesting, no toxic positivity.
79	The Momentum Without Burnout Method	20-minute daily build system with 12-month Notion calendar that creates compounding consistency.
80	How To Teach Future Skills	Future-skills curriculum with 12-month lesson plan library and critical thinking exercise bank.

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● ESTABLISHED AUDIENCE (500–2,000+ contacts)

HIGH-TICKET PROGRAMS · COHORT LAUNCHES · SIGNIFICANT TRUST BUILT

81	The \$10K Hormone Mastery Certification	12-module certification making health coaches the credible hormone expert their market needs.
82	The \$50K Wellness Coach Accelerator	6-month group program building offer, clients, and systems for stuck wellness coaches.
83	The 12-Week Body Transformation Lab	Premium hormone-aware body program for women 35+ who've tried and failed every other approach.
84	The \$100K Business Model Redesign	Business architecture overhaul breaking the \$80K ceiling for entrepreneurs who've hit a plateau.
85	The \$50K Scalable Service System	Service productisation system with SOP library and team build for fully-booked providers.
86	The Premium Program Builder	High-ticket offer design curriculum with hot seat sessions for coaches going \$10K–\$50K.
87	The Corporate-to-\$20K Escape Plan	12-month income replacement roadmap for corporate professionals building before they resign.
88	The \$100K Agency in a Box	Agency launch system with 50+ SOP templates, client acquisition, and team-building curriculum.
89	The \$50K Author Authority Program	Write, publish, and monetise a business-building book with chapter reviews and launch strategy.
90	The 6-Figure Content Empire Builder	5-stream revenue architecture for content creators already producing but drastically undermonetising.
91	The 21-Day Roommates to Lovers Reboot	21 daily connection practices with couples audios that rebuild intimacy in long-term partnerships.
92	The 90-Day Pleasure Reconnection	Body-first reconnection program with weekly somatic audios for high-achievers disconnected from pleasure.
93	The 21-Day Marriage Makeover Intensive	Structured 21-day couples curriculum with daily audios and group coaching for marriages in stagnation.
94	The Couples Communication Certification	Couples coaching certification with client toolkit, directory listing, and practice business builder.
95	The \$50K Promoted Mom	Promotion strategy and salary negotiation system for working mothers passed over for advancement.
96	The 12-Week Conscious Parenting Program	Scenario-based conscious parenting curriculum with daily regulation audios and real-situation scripts.
97	The \$100K Working Parent	Business architecture and family systems integration for ambitious parents who refuse to choose.

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98	The \$50K Life Redesign Intensive	90-day identity and life architecture overhaul for high-achievers who achieved everything and feel empty.
99	The 6-Figure Legacy Builder Program	Values-and-impact alignment program for successful entrepreneurs wanting meaning beyond revenue.
100	The Unburnt-Out Teacher Certification	Teacher wellbeing coach certification with school consulting system and pitch deck template.

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LENS 04: MONETISATION MODEL

Choose ideas by the pricing psychology you want to use



PAY LESS NOW — Early-bird pricing — pay less now vs more later. Creates urgency without discounting.

1	The "Normal" Labs Decoder	Decode the 12 labs doctors skip and explain why "normal" results still leave women feeling terrible.
2	The 90-Second Cortisol Reset	5 audio-guided nervous system resets built for high-performers between back-to-back meetings.
5	How To Sleep 8 Hours Without Pills	Drug-free, protocol-based sleep system for wired nervous systems that can't switch off.
8	The \$200/Month Supplement Savings Guide	Protocol-based guide that eliminates wasted supplement spend and replaces guessing with testing.
11	The 7-Close Sales Call Vault	7 complete sales call scripts with audio walkthroughs for high-ticket service businesses.
13	The 48-Hour Brand Emergency Kit	Rapid-clarity brand system covering positioning, messaging, and copy — ready by Monday.
16	The 5-Star Testimonial Generator	7-day system to extract specific, conversion-driving testimonials from happy clients.
19	The \$100K Niche Clarity Worksheet	5-step worksheet that takes "I help people" to a razor-sharp, premium positioning statement.
22	The \$27-\$297 Mini-Offer Creator	Build a low-ticket entry product that converts leads into buyers and feeds the high-ticket funnel.
24	The 1-to-30 Content Multiplication System	Turn one insight into 30 platform-ready assets without repeating yourself or looking automated.
27	The Blog-to-15-Assets Converter	Exact system for converting one blog post into 15 platform-specific assets in an afternoon.
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36	The 5AM Morning Routine Starter Pack	7-day identity-based routine builder with wake-up audio and 30-day consistency tracker.
37	The 90-Day Confidence Comeback Kit	Evidence-based confidence rebuild with daily identity audio and courage challenge calendar.

