

Before We Dive In...

A Promise from me :)

If you stay until minute 70 tonight...

I'm going to give you something **very** special.

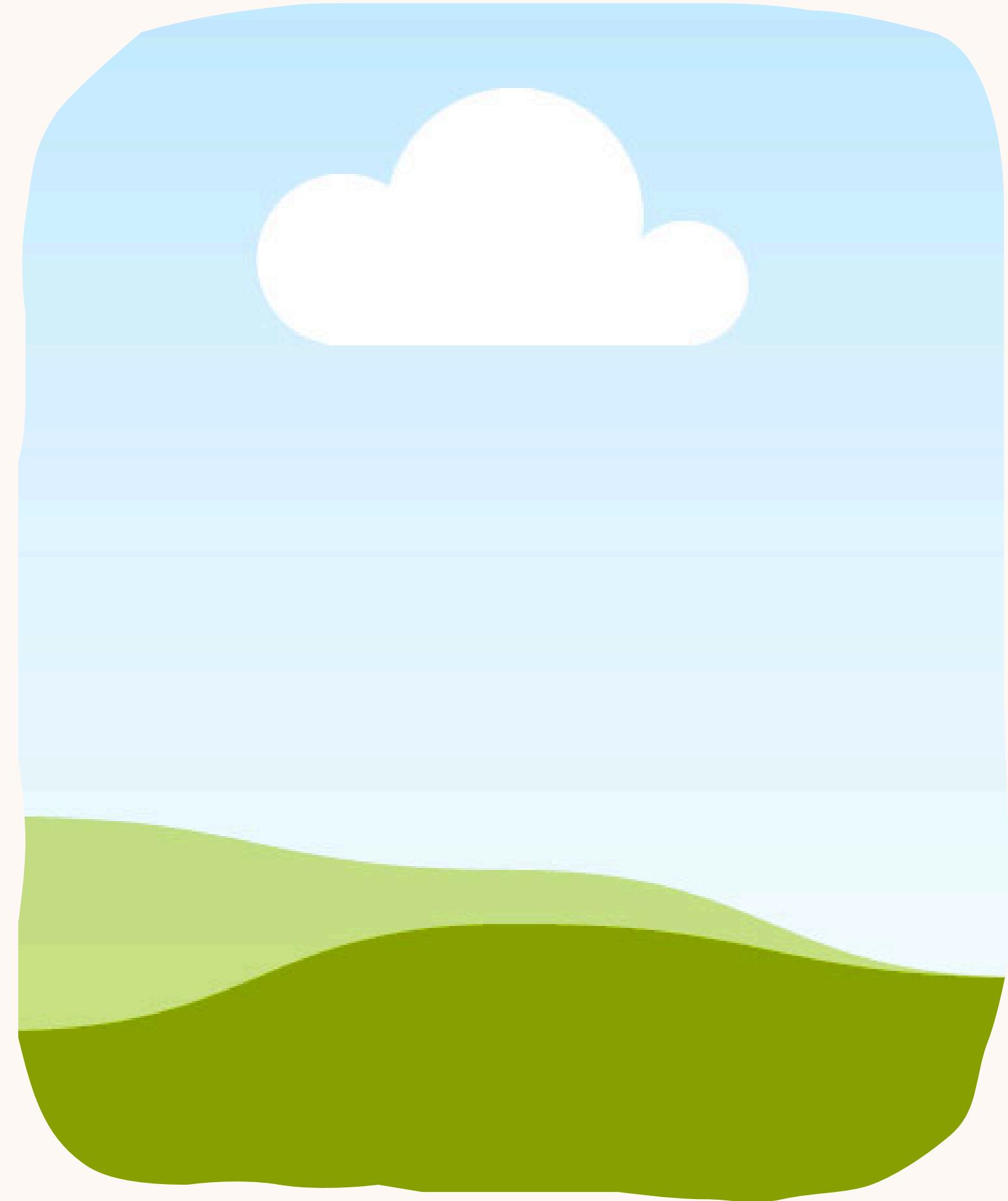
No, This is NOT:

- ✗ NOT in any workbook
- ✗ NOT in any course I've sold

...this is only for people who show up live today.

you'll be getting...

🎁 My Personal
Delete Decision
Matrix



The exact checklist I use to decide what stays and what goes.

This is what I used when I deleted 80% of my shop and my revenue went up...

With this tool, you can:

- Benefit 1
- Benefit 2
- Benefit 3

...and much more!



But You'll Get It Only If You Stay

You'll only get this if you're here at around minute 70.

(Trust me, you'll want it!)

 The Agenda 

**Here's What's REALLY
Going to Happen Tonight...**

I believe in being upfront with you.

Tonight's Plan

1. **Minutes 0-60:** Pure teaching.
2. **Around Minute 70:** I'll give you the free bonus + I'll mention a VIP option for those who want extra support.

I thought I'd mention the plan because **I don't like sleazy surprises**, and I assume you don't either.

So I want to be CLEAR:

**Tonight is all about giving you
everything you need to take action.**

Whether or not you ever buy anything
from me.



Is that cool with you?

Type "**YES**" in the chat

One Small Ask Before We Begin...

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I want you to keep an open mind tonight. Some of what I'm about to share might feel counterintuitive. It might challenge what you've been told by other "Etsy experts."

That's okay.

You don't have to agree with everything.

Just stay curious. Just stay open to "maybe."

And I need a commitment from you.

If what I share tonight makes sense...

Will you actually TRY it?

Not just nod along.

Not just take notes.

Actually DO the thing?



Can you do that for the
next 90 minutes?

Type **MAYBE** in the
chat!

But Before I Share Anything...

I want to know something from YOU.

Why are you here?

Not 'what do you want to learn' - **what's
actually at stake for you?**

Not "make money" — too vague.

Not "quit my job" — get more specific.

EXAMPLES:

- "\$2,000/month so I can cover daycare"
- "Enough to pay off credit card by June"
- "Prove to myself I can build something"



Type in the chat: "**I'm here
because...**"

I See You. I Hear You.

I try to read every single email reply from people who signed up:

You're not alone. Most people:

- ... it's because they want to quit their job
- ... it's because they want to pay off debt
- ... it's because they want to be home with their kids
- ... it's because they want to prove to themselves that they can actually do this

And for most, it's actually just because they finally want a profitable side hustle after failing over & over again...

If any of that sounds like you...

You're in the right place. And I know exactly how you feel.

Because I've been there.

Let Me Tell You a Story...

✍️ The Prison I Built With
My Own Hands ✍️



A few years ago, I was doing the math...

And it wasn't adding up.

My 9-5 paycheck
**\$3,200/
month**

Daycare for 2 kids
**\$2,400/
month**

=
**\$800/
month**

What I actually kept

I was working 40+ hours a week...

And I was missing time with my kids:

Missing bedtime... missing fun time... and **missing the most precious moments** as a mother just for \$800/mo...

Naturally, something had to
change.

**So I fell down the "make money
online" rabbit hole...**

Sound familiar?

Here's what I tried:

- ✗ Dropshipping
- ✗ Kindle eBooks
- ✗ Affiliate Marketing
- ✗ MLMs
- ✗ Random "Passive Income" Schemes

Time went out. Money went out. Not much came back.



I want to hear from you...

Type "**SAME**" if you've been there too

Eventually, I Found Etsy.

And It Finally Worked.

