THE MOM FOUNDERS TABLE *MASTERMIND*

Applications Close August 14

You built a business that runs on you.

Let's redesign the version that doesn't.

A 12-month mastermind for mom entrepreneurs who are done growing in a way that costs them everything else.

[Apply for Your Seat]

You are making more money than ever.

And you are more tired than ever.

Every call, every choice, every fire still comes to you. You wanted to scale. Instead, **the business got more complicated.**

You are winning on paper...

But every morning you have to talk yourself into doing it again while quietly wishing you could just put it all down.

You are running a business that was built to need you, and the gap between that and the life you actually want is getting wider.

If that's where you are, you belong at this table.

[Count Me In]

WHY NOTHING YOU'VE TRIED HAS FIXED IT

You built your business the only way you knew how.

You made every call, sent every email and went to every meeting. You worked every hour after your kids bedtime. You served every client yourself because you cared more than anyone you could have hired.

It worked. You grew. You hired people. You raised your prices.

And now, you know you have to do things differently.

Everything still depends on you and the pressure is heavy.

Your team is good. But they bring every question back to you. That's because they've never been given the power to decide on their own. You are still the hub. And you are exhausted from it.

The business lives in your head and you're doing work your team could do.

The way you serve clients lives in your gut. No one has ever pulled it out of you and built it into something your team can run. So nothing works without you and nothing ever meets your standards.

You're making money and still don't feel like you can relax.

You catch yourself asking, *"Where is the money actually going?"* That's because your finances have never been set up to show you what you need to see at this level. You're making big decisions in the dark.

And here's what no one else will say...

You've thought it, even if you haven't said it: *"I just want a break, but I'm afraid I'll lose it all."*

You have outgrown the woman who built this business. But you're still running it like the early-stage entrepreneur version of yourself.

The business cannot change until that does.

Most coaches fix the strategy or fix the mindset.

You need both at the same time. *Or nothing sticks.*

You did what you knew how to do. The business just outgrew how it was built and it's time to evolve.

[Take the First Step]

WHAT THIS YEAR ACTUALLY GIVES YOU

It's a Tuesday in 2027...

You wake up without dread and into a morning with carved out time just for you to be with your family and head to the gym.

Your team handled Monday while you were at your daughter's event. You didn't miss it. You didn't even check your phone from the parking lot.

Your husband stopped you in the kitchen and said, *"You seem like yourself again."*

You took a lunch break away from your desk, and got a facial in the afternoon. The business ran, and sales went up.

You stopped working at 3pm, and went for a walk outside before you stepped into mom mode.

You made more money this year than last year. And you worked fewer hours than you have in years.

You have the same business. *But you aren't trapped anymore.*

This is where you get your life back.

[This Is What I Want]

THE BUSINESS AND THE MARRIAGE AND THE KIDS

You are a wife. You are a mom. And you have spent years quietly wondering if you can *keep holding it all together*.

You want the business growth AND the family memories.

The Mom Founders Table is built around the fact that you can be the woman you want to be in all areas of your life when you have the business infrastructure to support it.

This is the only mastermind for women at this level where marriage and motherhood are welcome at the table...

Because business is personal.

If you've been craving , you found it.

[Apply for September]

REAL RESULTS FROM REAL WOMEN.

"I was drowning in success. On the outside it looked incredible. On the inside I was having an internal battle every single morning."

Sharise · Communications Firm Owner

She scaled to multi-million-dollar revenue while we worked together. She took eleven straight days off in Africa with her husband. She bought her

first investment property. She launched a foundation she had been dreaming about for years, because the space finally opened up for it.

"My dad told me I was a happier person now. My mom said I got my glow back."

Gretchen · Online Health Programs

She came in working 60-hour weeks. She finished the year working 20 to 25, with a newborn at home, during her best revenue year ever. She hit her first $100K month while working part-time hours.

"I'd been writing 'I am unshakable' in my affirmation journal for ten years. I became it during this work."

Kathy · Marketing Agency Owner

She landed her first six-figure contract. She took three months off while she and her husband adopted their daughter. She ended the year at her highest revenue ever.