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40	The 21-Day Reconnection Ritual Library	21 daily rituals with couples audio exercise that rebuild intimacy in minutes per day.
42	The Guilt-Free Screen Time System	Boundary system with negotiation scripts and transition protocols that end daily screen battles.
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 **GIVEAWAY — Free scholarship giveaway + discount for everyone else. Builds list AND generates sales.**

3	\$5K/Month With Your ADHD Brain	An income operating system designed around hyperfocus, not despite it.
15	The 10-Client Magnet Script Pack	10 plug-and-play client attraction scripts for DMs, email, and in-person across all platforms.
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94	The Couples Communication Certification	Couples coaching certification with client toolkit, directory listing, and practice business builder.

 **DECOY PRICING — Show a weaker offer next to the full offer. The full offer becomes the obvious choice.**

4	The 7-Day Inflammation Kill Kit	7-day reset protocol tackling the silent driver behind chronic fatigue, bloating, and pain.
7	The Hormone-to-Symptom Matcher	One master chart connecting every symptom cluster to its hormonal root in under 60 seconds.
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21	The \$1K Value Stack Builder	Architecture framework that makes \$497 courses feel like they're worth \$1,500+.
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31	The 3X AI Prompt Optimizer	CRISP framework and 20 before/after examples that transform mediocre AI outputs into usable results.
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86	The Premium Program Builder	High-ticket offer design curriculum with hot seat sessions for coaches going \$10K-\$50K.
97	The \$100K Working Parent	Business architecture and family systems integration for ambitious parents who refuse to choose.



**WIN MONEY BACK — Get results or receive credit toward next product.
Maximises completion and upsells.**

6	The 30-Day Energy Comeback Tracker	30 days of data-driven tracking that pinpoints the exact cause of unexplained exhaustion.
12	The Premium Pricing Psychology Kit	Fix the beliefs that cause undercharging before raising prices that actually stick.
20	The 10X Retention Onboarding Kit	7-day client journey map with welcome sequence and check-in scripts that eliminate early churn.
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46	\$5K/Month With Your Perimenopause Story	Business blueprint for monetising lived perimenopause expertise — offer, positioning, revenue map.
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89	The \$50K Author Authority Program	Write, publish, and monetise a business-building book with chapter reviews and launch strategy.
92	The 90-Day Pleasure Reconnection	Body-first reconnection program with weekly somatic audios for high-achievers disconnected from pleasure.
95	The \$50K Promoted Mom	Promotion strategy and salary negotiation system for working mothers passed over for advancement.
99	The 6-Figure Legacy Builder Program	Values-and-impact alignment program for successful entrepreneurs wanting meaning beyond revenue.

🎀 BUY X GET Y — Buy 6 months, get 6 months free. Maximises upfront cash while increasing perceived value.

10	The 50-Email Launch Library	50 proven launch email templates across 5 complete sequences — swipe, adapt, send.
25	The 500-Hook Swipe File	500 scroll-stopping hooks organised by emotion, with psychology guide and platform variations.
30	The 1,000-Prompt ChatGPT Command Library	1,000 outcome-organised prompts with engineering guide, custom GPT templates, and quality scoring.

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67	The 6-Month Authority Content System	180-day pre-populated Notion content calendar with pillar framework and authority tracking system.
78	The Practical Magic Vault	52-week ritual library rooted in energy management science — no manifesting, no toxic positivity.



TRIAL WITH PENALTY — Free trial period — complete the requirement or pay a penalty. Drives engagement.

47	The 40+ Pregnancy Peace Protocol	Trimester-by-trimester anxiety protocol with audios and doctor conversation scripts for women 40+.
52	The 30-Day Stress-Eating Solution	Craving interruption audio plus root cause decoder that addresses the nervous system, not willpower.
79	The Momentum Without Burnout Method	20-minute daily build system with 12-month Notion calendar that creates compounding consistency.

