

WWP

WHERE THEY ARE NOW

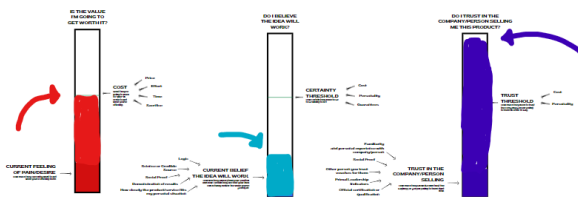
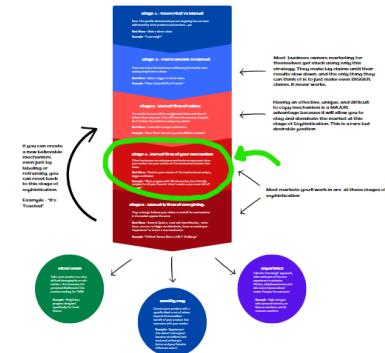
	PROBLEM	YOUR SOLUTION	YOUR PRODUCT
Level 1 - Problem Unaware	✗	✗	✗
Level 2 - Problem Aware	✓	✗	✗
Level 3 - Solution Aware	✓	✓	✗
Level 4 - Product Aware	✓	✓	✓

← Catch their attention then reveal hidden problems/needs/desire

← Call out their problem then offer solution

← Call out the known solution then offer product as best form of solution

← Buy Now, Urgency, Scarcity, Risk, Reversal, Social Proof, Create pain/desire/need, etc.



1. What's the business objective?

The business objective is to sell memberships to the Bailey Line Road VIP Community, offering access to the complete collection of courses and the BLR premium experience for \$20/month. The goal is to build recurring revenue by converting Bailey Line Road YouTube subscribers and DIY enthusiasts into paying members.

Key Business Objectives:

- **Increase conversions from YouTube** to paid memberships.
- **Position the VIP program as a premium yet affordable community** where fans get exclusive content, direct access to Steve, and hands-on support.

2. What part of the funnel is needed to achieve it?

This will primarily be **mid to bottom of the funnel**, targeting people who are **aware of Steve Maxwell/BLR** through YouTube and social channels and **warm leads** familiar with his content but haven't yet converted to paid members.

Funnel Stages Needed:

- **Sales page (bottom of funnel)** – The sales page should convert people who already know Steve and his brand but need more clarity on the value proposition and what makes the VIP community worth paying for.

3. Who am I talking to?

This audience is primarily **DIY enthusiasts, woodworking hobbyists, self-reliance seekers, and Bailey Line Road fans**. They already follow Steve Maxwell on YouTube and have some level of trust in him, but they need a compelling reason to take the step toward becoming paying members.

Demographics:

- **Age:** 30–65 (likely skewed toward 40+)
- **Gender:** Likely majority male, but also includes a sizable female audience interested in home improvement and self-reliance.
- **Income Level:** Middle-income to upper-middle-income individuals, typically with some disposable income to spend on hobbies, home improvement, or self-reliance projects.
- **Location:** Primarily North America, rural and suburban households.

Psychographics:

- **Values:** Independence, self-sufficiency, craftsmanship, quality work, learning practical skills, and personal growth.
- **Hobbies:** Woodworking, DIY projects, home improvement, prepping/self-reliance, off-grid living.
- **Motivations:** Achieving personal satisfaction through hands-on projects, saving money by doing things themselves, learning practical skills they can use for life.

4. Where are they at now?

Current State:

- Moderately experienced with DIY and hands on skills, but stuck in a skill plateau they don't know how to break through without mentorship.

- They jump from one tutorial to another, watching fragmented videos or reading articles that provide pieces of the puzzle but never give them the full, cohesive solution they need to complete a project from start to finish.
- They start projects with enthusiasm but quickly hit roadblocks, leading to unfinished or subpar results.
- They feel frustrated because they know they have the ability and desire, but lack a step-by-step system to follow or people to ask for help.
- They can feel isolated in their learning process, which lowers their motivation and makes them more likely to abandon projects.
- They miss out on valuable feedback that could help them improve their skills faster or fix problems before they escalate.
- Many are old-timers, retirees, and empty nesters likely looking for an easily accessible like-minded community that they can take part in without leaving home.

Dream State:

- They imagine themselves being fully self-reliant, able to take on ambitious home improvement projects, and feeling the pride of having built something with their own hands. They want to become experts and pass their knowledge on to their family and friends.

Market Awareness Level:

- **Level 3:** They're aware of the solution but don't yet realize why Steve's VIP community is the best option. They've likely seen other DIY membership programs but aren't sure if this is different or worth the cost.

