



If you're still here at minute 85,
I'm giving you something special:

THE EMPIRE SYSTEM CHECKLIST

- My exact weekly checklist (fill-in-the-blank)
- The "Emergency Mode" protocol (for crazy weeks)
- The Progress Tracker template

This is **NOT** available anywhere else.
Only for people who stay until the end.

I was pregnant with my third child.

I sat down to do the math on going back to work.

Daycare for two kids: ~\$1,500/month

My take-home after taxes: barely more than that

→ Type "DONE IT" if you've run this math yourself.

So I would be:

- Working 40+ hours a week
- Missing my kids growing up
- Exhausted and stressed
- To basically **break even**



RIP

I call this my "**Side Hustle Graveyard.**"

RIP



Dropshipping — never made a single sale



Kindle publishing — 3 months in, \$47 total



Affiliate marketing — too complicated, gave up



MLM — we don't talk about that one

All those dreams that cost me time and money
and went **absolutely nowhere.**

→ Type "**GRAVEYARD**" if you have one too.

Then I found something that "worked."

Handmade glitter epoxy tumblers. Orders coming in. Money flowing.

But here's what "success" looked like:

- 2 AM, pregnant, inhaling toxic fumes
- Garage overflowing with supplies
- Hands raw from epoxy
- Couldn't take a day off without losing money

I'd built a **prison**
and called it a business.



I deleted **ALL** my physical products.

Every tumbler. Every handmade item. Gone.

I went all-in on \$3 digital designs.

Files people download. No shipping. No inventory.

BY MARCH 2022:

- ✓ 500 listings live
- ✓ **\$15,000 month**
- ✓ Working 3 hours/week on Etsy

Not luck. Not viral. Just **system**.



I'm not special.

No art degree. No tech background.

No business connections. No trust fund.

No unfair advantages.

Just a mom of four who found a **system**
and followed it **consistently**.

The only difference between us?

I started before you. **That's it.**

Type "READY" if you're locked in
for the next 90 minutes.

Let's build your empire.