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LENS 05: LAUNCH PRICE

Every idea organised by what you charge — from impulse buy to premium investment



UNDER \$50 — Impulse buy range. Maximum volume, minimum friction.

4	The 7-Day Inflammation Kill Kit	7-day reset protocol tackling the silent driver behind chronic fatigue, bloating, and pain.
6	The 30-Day Energy Comeback Tracker	30 days of data-driven tracking that pinpoints the exact cause of unexplained exhaustion.
7	The Hormone-to-Symptom Matcher	One master chart connecting every symptom cluster to its hormonal root in under 60 seconds.
8	The \$200/Month Supplement Savings Guide	Protocol-based guide that eliminates wasted supplement spend and replaces guessing with testing.
16	The 5-Star Testimonial Generator	7-day system to extract specific, conversion-driving testimonials from happy clients.
18	The 72-Hour Follow-Up Formula	5-touch follow-up sequence across DM, email, and text that triples close rates without pressure.
19	The \$100K Niche Clarity Worksheet	5-step worksheet that takes "I help people" to a razor-sharp, premium positioning statement.
27	The Blog-to-15-Assets Converter	Exact system for converting one blog post into 15 platform-specific assets in an afternoon.
28	The 5X Engagement Booster Script Pack	20 scripts that activate silent audiences — with DM conversation starters and engagement maps.
31	The 3X AI Prompt Optimizer	CRISP framework and 20 before/after examples that transform mediocre AI outputs into usable results.
34	The 10-Minute Decision Maker	5-step framework with fear-vs-data separator that ends 3-month decision spirals in 10 minutes.
36	The 5AM Morning Routine Starter Pack	7-day identity-based routine builder with wake-up audio and 30-day consistency tracker.
40	The 21-Day Reconnection Ritual Library	21 daily rituals with couples audio exercise that rebuild intimacy in minutes per day.
41	The 60-Second Meltdown De-Escalation Scripts	20 age-specific scripts organised by meltdown type, with parent self-regulation cheat sheet.
42	The Guilt-Free Screen Time System	Boundary system with negotiation scripts and transition protocols that end daily screen battles.

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44	The 20 No-Guilt Boundary Scripts	20 scripts by relationship type — boss, family, partner, client — that say no without explanation.
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\$47–\$77 — Sweet spot. Strong value perception at low commitment.

1	The "Normal" Labs Decoder	Decode the 12 labs doctors skip and explain why "normal" results still leave women feeling terrible.
2	The 90-Second Cortisol Reset	5 audio-guided nervous system resets built for high-performers between back-to-back meetings.
3	\$5K/Month With Your ADHD Brain	An income operating system designed around hyperfocus, not despite it.
5	How To Sleep 8 Hours Without Pills	Drug-free, protocol-based sleep system for wired nervous systems that can't switch off.
9	The \$3K Client Positioning Kit	Framework to stop sounding like every other coach and become the obvious premium choice.
11	The 7-Close Sales Call Vault	7 complete sales call scripts with audio walkthroughs for high-ticket service businesses.
12	The Premium Pricing Psychology Kit	Fix the beliefs that cause undercharging before raising prices that actually stick.
13	The 48-Hour Brand Emergency Kit	Rapid-clarity brand system covering positioning, messaging, and copy — ready by Monday.
15	The 10-Client Magnet Script Pack	10 plug-and-play client attraction scripts for DMs, email, and in-person across all platforms.
17	The \$0-to-Yes Objection Handler Vault	50 scripts answering every sales objection, organised by type, psychology, and industry.
20	The 10X Retention Onboarding Kit	7-day client journey map with welcome sequence and check-in scripts that eliminate early churn.
21	The \$1K Value Stack Builder	Architecture framework that makes \$497 courses feel like they're worth \$1,500+.
22	The \$27–\$297 Mini-Offer Creator	Build a low-ticket entry product that converts leads into buyers and feeds the high-ticket funnel.
23	The Story-to-\$10K Sales Vault	Framework turning personal story into a sales engine — with 25 prompt templates by offer type.
24	The 1-to-30 Content Multiplication System	Turn one insight into 30 platform-ready assets without repeating yourself or looking automated.
25	The 500-Hook Swipe File	500 scroll-stopping hooks organised by emotion, with psychology guide and platform variations.
26	The Viral Caption Formula Vault	100 viral caption templates by niche with algorithm trigger decoder and engagement analysis.
29	The Human AI System	Notion-based content system that multiplies output 10x while preserving your authentic voice.
30	The 1,000-Prompt ChatGPT Command Library	1,000 outcome-organised prompts with engineering guide, custom GPT templates, and quality scoring.
32	The 5-Hour Automation Starter Pack	5 core automation blueprints for Zapier, Make, and Notion that buy back 5 hours per week.

