

Have you hit a revenue ceiling in your business?

Solve bigger problems. Earn bigger paydays.

Find *expensive problems* you're uniquely qualified to solve—and buyers who will *pay premium prices*—so you can **design a scalable offer that *actually* sells...**

(Without getting stuck in the ol' analysis paralysis death spiral)

...in just 4 hours.

[Save your seat for the *Offer Breakthrough* workshop now →](#)

Join 389 entrepreneurs

Regularly: \$249. Today only: \$100

Live workshop starts **May 15, 2025**, at 12 p.m. EST. **Only buyers get the replay.**

TL;DR:

Offer Breakthrough is the live, hands-on workshop for online entrepreneurs who want to **earn more** and **de-risk their business** by designing a new, **highly scalable offer**.

Get the 10-step method I've used to launch 3 products that generated \$1,600,000 in 2 years (without a big team or spending money on ads).

Let's get brutally honest...

You know your business can't grow the way it is now. You're stuck.

And you sure as hell can't waste months building something no one actually wants (again).

But every time you try to move forward... you freeze... paralyzed by too many choices.

My new *Offer Breakthrough* workshop will help you get unstuck—in just 4 hours.

The best part? You *won't* be working alone.

You'll be supported by Sparky, your AI-powered brainstorming buddy 

Sparky was designed for one specific purpose: to get out of your own head so you can do the strategic work that would normally take *weeks*—or longer—in just *hours*.

Overthinking is expensive.

You could be sitting on a multi-million-dollar idea. And every day you don't take action costs you money that could've been in your pocket.

That's why this isn't "just" a workshop. It's your commitment to building a more scalable and predictable revenue stream in your business, *finally*.

Offer Breakthrough kicks off live on **May 15, 2025 at 12 p.m. EST** (9 a.m. PST).

(Yes, you'll get access to the replay and the Sparky AI tool even if you can't attend live.)

You can **secure your spot today** to lock in specialty pricing.

Need more details? Keep reading to learn more. 

“Katelyn's training gave the ProductLed team a proven process to get the insights needed to **launch a new training program that generated \$120k in 6 weeks**. The ROI is off the charts!”



RAMLI JOHN

Full disclosure: [Offer Breakthrough](#) is a brand-new workshop, so I don't have reviews yet. These reviews are a handful from 1000s of happy customers who've bought my other products or attended my workshops.

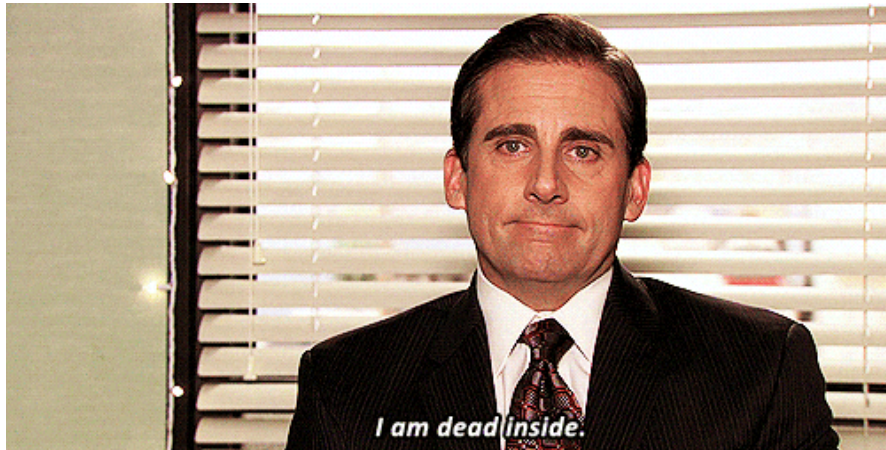
"I've had a project with a lot of notes captured in my phone and nothing to show for it for MONTHS and **now I'm getting ready to launch this week.**"



JESSICA SMITH

Running a service business is f*cking hard.

You thought you were escaping the 9–5 rat race... but now you just work for clients 24/7.



