

\$10K to \$100K

You've got sales, not a system

Some months something clicks; most months it's crickets. You're doing everything, product, content, DMs, delivery, and growth still feels like luck instead of something you control. You're dropping price just to close.

What's in this stage's playbook

- A pricing framework that stops the discount-to-close habit
- One channel, built into a repeatable system, not five half-tried ones
- A simple content-to-lead pipeline you can run in under an hour a day
- The numbers to track weekly so growth stops feeling like luck

You need a repeatable growth engine and pricing you don't apologise for.