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33	The Launch in Days Not Months Protocol	72-hour launch protocol with perfectionism-breaker workbook and minimum viable offer builder.
35	The Overthinking Exit	Pattern interrupt audio plus 7-day action sprint that converts chronic overanalysis into momentum.
37	The 90-Day Confidence Comeback Kit	Evidence-based confidence rebuild with daily identity audio and courage challenge calendar.
38	The Self-Sabotage Spotter	12 sabotage patterns decoded with trigger mapping workbook and pattern interrupt toolkit by type.
39	The 10 Hard Conversation Scripts	Word-for-word scripts for the 10 conversations most people avoid their entire lives.
43	The 72-Hour Product Builder	Blank-page to first-sale blueprint with launch checklist, sales page template, and 3-email sequence.
45	How To Handle The Chair-Throwing Kid	15 behaviour scenarios with verbal de-escalation scripts and parent communication templates.
47	The 40+ Pregnancy Peace Protocol	Trimester-by-trimester anxiety protocol with audios and doctor conversation scripts for women 40+.
51	The 21-Day Metabolic Reset Protocol	21-day metabolic retraining system without restriction — meal guide, supplement stack, tracker.
52	The 30-Day Stress-Eating Solution	Craving interruption audio plus root cause decoder that addresses the nervous system, not willpower.
63	The 10-Referral-Per-Month Machine	Referral blueprint generating 10 qualified leads monthly via client, partner, and community channels.
75	The 30-Day Life Audit Framework	8-domain life assessment with gap analysis and 30-day clarity planner for people at a crossroads.



\$97-\$147 — Mid-ticket. Serious buyers. Strong ROI expectation.

10	The 50-Email Launch Library	50 proven launch email templates across 5 complete sequences — swipe, adapt, send.
14	The Email List Money Map	Monetisation flywheel showing exactly how 300 engaged subscribers becomes \$5K/month.
46	\$5K/Month With Your Perimenopause Story	Business blueprint for monetising lived perimenopause expertise — offer, positioning, revenue map.
48	The 30-Day Burnout Reversal System	30-day active reversal protocol with daily recalibration audio and root cause diagnostic.
49	The 90-Day Body Recomposition Blueprint	Hormone-aware training and nutrition system for women over 40 whose old approach stopped working.
50	The 12-Week Somatic Trauma Release	12-week body-based protocol with weekly guided somatic exercises for stored trauma release.
53	The Pain-Free Movement System	Mobility protocol with daily joint audio routine and pain pattern decoder for active adults 40+.
54	The Irresistible Offer Formula	Offer architecture framework with audit workbook that rebuilds offers people beg to buy.