Market Sophistication Level:

- **Level 4:** They've seen a lot of DIY programs, tools, and courses, some free and some paid. They're familiar with Steve's YouTube content and are already comparing his offering to other educational platforms, whether it's DIY YouTube channels, prepper forums, or home improvement classes.

Current Levels of Desire:

- **Moderate:** They have a desire to learn, improve, and become self-reliant, but they may not yet feel the **urgency** to take action, especially if they've gotten some value from free YouTube videos.

Current Levels of Trust:

- **High Trust in Steve**, but **uncertainty about the membership**. They already trust Steve's knowledge and teaching from watching YouTube, but they're unsure if the paid program will give them much more than what's already free online.

Current Levels of Certainty:

- **Moderate**: They're considering the community, but they're still on the fence about whether the value justifies the monthly fee. They need **certainty** that they'll get more value than they already do from watching his free YouTube content.

5. Where do I want them to go?

We want them to feel confident that joining the VIP community will massively increase their ability to achieve their DIY and self-reliance goals and provide ongoing value and support that they can't get anywhere else.

Identify Perceived Costs of Taking Action:

- **Time and effort** – Not an issue. Most are retired and/or empty nesters, and already enjoy doing DIY work.
- **Money** – Is \$20/month worth it when there are free YouTube videos available? Also not really an issue, they can definitely afford it but at the same time they're VERY financially responsible, and want to make sure every purchase or investment they make is worth it.

Identify Required Certainty and Trust:

- Trust is high in Steve Maxwell, but they need to trust that **the VIP community will provide deeper, more practical support** than free videos and that it offers **exclusive value** they can't find elsewhere.
- They need to feel **certain that the courses and community** will help them **save time and money** on DIY projects and provide the support to overcome any DIY challenges they face. Especially versus free YouTube videos.
- They need to believe that the **value goes beyond the content itself**, including the personal interaction with Steve and the support from the community.

6. What steps do I need to take them through to get them from where they are to where I want them to go?

1. Get Their Attention:

- **Leverage the YouTube connection:** Start by reinforcing their existing connection with Steve from YouTube. Emphasize that this community is the next step—a deeper, more immersive version of what they already love.
- **Use Steve's unique personality and passion** to create a welcoming, exclusive feel. The message should be: "If you've enjoyed my YouTube videos, you'll LOVE the VIP community because it gives you more of me, more of what you need, and more ways to grow."

2. Increase Specific Levels:

- **Desire:** Build their desire by focusing on the results they can get from the courses, like improving their home's value, gaining self-reliance, and mastering hands-on skills. But also layer in the emotional appeal of belonging to an exclusive community of like-minded individuals.
- **Trust:** Increase trust by emphasizing Steve's direct involvement, personalized guidance, and real-world member success stories. Show how the community adds ongoing value and how Steve is personally invested in each member's success.

3. Lower Perceived Costs:

- **Money:** Reframe the \$20/month as an investment in lifelong skills and a community they feel like they belong to, not just another monthly fee. Highlight that for less than the cost of a single meal out, they'll gain skills that will save them thousands in home improvement costs.

4. Build Urgency and Overcome Objections:

- Create urgency by reminding them of the limited-time bonuses for early joiners (like the Bugout PDF Series), emphasizing that this extra value is only available for a short time.
- Overcome objections by addressing common concerns upfront in the copy—like concerns about time commitment or the perceived value of the content versus free videos.

Sales Page

Get access to 40+ years of DIY expertise for the price of a cheap tool.

Overcome Every DIY Roadblock with 1:1 Coaching from Steve and A Full Library of Hands-On Courses!

Plus exclusive videos, live Q&As, insider articles, and more!



“Steve has been absolutely fantastic to work with. He is always prompt to answer questions, and we could not be happier with the results!”

- Bradley T.

Are You Stuck in “Intermediate Hell”?

You’ve probably been there before...

You get excited about a new ambitious DIY project—maybe it’s building custom cabinetry, setting up solar power, or finally tackling that basement renovation you’ve been scared to start.

You start with momentum, watching YouTube tutorials or reading DIY blogs.

Then, halfway through, something goes wrong—and **you're stuck**.

So What Happens Next?

- **You waste time jumping from one video to another**, never finding the one piece of guidance you need to get your project rolling again.
- **Your enthusiasm vanishes** as you slowly realize you don't know anyone you could ask for help.
- **You check out subpar online DIY courses** but find that they're all untrustworthy, overpriced, and you're not even sure if they'll help.

