"I'VE TRIED OTHER COURSES BEFORE."

Courses give you information.

Then they leave you alone.

This isn't a course.

This is:

→ Personalized guidance

→ Weekly accountability

→ Direct feedback

→ A community

→ Someone who won't let you quit

"I NEED TO THINK ABOUT IT."

Fair. But let me ask: What specifically are you unsure about?

Is it the investment?	Is it the time?	Is it whether it works?	Is it something else?
There's a payment plan	It's 25 min/day	There's a guarantee	Let's talk about it

"I need to think about it" usually means

"I'm scared to commit."

Waiting won't make you less scared. Action will.

"I NEED TO TALK TO MY HUSBAND/PARTNER."

I respect that. Truly. Here's what I'd suggest:

1. Share the Replay

Let them see everything I showed you.

2. Remember the Guarantee

This protects BOTH of you. No risk.

3. Reframe the Conversation

"Would you rather I keep struggling alone, or invest in getting actual help?"

Most partners aren't against investing.

They're against investing WITHOUT A PLAN.

This IS the plan.

"IT'S DECEMBER - BAD TIMING WITH THE HOLIDAYS."

Let me show you the calendar excuse pattern:

JAN: "Recovering"   FEB: "Settling in"   MAR: "Spring busy"

SUMMER: "Kids home"   FALL: "School chaos"   DEC: "Bad timing"

There's never a "perfect" time.

90 days from now is MARCH.

OPTION A
Start in March?

Still at zero...

OPTION B
90 days IN by March?

Transformed.

"I'M NOT TECH-SAVVY."

If you can do these three things, you have all the skills you need:

- ✓ Watch a YouTube video
- ✓ Type in a search bar
- ✓ Copy and paste text

You have all the skills you need.

Everything has step-by-step walkthroughs.

My "tech-nervous" students are often the

MOST SUCCESSFUL

Because they follow directions exactly.
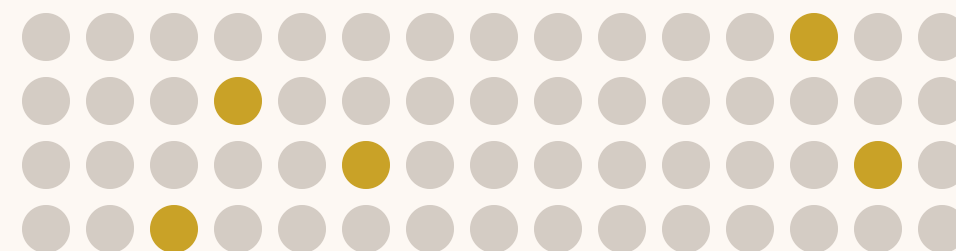
"ISN'T ETSY TOO SATURATED?"

96+ MILLION

active buyers.

Yes, there are a lot of sellers.

But most of them are doing it wrong.

They're:

- ✕ Not researching demand
- ✕ Ignoring SEO
- ✕ Using terrible photos
- ✕ Quitting after 2 weeks

There's always room for sellers who do it RIGHT.

"I'M A COMPLETE BEGINNER."

Good.

→ No bad habits to unlearn.

→ No wrong strategies to undo.

→ You're a blank slate.

The program meets you where you are. Your personalized roadmap is built for **YOUR level.**

Beginners get beginner roadmaps. Advanced sellers get advanced roadmaps.

PROOF

Sara joined with 0 designs and 0 idea what she was doing.

21 days after she finished Module 1, she messaged:

> "I just got my first 3 sales!!"

"I HAVE ADHD / GET OVERWHELMED EASILY."

The Empire System is DESIGNED for busy, distracted brains.

- → 3 separate days (no marathon sessions)
- → Short, focused time blocks
- → One thing at a time
- → Weekly structure creates focus
- → Community keeps you accountable

You don't need motivation. You need a system.

That's what this is.

Liam has ADHD and said he couldn't finish courses.

The 90-day roadmap finally made him follow through -

he hit his first profitable month in 8 weeks.

"THIS WORKS FOR OTHER PEOPLE. I'M NOT SPECIAL ENOUGH."

Let me tell you who succeeds in my community:

→ Women in their 40s and 50s

→ People who "aren't tech-savvy"

→ Moms who just learned Canva

→ People who've "tried everything"

→ Anyone willing to follow directions

THE SYSTEM

The system is what's special. Not me. Not them.

Follow the system → Get results.

The most successful students aren't the most talented.

They're the most CONSISTENT.

"I'M NOT CREATIVE. I CAN'T DESIGN THINGS."

Neither can I.

Here's what I actually do:

I don't "create from scratch."
I don't sit with a blank canvas and imagine.

🔍 Research what's ALREADY selling

🔲 Use AI to help with designs

📄 Follow templates and formulas

▦ Make variations of proven concepts

This isn't art. It's STRATEGY.

The most successful sellers aren't artists.
They're researchers who execute.

"WHAT IF I FAIL... AGAIN?"

You didn't fail before.

You TRIED things without:

- ✕ A proven system
- ✕ Personal guidance
- ✕ Accountability
- ✕ Someone checking your work
- ✕ A community for support

That's not failure. That's

EXPERIMENTATION.

This time is different because the SUPPORT is different.

The missing ingredient wasn't you.
It was the support system.