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55	The Anti-Launch System	Evergreen revenue architecture with 30-day email sequence generating \$3K/week without launches.
56	The Expert-to-\$10K System Converter	Expertise extraction and packaging system that converts knowledge into scalable digital income.
57	The 6-Month-Out Retreat Filler	6-month marketing timeline, email library, and social calendar that fills retreats before panic sets in.
58	The \$100K Brand Story Formula	Story architecture system with About page templates that makes premium pricing feel obvious.
59	The Invisible Expertise Extractor	Audit framework revealing the hidden \$50K of knowledge experts give away for free.
60	Sell Without The Cringe System	Authentic selling framework with ethical content system and sales identity reset workbook.
61	The \$50K Retreat Leader Playbook	Full retreat business blueprint: profit calculator, logistics checklist, pricing and break-even guide.
62	The 5-Star Client Experience Designer	Interactive Notion journey map with touchpoint templates that turn clients into automatic referrers.
64	The Workshop-to-\$10K Product Converter	Funnel blueprint and 7-day post-workshop email sequence converting attendees to high-ticket buyers.
65	How To Finish Your Novel in 90 Days	Nervous-system-based completion system with 12 weekly unblock audios for anxious fiction writers.
66	The 300-Sub to \$5K Money Machine	Exact monetisation math plus paid tier launch sequence for newsletter writers with small lists.
67	The 6-Month Authority Content System	180-day pre-populated Notion content calendar with pillar framework and authority tracking system.
68	The Viral Content Formula	Viral pattern decoder with 100 templates and probability scoring system for any platform.
69	The Ethical AI Advantage	Ethics audit, transparency templates, and brand positioning guide for AI-forward business leaders.
70	The \$100K Identity	Identity architecture system with 30-day embodiment audio series and belief system rewrite workbook.
71	The 90-Day Pattern-Breaking Protocol	Somatic pattern interruption with 12 weekly audio exercises targeting nervous system, not mindset.
72	The Post-Divorce \$10K Glow-Up Plan	Identity rebuild and financial independence guide with confidence audio series for post-divorce women.
73	The 6-Month Self-Trust Rebuild	Progressive commitment-keeping system with 24 weekly audios that rebuilds trust through evidence.
74	The Before-You-Break Burnout Prevention	Depletion early warning system with sustainable performance design for high-performers pre-burnout.
76	The Narcissist Detox Vault	90-day recovery protocol with weekly trauma audios, reality recalibration workbook, boundary scripts.
77	The No-Guilt Parent Playbook	"Good enough parent" framework with guilt release audios and self-compassion scripts for mothers.
78	The Practical Magic Vault	52-week ritual library rooted in energy management science — no manifesting, no toxic positivity.
79	The Momentum Without Burnout Method	20-minute daily build system with 12-month Notion calendar that creates compounding consistency.

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80

How To Teach Future Skills

Future-skills curriculum with 12-month lesson plan library and critical thinking exercise bank.



\$297–\$497 — Premium. Significant transformation promised.

81	The \$10K Hormone Mastery Certification	12-module certification making health coaches the credible hormone expert their market needs.
91	The 21-Day Roommates to Lovers Reboot	21 daily connection practices with couples audios that rebuild intimacy in long-term partnerships.
92	The 90-Day Pleasure Reconnection	Body-first reconnection program with weekly somatic audios for high-achievers disconnected from pleasure.
93	The 21-Day Marriage Makeover Intensive	Structured 21-day couples curriculum with daily audios and group coaching for marriages in stagnation.



\$797–\$997 — High-ticket. Group program or certification level.

82	The \$50K Wellness Coach Accelerator	6-month group program building offer, clients, and systems for stuck wellness coaches.
83	The 12-Week Body Transformation Lab	Premium hormone-aware body program for women 35+ who've tried and failed every other approach.
85	The \$50K Scalable Service System	Service productisation system with SOP library and team build for fully-booked providers.
95	The \$50K Promoted Mom	Promotion strategy and salary negotiation system for working mothers passed over for advancement.
96	The 12-Week Conscious Parenting Program	Scenario-based conscious parenting curriculum with daily regulation audios and real-situation scripts.



\$1,497+ — Flagship. Full curriculum, coaching, and community.

84	The \$100K Business Model Redesign	Business architecture overhaul breaking the \$80K ceiling for entrepreneurs who've hit a plateau.
86	The Premium Program Builder	High-ticket offer design curriculum with hot seat sessions for coaches going \$10K–\$50K.
87	The Corporate-to-\$20K Escape Plan	12-month income replacement roadmap for corporate professionals building before they resign.
88	The \$100K Agency in a Box	Agency launch system with 50+ SOP templates, client acquisition, and team-building curriculum.

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89	The \$50K Author Authority Program	Write, publish, and monetise a business-building book with chapter reviews and launch strategy.
90	The 6-Figure Content Empire Builder	5-stream revenue architecture for content creators already producing but drastically undermonetising.
94	The Couples Communication Certification	Couples coaching certification with client toolkit, directory listing, and practice business builder.
97	The \$100K Working Parent	Business architecture and family systems integration for ambitious parents who refuse to choose.
98	The \$50K Life Redesign Intensive	90-day identity and life architecture overhaul for high-achievers who achieved everything and feel empty.
99	The 6-Figure Legacy Builder Program	Values-and-impact alignment program for successful entrepreneurs wanting meaning beyond revenue.
100	The Unburnt-Out Teacher Certification	Teacher wellbeing coach certification with school consulting system and pitch deck template.