Demolish Your Hands-On Skill Plateaus

Imagine yourself just a few months from now, completely self-reliant—no longer do you need to count on unreliable power companies, contaminated municipal water, or even grocery stores for that matter.

Imagine taking on ambitious home improvement projects with ease, where you're no longer hesitating or searching for answers.

Instead, all the possible answers you would ever need are grouped in one place, ready to be consumed in a matter of minutes.

Getting you back to confidently building, fixing, and improving every part of your home with your own two hands.

I want you to be able to:

- **Build anything you set your mind to**, from custom cabinets to renewable energy systems, knowing you have expert guidance and a strong community to back you up.
- **Master hands-on skills that reduce your dependence on "The System"** ensuring your family always has food, water, shelter, and a do-it-all provider that can protect and provide through any disaster.
- Feel the pride of walking into your home, seeing the projects you've completed, and knowing you've **built something that will last for generations**.

The “Stairway” to DIY Heaven

With the right guidance, this isn’t just a dream—it’s your future.

You’ll no longer be stuck in the middle of a project, jumping between tutorials, wishing you had someone to ask for help besides random people on Reddit.

You’ll have step-by-step guidance, and know that every possible challenge you could face has a solution at your fingertips.

And when an unexpected DIY roadblock pops up, expert advice is always a message away—and it’s not just from Steve.

In the **Bailey Line Road VIP community**, you’ll be surrounded by other passionate DIYers who have been through it all, offering real-world advice and feedback.

Whether you’re stuck on a tricky detail or need advice on which materials to use, there’s always someone to help on whatever project you’re tackling.

Instead of stalling or abandoning your projects, you’ll maintain your momentum, build your confidence, and accomplish real results.

All thanks to the help of:

- **Direct mentorship from a 40-year expert** in the DIY & self-reliance world.
- **A strong community of DIY enthusiasts** ready to offer advice when you need it most.
- **Detailed, easy-to-follow instructions** for 20+ projects that ensure you never get stuck.

That’s what the Bailey Line Road VIP Community offers.

This isn’t any ordinary online course—it’s a *full collection* of detailed and easy-to-follow courses with direct 1-on-1 support from me and access to a powerful community of dedicated builders that **virtually guarantees success** if you’re ready to learn.



“One of the best things I did is sign up for Mr. Maxwell's online courses. Not only does the material itself offer a super learning experience but you get access to the man himself. With his knowledge and his "I've seen that before" background, he gave me the understanding and confidence to overcome a potential problem and get back to work.”

- Jacob C.

Personal Mentorship from Steve Maxwell



If you've followed me on YouTube, you already know I'm passionate about DIY, self-reliance, and teaching others how to build a life of independence.

Over the past decade, you've watched me build cabins, craft custom furniture, install off-grid solar systems, and tackle countless projects that make life simpler and more self-sufficient.

But what you see in my YouTube videos is just a fraction of what I've learned in my 40+ years of hands-on experience.

Now, in the Bailey Line Road VIP Community, we can go further—together.

This is where I take you beyond the videos.

You won't just be watching me work on my projects—you'll get direct access to my expertise, guidance, and mentorship as you work on *yours*.

Whether you're tackling your first big build or solving tricky technical issues, I'm here to help you overcome your DIY obstacles and keep you moving forward.

With one-on-one support, exclusive insights, and a community of DIYers who are just as passionate as you are, you'll never have to work alone or feel stuck again.



"Ohh you're building up my confidence already!"

Jake, Basement Finishing student on a 1-on-1 call with Steve

Introducing: The Bailey Line Road VIP Program

From exclusive content to personal connections, here's what being part of the Bailey Line Road VIP Community truly means.

- **A Full Library of Courses in One Place** (*keep reading to see every course*)

Learn as you build with immediate access to over \$2,000 worth of premium DIY courses, each designed to help you transform your home and skills step-by-step.

- **Build your workshop skills** - you'll build furniture, decks, and more with expert woodworking and welding guidance that turns raw materials into finished projects.
- **Master modern self-reliance** - you'll learn how to achieve complete self-reliance in all 5 key human needs (food, water, shelter, sanitation, and energy) even if you live in a regular neighborhood.

- **Upgrade your home** - you'll increase your home's value by thousands of dollars with fail-proof projects like basement finishing, rot-proof decks, and more.

- **Exclusive Content and Events**

Get inside access to members-only content that no one else gets to see.

- Access to my most **in-depth premium blogs, videos, and tutorials** that you won't find anywhere else.
- Invitations to **live Q&A sessions** where you can get answers to your questions in real time.
- Detailed walkthroughs of **unique projects and solutions** from my personal DIY experience.
- Member-only competitions and **contests to win free tools**.