And at least once a month, you seriously consider packing it all up and getting a “real” J-O-B because:

- You’ve hit a **revenue ceiling**, and the only options to break through are to raise your prices (again—*yikes!*) or take on even *more* projects, both of which feel impossible
- You’re **burned the F out** from working on custom projects until 1 a.m. every night
- You **f*cking dread checking your inbox** because you *know* a client will be asking for “just 1 more quick change” that hijacks your entire afternoon
- Your **income is capped and unpredictable**, so you never know if it’s going to be a \$30k month or a \$5k one—and trying to plan around it is exhausting
- Your **paycheck disappears the second you stop working**, and you’re terrified how fragile your income truly is (especially when new AI tools roll out every second)

You know you need to design a new offer that serves as the emergency exit from the feast-or-famine cycle of client work.

One that lets you earn more without working longer hours or building a huge team.

(*Especially* with clients tightening their budgets due to market meltdowns; a possible recession looming; and AI promising faster, cheaper results 🤖)

Hell, you probably have a notebook overflowing with messy, half-formed ideas scribbled in chicken scratch.

And ironically, it's never been easier to build new solutions thanks to AI tools.

But there's just one problem standing in your way that *no one f*cking talks about...*

Most entrepreneurs build offers *backwards*.

They start by deciding what **they** want to sell—like an online course, group coaching program, Notion template, or productized service.

When they need to start by figuring out what **customers** want to buy.



You don't want to spend months (or even years) building the *wrong* product for the *wrong* people.

It's an all-too-common mistake.

And I'd made that mistake too. Multiple times. But luckily, I learned my lesson.

Last year, my businesses did \$1.2M in sales cumulatively.

And it's not because I have a big team or a financial safety net. *I don't.*

And it's not because I poured money into ads. *I didn't.*

And it's sure as hell not because I "niched down." (sorry, gurus)

My business is thriving because I found **the painful, expensive problems people will pay to solve—and built offers they wanted to buy.**

I reverse-engineered my approach and designed a 10-step system anyone can follow.

My problem-focused offer design system has helped me to:

- Build hype for new offers, **getting thousands of people on my waitlists** (there are 3300+ on the waitlist for *this* workshop right now)
- Generate **\$33,750 in just 53 minutes** during a pre-order campaign (for a brand-new product)
- Have multiple **6-figure product launches** (we generated +\$1M from UNIGNORABLE alone in 2 years)
- Design products and programs my customers love, generating **tons of word-of-mouth from happy customers** and star ratings of **4.9 out of 5 stars**

Because after doing this online entrepreneur thang for the past 15+ years, I've realized it all boils down to one thing:

People don't buy things because of **who** they are.

They buy solutions to painful problems.

That's why rather than obsessing about what *you* want to sell... or *who* you could serve...

You've gotta start with customer *PROBLEMS* and work backwards to the right solution.

So you shouldn't niche down if you want to create a scalable offer.

You should **Problem-Up.**

"I've been crafting brand messaging for clients since 2006, but when it came to my own business, I'd procrastinate for weeks—it's usually such a long, brain-draining process.

In just 2 days, I've accomplished what would've taken me 2 months or more. The bots make it lightning fast."



JENI ROGERS

Here's what you'll get from the workshop:

Offer Breakthrough *isn't* another "build an online course" program—it's not like those self-paced courses that promise huge outcomes but drown you in 60+ hours of boring videos you don't have time to watch.

This AI-fueled workshop is hands-on and built to help you find **profitable problems to solve** and **people who will pay a premium** for your solution—fast 🚀🚀🚀

Because when you nail the *right* problem?

The path to a truly scalable revenue stream becomes so much easier.

→ **You feel confident in your direction.**

No more bouncing between half-formed ideas, terrified of making the "wrong" choice. You know what buyers *actually* care about—and how to design solutions they want to buy.

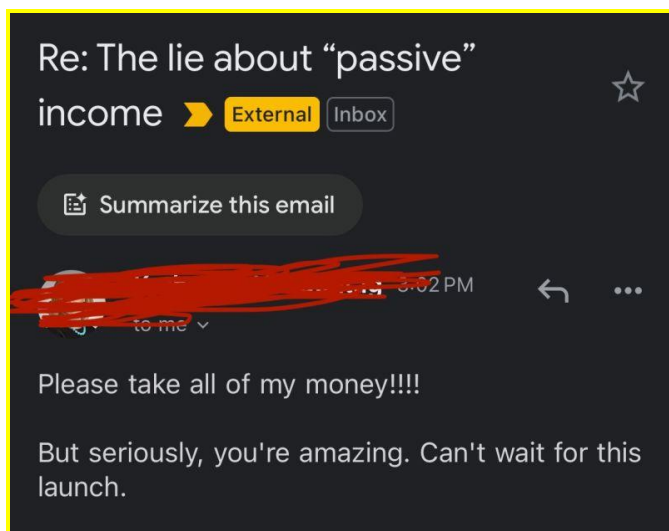
→ **You carve out time to work on *your* business.**