"Kelsea helps you grow in every aspect of your life. She's changed the way I communicate for my needs in the business and personally, and has taught me how to build systems so they're sustainable and can grow with the business."

Jess E. · Interior Design Studio Owner

She retired her husband from corporate. He is home with their kids now. She took the maternity leave she never got with her first child. Every Friday is family day on her calendar, in her business, without exception.

"I forgot how much I was working before and how impossible it seemed to ever get to this point. The point of all of this was to actually get my time back and be a present mom without feeling the burden of the business all the time."

Rachel · Health Practice Owner

She cut her hours in half with no drop in revenue. She made $30,000 during her maternity leave without touching the business. The business now runs, and collects money, while she is gone.

"I've worked with many coaches before, and honestly, so many of them just repeat the same advice: 'Raise your prices. Do this. Do that.' But working with Kelsea has been a completely different experience. She doesn't just give you a checklist — she walks beside you with a roadmap and the kind of emotional support that every business owner secretly craves but rarely receives. She understands the fear, the self-doubt, and the pressure we carry, and she meets you there with compassion and clarity. With her guidance, I didn't just find answers — I found freedom."

Hillary J. · Business Owner

"Kelsea's gift is rare. She has this extraordinary ability to draw out what's buried deep inside of you — the vision, the truth, the potential you almost forgot was there. Her expertise and heart are unlike anything I've experienced with any other coach. Simply put, she is best-in-class, and working with her has been one of the most life-giving, business-changing decisions I've ever made."

"I just looked at my personal stats for September and my profit was $19k — and I've been doing about 6 patient hours a week. The last time my profit was around $20k/month, my patient hours were double and I

was in the office at least 12 hours a week. Feels so good to see the numbers moving up again without having to increase patient hours."

Rachel W. · Health Practice Owner

"Kelsea has been a Godsend for my business. Completely transformed how I operate and lead."

Jameelah D.

"As I sit here riding in the truck on the way to my stepdaughter's football game — with the family I always dreamed of — after cutting fresh flowers with my daughter... I think back to a few years ago and how far I've come. Just so grateful and excited and confident in what's coming next. Thank you for always calling me up."

Cait F.

[Apply for September]

Twelve months. *One curated room.*

A documented methodology, a quarterly assessment process, and a guarantee that the math works.

$2,500 a month

- **01. Onboarding call and a full business assessment with personalized analysis** at intake, so I know your business cold before we walk into the first call together.
- **02. Two advisory calls a month in mastermind format**, where we work on real businesses in real time and you leave each one with specific decisions made.

- **03. Two co-working sessions a month** with Brooke, my COO, so the work between calls gets done instead of added to your to-do list.
- **04. Quarterly progress tracking** against your intake baseline, so what changes inside your business is measurable, not just felt.
- **05. Quarterly expert calls** for specialist input on operations, finance, and marketing where you need it.
- **06. Telegram group for between-call access**, where most members tell me the conversations that change their year actually happen.
- **07. Kelsea GPT trained on the methodology**, for the 11pm moments when you need a sounding board.
- **08. One City Girls ticket**, your choice of Atlanta, Nashville, or Dallas, so you're in the room with members in person at least once during your year.
- **09. Two asset reviews per quarter**, returned via Loom, so the work you're already doing gets eyes on it from me directly.
- **10. The curated referral directory,** including my full vetted network.
- **11. A quarterly planning template** you will use long after the year ends.

VIP UPGRADE - $3,500 a month for twelve months

Everything above, PLUS

A quarterly 1:1 with me, an annual systems audit with Brooke delivered via Loom with implementation recommendations, the done-for-you resource vault, and back catalog access to every template I've ever made.

[Reserve My Seat]

IF THE MATH DOESN'T HIT, YOU GET EVERY DOLLAR BACK.

If you attend 80% of calls, complete every quarterly review, submit at least six asset reviews across the year, attend your City Girls event, and keep consistent payments — and your gross revenue has not grown by your full investment amount by month twelve — you get every dollar back.