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LENS 06: DELIVERY FORMAT

Find ideas by what you'll actually be building and delivering



PDF ONLY — Fastest to create. Design once, sell forever. No tech complexity.

1	The "Normal" Labs Decoder	Decode the 12 labs doctors skip and explain why "normal" results still leave women feeling terrible.
3	\$5K/Month With Your ADHD Brain	An income operating system designed around hyperfocus, not despite it.
4	The 7-Day Inflammation Kill Kit	7-day reset protocol tackling the silent driver behind chronic fatigue, bloating, and pain.
6	The 30-Day Energy Comeback Tracker	30 days of data-driven tracking that pinpoints the exact cause of unexplained exhaustion.
7	The Hormone-to-Symptom Matcher	One master chart connecting every symptom cluster to its hormonal root in under 60 seconds.
8	The \$200/Month Supplement Savings Guide	Protocol-based guide that eliminates wasted supplement spend and replaces guessing with testing.
9	The \$3K Client Positioning Kit	Framework to stop sounding like every other coach and become the obvious premium choice.
12	The Premium Pricing Psychology Kit	Fix the beliefs that cause undercharging before raising prices that actually stick.
13	The 48-Hour Brand Emergency Kit	Rapid-clarity brand system covering positioning, messaging, and copy — ready by Monday.
15	The 10-Client Magnet Script Pack	10 plug-and-play client attraction scripts for DMs, email, and in-person across all platforms.
16	The 5-Star Testimonial Generator	7-day system to extract specific, conversion-driving testimonials from happy clients.
17	The \$0-to-Yes Objection Handler Vault	50 scripts answering every sales objection, organised by type, psychology, and industry.
18	The 72-Hour Follow-Up Formula	5-touch follow-up sequence across DM, email, and text that triples close rates without pressure.
19	The \$100K Niche Clarity Worksheet	5-step worksheet that takes "I help people" to a razor-sharp, premium positioning statement.
21	The \$1K Value Stack Builder	Architecture framework that makes \$497 courses feel like they're worth \$1,500+.

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22	The \$27–\$297 Mini-Offer Creator	Build a low-ticket entry product that converts leads into buyers and feeds the high-ticket funnel.
28	The 5X Engagement Booster Script Pack	20 scripts that activate silent audiences — with DM conversation starters and engagement maps.
33	The Launch in Days Not Months Protocol	72-hour launch protocol with perfectionism-breaker workbook and minimum viable offer builder.
34	The 10-Minute Decision Maker	5-step framework with fear-vs-data separator that ends 3-month decision spirals in 10 minutes.
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44	The 20 No-Guilt Boundary Scripts	20 scripts by relationship type — boss, family, partner, client — that say no without explanation.
45	How To Handle The Chair-Throwing Kid	15 behaviour scenarios with verbal de-escalation scripts and parent communication templates.
51	The 21-Day Metabolic Reset Protocol	21-day metabolic retraining system without restriction — meal guide, supplement stack, tracker.



PDF + AUDIO — Adds guided audio exercises. Higher perceived value. Stronger completion.

2	The 90-Second Cortisol Reset	5 audio-guided nervous system resets built for high-performers between back-to-back meetings.
5	How To Sleep 8 Hours Without Pills	Drug-free, protocol-based sleep system for wired nervous systems that can't switch off.
11	The 7-Close Sales Call Vault	7 complete sales call scripts with audio walkthroughs for high-ticket service businesses.
35	The Overthinking Exit	Pattern interrupt audio plus 7-day action sprint that converts chronic overanalysis into momentum.
36	The 5AM Morning Routine Starter Pack	7-day identity-based routine builder with wake-up audio and 30-day consistency tracker.
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52	The 30-Day Stress-Eating Solution	Craving interruption audio plus root cause decoder that addresses the nervous system, not willpower.
53	The Pain-Free Movement System	Mobility protocol with daily joint audio routine and pain pattern decoder for active adults 40+.
65	How To Finish Your Novel in 90 Days	Nervous-system-based completion system with 12 weekly unblock audios for anxious fiction writers.
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77	The No-Guilt Parent Playbook	"Good enough parent" framework with guilt release audios and self-compassion scripts for mothers.