No more “I’ll get to it later” (*narrator: they did not get to it later*). With a clear path forward, making time for your *own* growth becomes non-negotiable.

→ **You stop launching to silence.**

Offers built around painful problems get noticed. You’ll stop hoping people buy and start hearing, “*This is exactly what I need.*”

No fooling. This was a real reply to my email promoting the [Offer Breakthrough](#) waitlist.



→ **You’ll reclaim control of your time.**

No more being chained to custom client work. You’ll know how to design a new, more scalable revenue stream that runs on *your* terms (not your client’s).

So if you’re ready to put an end to analysis paralysis...

And start building an offer that people *actually* want to buy (so you finally get the freedom and flexibility you’ve been dreaming of from your business)...

“Katelyn's methods helped me narrow down and reach this audience ... the easy way! With our launch, in the first few days **we yielded 170X return** on an \$80 Facebook ad spend.”



CHANTAL ROUTHIER

This ain't your standard workshop...

I won't bore you with hours of theory or promise to reveal “marketing secrets” and “hacks”—you're too smart for that B.S.

This workshop is all about one thing: **getting clarity on what buyers want.**

Along with bite-sized, timed exercises that keep you focused (and moving forward), you'll also get access to the world's first “smart workbook.”

It's an interactive workbook powered by Sparky—the AI-powered brainstorming buddy that *thinks with you.*

“I normally find GPT bots to be generic and frustrating but **these custom bots are f—ing magical.**”



RACHEL PROVAN

Think of Sparky as your super smart workshop assistant.

He'll help you build the strategic groundwork for a scalable offer in hours—*not weeks*—without cutting corners.

Here's a sneak peek at the inside of your smart workbook:

 **Buyer Breakthrough Workshop**

Step 2 of 10

20% Complete

 **Sparky**

Hii I'm Sparky, your AI workshop buddy. Do you need help brainstorming a big idea?

If so, drop a link to your website or a screenshot of your LinkedIn profile, and I'll help you do some brainstorming!

Type your message... 

2 Step 2

Your Big Idea

Let's start with your initial product or service idea. Don't worry about making it perfect - we'll refine it throughout the workshop

Describe your idea using this simple framework:

[What it is] + [What it helps customers do]

What is your big idea for your new product or productized service?

e.g., A fillable buyer profile template series of custom GPTs that helps entrepreneurs identify the best-fit buyers for their underperforming product/service

EXAMPLES

- A 6-week group coaching program that helps service-based entrepreneurs create a scalable digital product
- A SaaS tool that helps content creators repurpose their content across multiple platforms
- A membership community that provides ongoing support and resources for freelance designers
- A productized service that delivers monthly SEO audits and recommendations for e-commerce stores
- A course that teaches small business owners how to use AI tools to streamline their operations

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Next Step >

 **Sparky**

Add a painful problem

Please help me brainstorm problems. My Chosen Job Statement: Help me establish a professional, credible brand identity quickly and affordably when launching my new business amid time and budget constraints.

Top 3 Target Buyer Segments:

- First-time online course creators preparing for their initial launch.
- Side-hustlers transitioning to full-time freelancing needing a professional web presence.
- Solopreneur coaches/consultants relying on referrals but wanting to look more established online.

11:42 AM

I'd be happy to help you identify pain points for I Think about: What functional roadblocks do they hit? What emotional costs do they experience? How might others perceive them if they struggle with this job? What future risks do they worry about? Let's identify those FIRE pains (Frequent, Intense, Recurring, Expensive).

11:42 AM

Fear that a DIY look will make potential customers question their expertise. (Emotional/Social, FIRE)

Pain Point

+ Add to Workshop

Feeling overwhelmed by the number of elements needed (website, social media, marketing materials). (Emotional)

Pain Point

+ Add to Workshop

Type your message...