[I'm Ready]

IT COST YOU MORE TO KEEP DOING WHAT YOU'RE DOING NOW

Here is what most women in this room find:

The time they spent answering questions their team should own costs them more than that each month. The reactive decisions they make without clean numbers cost them more than that. The clients they undercharge because no one ever rebuilt their pricing structure — that gap is often more than a year's investment.

This is not an expense. It is the structure that stops the bleeding.

And if the math does not hit — you get it back.

[Apply for September]

THIS ROOM IS FOR A SPECIFIC WOMAN.

This is for you if:

- You have a profitable service business and a real team
- Your monthly revenue is between $20K and $80K and growing
- You are a mom, married or partnered

- You are ready for the year of growth that does not cost you what the last few years have

This is not for you if:

- You join programs and go quiet
- You want validation more than truth
- You do not yet have a consistent revenue base

If you brought the same patterns of isolation into your last three programs and nothing changed, this room will not fix that. The results here come from the relationship.

The relationship requires your honesty.

[Apply for September]

BECAUSE AT THIS LEVEL, WHO YOU'RE WORKING WITH MATTERS.

I'm Kelsea. I have been building businesses since 2011 and advising women in them since 2018. I am a wife and a mom of three.

I have worked one-on-one with hundreds of women in service businesses. Teams of three to fifty. Revenue from early-stage to multi-millions.

I run my own service business with my own team. I use this same methodology in my own operations. I live and breathe success that fuels our freedom.

And I've spent years giving women permission to raise their standards and build lives they love.

[Apply for Your Seat]

IF YOU WAIT, HERE IS WHAT NEXT YEAR LOOKS LIKE.

If you are reading this after September 1, the cohort has started. The next opening is twelve months away.

Between now and then, you will spend another full year running the version of the business that is currently exhausting you.

Twelve more months of being the hub. Twelve more months of the marriage getting your leftovers. Twelve more months of the structure not getting fixed.

You already know that isn't what you want.

The only question is: is this the moment you change it, or do you wait until next September and have this same conversation with yourself again?

[Apply for September]

A FEW THINGS YOU'RE PROBABLY WONDERING.

How is this different from your Private Partnership? Private is one-on-one with me. The Mom Founders Table is the room of peers, plus the strategic work, plus in-person experience. If you want the long-arc relationship with women at your level, this is the door. The application will sort it.

Will I be invisible in a group? The structure prevents it. You get a full assessment at intake. Your business is on the table during calls. You get individual asset reviews returned via Loom. Private Advisory members get quarterly 1:1s with me. You will not be lost here.

I've been in masterminds that didn't work. The women who got results here showed up, did the work, and let the accountability do its job.

If you brought the same patterns of isolation into your last program and nothing changed — that is not proof masterminds don't work. That is proof you need a room where the relationship is the mechanism.

What does this investment actually cost? The Advisory Track is $2,500 per month. Private Advisory is $3,500 per month. A $500 deposit holds your seat and applies to your first month. The monthly cadence is the payment plan. And if the math doesn't hit — you get it back.

I don't have time. You are already spending the time. It is going to reworking things you should have delegated. To questions your team should own. To reactive decisions a clean structure would eliminate. Every woman named on this page works fewer hours now than she did before this year. The time problem is a structure problem.

What if the guarantee math doesn't hit? If you meet every participation requirement and your revenue hasn't grown by your full investment by month twelve, you get every dollar back. We track from Day 1.

What is the in-person experience? A four-night retreat in May 2027. Location and format are shared at intake. You also get one City Girls event ticket — your choice of Atlanta, Nashville, or Dallas.

What if I don't fit in? Apply. If this isn't the right room for you, I will tell you. The application is information. It is not a commitment.

YOU BUILT THIS FOR FREEDOM.

You just haven't had the structure to get there yet.

A year from now, there will be a group of women who look back at this moment. *They will remember the September they stopped waiting.*

Their businesses will run better than ever. And need less of them to do it.

Their marriages will have the version of them that has space to connect.

Their kids will have a mom who is actually present when she's there.

Those women are not going to be the ones who waited until timing felt right. They are going to be the ones who saw this page, recognized themselves in it, and applied.

[Apply for September]