 **NOTION SYSTEM — Interactive, customisable delivery. Premium feel with zero design skills needed.**

10	The 50-Email Launch Library	50 proven launch email templates across 5 complete sequences — swipe, adapt, send.
14	The Email List Money Map	Monetisation flywheel showing exactly how 300 engaged subscribers becomes \$5K/month.
20	The 10X Retention Onboarding Kit	7-day client journey map with welcome sequence and check-in scripts that eliminate early churn.
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57	The 6-Month-Out Retreat Filler	6-month marketing timeline, email library, and social calendar that fills retreats before panic sets in.

Ana Calin – How We Grow

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62	The 5-Star Client Experience Designer	Interactive Notion journey map with touchpoint templates that turn clients into automatic referrers.
67	The 6-Month Authority Content System	180-day pre-populated Notion content calendar with pillar framework and authority tracking system.
78	The Practical Magic Vault	52-week ritual library rooted in energy management science — no manifesting, no toxic positivity.

 **PDF + NOTION — Teaching document plus interactive working system. Best of both formats.**

23	The Story-to-\$10K Sales Vault	Framework turning personal story into a sales engine — with 25 prompt templates by offer type.
27	The Blog-to-15-Assets Converter	Exact system for converting one blog post into 15 platform-specific assets in an afternoon.
31	The 3X AI Prompt Optimizer	CRISP framework and 20 before/after examples that transform mediocre AI outputs into usable results.
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58	The \$100K Brand Story Formula	Story architecture system with About page templates that makes premium pricing feel obvious.
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63	The 10-Referral-Per-Month Machine	Referral blueprint generating 10 qualified leads monthly via client, partner, and community channels.
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66	The 300-Sub to \$5K Money Machine	Exact monetisation math plus paid tier launch sequence for newsletter writers with small lists.

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75	The 30-Day Life Audit Framework	8-domain life assessment with gap analysis and 30-day clarity planner for people at a crossroads.
79	The Momentum Without Burnout Method	20-minute daily build system with 12-month Notion calendar that creates compounding consistency.
80	How To Teach Future Skills	Future-skills curriculum with 12-month lesson plan library and critical thinking exercise bank.

 **COURSE + AUDIO — Structured curriculum with audio components for high-completion rates.**

91	The 21-Day Roommates to Lovers Reboot	21 daily connection practices with couples audios that rebuild intimacy in long-term partnerships.
92	The 90-Day Pleasure Reconnection	Body-first reconnection program with weekly somatic audios for high-achievers disconnected from pleasure.

 **COURSE + REFERENCE PDF — Video curriculum plus downloadable reference materials.**

81	The \$10K Hormone Mastery Certification	12-module certification making health coaches the credible hormone expert their market needs.
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 **COURSE + GROUP COACHING — Full curriculum with live group calls. Premium experience. Highest completion.**

82	The \$50K Wellness Coach Accelerator	6-month group program building offer, clients, and systems for stuck wellness coaches.
83	The 12-Week Body Transformation Lab	Premium hormone-aware body program for women 35+ who've tried and failed every other approach.
84	The \$100K Business Model Redesign	Business architecture overhaul breaking the \$80K ceiling for entrepreneurs who've hit a plateau.
85	The \$50K Scalable Service System	Service productisation system with SOP library and team build for fully-booked providers.
86	The Premium Program Builder	High-ticket offer design curriculum with hot seat sessions for coaches going \$10K-\$50K.
87	The Corporate-to-\$20K Escape Plan	12-month income replacement roadmap for corporate professionals building before they resign.

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88	The \$100K Agency in a Box	Agency launch system with 50+ SOP templates, client acquisition, and team-building curriculum.
89	The \$50K Author Authority Program	Write, publish, and monetise a business-building book with chapter reviews and launch strategy.
90	The 6-Figure Content Empire Builder	5-stream revenue architecture for content creators already producing but drastically undermonetising.
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99	The 6-Figure Legacy Builder Program	Values-and-impact alignment program for successful entrepreneurs wanting meaning beyond revenue.



COURSE + SUPERVISION — Certification programs with professional oversight and review sessions.

94	The Couples Communication Certification	Couples coaching certification with client toolkit, directory listing, and practice business builder.
100	The Unburnt-Out Teacher Certification	Teacher wellbeing coach certification with school consulting system and pitch deck template.

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You've read every lens.

You know the options.

Now pick one and build it.

Stop overthinking. Start earning.



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