

# "I'VE TRIED OTHER COURSES BEFORE."

This isn't a course.

Courses give you information.

Then they leave you alone.

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?

There's a  
payment plan

Is it the time?

It's 25 min/day

Is it whether it  
works?

There's a  
guarantee

Is it something  
else?

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

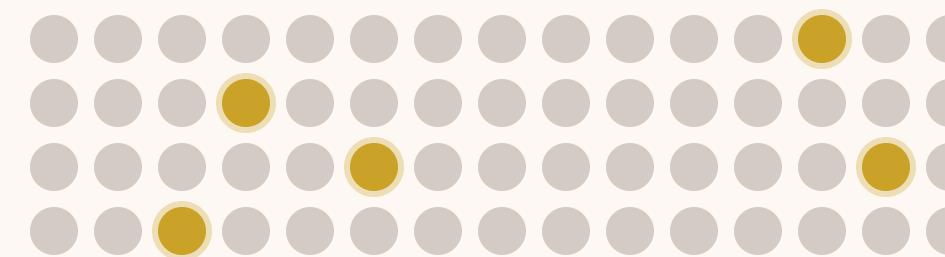
active buyers.

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 **O designs** and **O 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.**

## PROOF

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 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.

I don't "create from scratch."

I don't sit with a blank canvas and imagine.

This isn't art. It's STRATEGY.

Here's what I actually do:



Research what's ALREADY selling



Use AI to help with designs



Follow templates and formulas



Make variations of proven concepts

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.**