

No BS Mastery

A 12-Week Program for Installing the No BS Business Model

**Cart closes on March 29, 2026*

- Click to join: <https://join.nobsmastery.com/enrollment-page>

The outcome is simple:

Replace the Default Model with the No BS Business Model so you can hit your Freedom Number with fewer clients, fewer hours, and a business that actually supports your life.

And here's what I know you've been dying to hear someone say: You *don't have to scale* to be more profitable, and you *don't need* a bigger team, more offers, or more clients.

You need a smarter model—one that's designed *around the life you actually want*.

I'm going to work closely with a small curated group of expert service providers to install the No BS Business Model in their businesses over 12 weeks.

We'll do it with the perfect mix of a clear business model based on your Freedom Number™, the Lead Product Method™, the Intensives Model™, the HQ App, our proven systems, and weekly live + async coaching and feedback from my team and me.

I've been refining this model for more than 12 years running my own small service business, and working with hundreds of experts installing it in their businesses since 2016.

During the [Masterclass](#), I showed you what is possible with this model.

How to calculate your Freedom Number.

How the Lead Product replaces proposals.

How Intensives compress delivery.

But *seeing* the model and *running* the model are two different things.

Right now, you're standing in the gap between understanding the model... and actually running it in your business with real clients.

And that gap has a cost.

Every month that gap exists is a month where you're still closing projects at prices you know are too low, writing proposals you wish you didn't have to write, and delivering work in a way that takes more time than it should — while the life you're building this business for keeps getting pushed to later.

Inside No BS Mastery, we close that gap.

We don't just teach the model — we make sure it actually gets installed in your real business with real clients.

Here's How It Works

→ Jumpstart: Install Your 1KO

Before we get into the core model, we start by installing your 1KO — your 1 Killer Outreach strategy.

This gives you immediate momentum and takes less than an hour to install.

Instead of wondering where your next client will come from, you'll design a simple outreach system that activates the network you already have.

By the time Phase 1 begins, you'll already have real conversations happening with potential clients and referral partners.

Momentum first. Model second.

→ Phase 1: Your No BS Business Model

Next, we install the foundation of your business.

Using the HQ App, we get clear on your Freedom Number, your offers, and the exact model required to support the life you want—whether you're a designer, consultant, copywriter, coach, fractional executive, or any other kind of expert service provider.

Most expert service providers discover immediately that they have too many offers, some offers are losing money, or the current business model simply cannot hit their Freedom Number.

We fix that.

By the end of this phase, your business model will be simple, clear, and designed to hit your Freedom Number.

→ Phase 2: The Lead Product Sales Process

Next, we install the Lead Product Method™.

This replaces the Default Model of writing proposals and hoping they convert.

Instead, you get paid to diagnose the real problem first.

You'll build your Lead Product, and master the Fit Call, your interview framework, and your brief.

This becomes a simple sales process that consistently turns conversations into premium clients, and once you learn it, you will never go back.

By the end of this phase, you'll have a repeatable sales process that replaces proposals and turns qualified conversations into paid clients.

→ **Phase 3: The Intensives Model**

Finally, we tighten delivery.

Instead of stretching projects across months of emails, revisions, and scope creep, you compress them into focused engagements that deliver better results in a fraction of the time.

No more juggling projects. No more chasing clients for feedback. No more working around everyone else's schedule.

You'll design your Intensive, price it confidently, and deliver it in a way that eliminates scope creep, removes endless revisions, produces faster results for clients, and dramatically increases your profitability.

By the end of this phase, you'll have a delivery model that gives clients better results in less time while giving you your time back.

→ **Phase 4: Implement and Refine**

This is where the model becomes yours.

You work with real clients while getting live coaching, accountability, and support to refine how everything fits together in your actual business. Your guide and your cohort are with you every step of the way.

By the end of Week 12, you'll have a fully installed No BS Model, a clear weekly action plan, and a work schedule that's in your control.

When you join before March 27th, you also get two bonus sessions...

- The **Capital Planning and Cashflow Secrets Intensive**, where you'll learn how to break the cash flow stress of feast-or-famine and run your money through your business like a CEO—the money training every solo business owner needs and almost nobody teaches.
- A special **AI Mastery Intensive with Erika Stanley**, the AI Queen. Build your very own custom **Audience Focus Group GPT** and **Brand Voice GPT** live with Erika, and leave knowing how to use them to make your life easier and how to build more in the future.

We designed these two bonuses specifically because they're what every expert service provider running a solo business in 2026 needs dialed in—and almost nobody has both of them dialed in.

This Program Is Not For Everyone

This program is *not* for beginners.

If you're still figuring out what your expertise is or you're just starting your business, this probably isn't the right place.

This is for experienced expert service providers who are ready to replace the Default Model with something better. People who are good at what they do, have real clients, and are done accepting that busy and profitable can't coexist with free and fulfilled.

If you've ever thought, "I don't want to scale, but I don't see another way to be more profitable," this program exists to prove that thought wrong.

And once you see the model, something else becomes clear.

The Default Model isn't just frustrating.

It's *expensive*.

Every month you stay in it costs you underpriced projects, unnecessary hours, and opportunities you never even see.

And most people stay in it for years.

This program is also for people who are coachable, generous with the group, willing to implement, and okay with the fact that I have a very low tolerance for BS — including the BS we tell ourselves about why things can't change.

If that's you, you'll fit right in.

Here's how joining No BS Mastery works.

The doors are open today, March 24th until Sunday, March 29th and the program officially begins the week of April 6th (with a short task to install your 1KO the week of March 30th)

No BS Mastery is \$10,000: four payments of \$2,500 or \$9,000 paid in full.

The program pays for itself usually on the first project:

- When you close a project that wouldn't have closed when you were pitching for free
- And close a project at a 20-50% higher price because of how the Lead Product
- And shrink your delivery time by even 20% on the next project

That's hours back in your life, and money you didn't leave on the table.

Once you start doing this, you'll never go back. The way you think about your business will change permanently.

Picture yourself three months from now running a business that hits your Freedom Number without burning you out to get there. You're working with clients you chose, on projects that are contained and profitable, with a schedule that's actually in your control. You're not juggling, chasing, or pushing your life to later anymore.

That's what we're building. Ready to join us?

Step 1

Click the enrollment link: <https://join.nobsmastery.com/enrollment-page>

Step 2

Choose pay-in-full or the payment plan.

Step 3

Get instant access to the HQ and start designing your profitable business before we even begin.

Not ready for the full payment today, but want the bonuses? You can place a non-refundable \$1,000 deposit to lock in your spot here: <https://nobsmastery.com/deposit>

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P.S. If you want the pay-in-full bonus and discount, but want to pay over time, you can check out [this Paypal link](#) which offers interest-free payment plans if you qualify. Pay now, make money, pay it off later. That's how I have built all my businesses.

P.P.S. If you're a yes but have a couple of final questions, join me on (<https://us06web.zoom.us/j/3659769497>) at 12pm ET for an open conversation in a small group.