“You are gonna want these AI bots. **They will save you MONTHS doing work & research you'd put off anyway.** USE THEM. They'll change your life.”



JENN LIDDY



Sarah 7:00 AM

Ok, I went back to painkiller this weekend and I have to say that the killer copy bot is literally worth the price of the whole course!! Its sooo freak'n powerful. Im using it on everything now omg

DEC 17, 2024



Susan Boles [in](#) (She/They) • 10:33 AM

Hiya! Hey... so I finally got around to actually USING painkiller and HOLY CRAP lady... it's fucking fantastic! In 3 days, I've redone all the copy for each of my products and it's KILLER. I also closed a new client immediately (like 3 hours after I created the copy) using the new language/positioning... making back 10x my investment in the product within hours of implementing it. The bots are GOLD! (Feel free to use this as a testimonial wherever you want too :-))

Meet your instructor

I (Katelyn here 🙋) spent the last 7 weeks creating my new *Offer Breakthrough* workshop.

Why on earth would I spend 7 weeks creating 4 hour workshop?

Because I've been in your shoes and I genuinely want to help.

I know what it feels like to juggle serving clients and family life while trying to find time to invest in your own business. It's hard AF.

You can't afford to keep procrastinating (*you know that*).

But you also can't afford to waste time trying to figure it all out on your own. (*Or waste money on another overhyped online course that drowns you in videos you don't have time to watch.*)

You need a step-by-step process to follow from someone who has actually done the exact thing you want to do.

And I have.

I figured out how to shift my business from doing bespoke client work to selling scalable solutions back in 2018.

Over the last 2 years, I've **launched just 3 products that generated \$1,600,000+.**

...Without a big team or a financial safety net (and as a new mom).

So how did I do this?

By identifying painful, *profitable* problems my target market will pay premium prices for, then working backwards to build the right offer.

It's part of a 10-step process I call **Problem-Upping**.

And now I'm going to show you how to do it, too—in just 4 hours.

Got questions? Here are the no-BS answers:

Q: What if I can't attend live?

A: No problem. You'll get access to the replay (*and* AI-powered workbook), so you can **start**

anytime and **complete it at your own pace.**

Q: What if I don't have an offer idea yet?

A: That's a-ok because that means you haven't ~~wasted~~ spent months spinning around in Analysis Paralysis Land. Instead, you'll start fresh the *right* way—by figuring out what your target market wants, then narrowing down from there.

Q: Will I really walk with an offer idea that solves a painful problem?

A: Yes. *Offer Breakthrough* is designed to help you get clarity *fast* and walk away with a proven idea that solves a real and profitable problem (if you show up and do the work).

Q: How is this workshop different than PAINKILLER?

A: PAINKILLER was designed to help fix messaging for an underperforming product, but I don't get into product design. *Offer Breakthrough* will include new techniques to better understand buyers so you can design products that solve painful problems.

Offer Breakthrough is ideal for people who are still in the idea stage—or know they need to pivot—and want help brainstorming product ideas that solve painful, expensive problems.

I noticed that a lot of people were buying PAINKILLER who hadn't built their product yet. So this workshop is custom-built to help with product ideation.

Woah—you made it all the way down here?

Then I'll close with a (hopefully) sobering realization that bears repeating:

Overthinking is expensive AF.

You can't afford to keep procrastinating. Every day you stay stuck is costing you money—money you could have earned with a new, more desirable offer.

That's why this workshop is designed to help you get unstuck—fast—so you can take action.

So if any of this sounds familiar:

- You spent months building your new offer, only to watch **sales trickle in**
- You started working on your 11th idea for a new product but are **terrified of going all-in and building the “wrong” one** (that no one buys)
- You saw *another* post on social media about how AI would annihilate your industry and **know you’ve gotta pivot**—fast

Then you’re gonna want to save your seat so you can start future-proofing your business with an offer buyers will actually pay for.

(Just do it. You deserve to move forward instead of staying stuck.)

Boring (but important) legal stuff

While the student results shared here are real, every business is different, so individual results will vary. What you get out of this workshop depends on your business, your audience, your effort, and a bunch of other variables. I don’t (and can’t) promise or guarantee any specific financial outcome. But I know you already know that.