- **Direct Access to Me, Steve Maxwell**

One-on-one mentorship when you need it most.

- Stuck on a unique project? Just reach out, and I'll guide you through the details.
- Need custom advice? I'm here to give specific tips, project insights, and practical solutions.
- My priority is to make sure you have the support to tackle projects with confidence and pride.

- **A Thriving, Engaged Community**

More than just fellow members—these are people who share your commitment to self-reliance and sustainable craftsmanship.

- **Real-World Guidance:** Connect with others who have completed similar projects and know what it takes to make things work.
- **Iron Sharpens Iron:** Grow your DIY skills faster than ever before, and contribute to a movement of doers committed to blasting you past any hands-on skill plateaus.
- **Friendships That Last:** Build connections with others who enjoy the satisfaction of a job well done and are eager to support each other's growth.



“This is exactly what I needed! Steve has put a lot of work into this course and it pays off. The video is high quality, the sound is good and the content is easy to follow. Even if you have no background with trade work, you will be able to see exactly what tools to get and how to use them.”

- Nathan N.

The Skill-Enhancing Course Library:

The Bailey Line Road VIP program gives you instant access to over \$2,000 worth of in-depth yet easy-to-follow courses to master every corner of your DIY and self-reliance goals!

- **Power Your Home with Renewable Energy** (\$179 value)
Discover the exact steps to build a reliable, off-grid energy system that powers your entire home, and master the one crucial component that can make or break your system.
- **Keep it Flowing** (\$59 value)
Learn how to get clean, fresh, contaminant-free well water flowing straight to your faucets (even without electricity)—so your family always has water in an emergency.
- **Woodworking Success Blueprint** (\$159 value)
Quickly go from basic techniques to advanced skills and create stunning wooden pieces that look like they came from a high-end shop. Complete the course with 5 fun projects that solidify your new skills.
- **Wood Finishing Mastery Formula** (\$129 value)
Master the foolproof technique for achieving a mirror-smooth finish on any wood surface—even if your last project ended up sticky and blotchy. Discover the right products and methods to achieve stunning results.
- **MIG Welding Skills for the Home Workshop** (\$179 value)
Learn the fundamentals of welding and create sturdy, beautiful metalwork for your home, workshop, or projects—all with easy-to-follow video tutorials.
- **How to Build a Cozy Cabin** (\$225 value)
Get step-by-step instructions on building a small, high-quality cabin from the ground up—even if you’ve never built anything before!
- **Backyard Chickens** (\$49 value)
Build a functional, predator-proof chicken coop and learn how to raise chickens for fresh

eggs year-round.

- **Feed Yourself for a Year** (\$59 value)
Learn how to grow, preserve, and store real organic food for an entire year, so you'll never have to rush to the grocery store in an emergency.
- **How to Finish a Basement** (\$189 value)
Transform your basement into a livable, beautiful, and mold-free space. Learn why the "traditional method" could leave you damp, moldy, and out thousands of dollars.
- **How to Build Traditional Solid Wood Cabinets** (\$179 value)
Discover how to craft durable, beautiful wood cabinets that last for generations. Learn the finish that professional cabinet makers use to make wood grain stand out and last longer.
- **How to Choose Brick and Stone for Your Home** (\$89 value)
Learn how to select, plan, and integrate the perfect brick or stone design for your home. Discover how the right combination of brick and stone can increase your home's value by thousands of dollars.
- **3 Solar Projects** (\$109 value)
Build three solar-powered projects, including a food dryer, a solar heat collector, and a portable generator. Learn the simple assembly hack that can make your DIY solar generator run twice as efficiently.
- **Septic System Rescue** (\$69 value)
Learn how to troubleshoot and maintain your septic system, saving you thousands in repairs.
- **How to Build a Deck** (\$149 value)
Design and build a durable, beautiful deck that lasts for decades. Reveal the simple but rarely-mentioned technique for "rot-proofing" your deck.
- **Aging Well at Home** (\$129 value)
Make your home senior-friendly with strategic renovations and modifications. Discover the most overlooked upgrades that can keep seniors safe and living independently in their own home for longer.



"It has been a very enjoyable pleasure going through these easy to follow and understand online courses you offer. I am very excited to get started on new adventures. I just want to say

THANKS!!”
- Ed H.

An Unmatched Value for Everything You Get

Access \$2,000 worth of premium DIY courses, direct mentorship from Steve Maxwell, a thriving community, and exclusive content—all in one place.

One-On-One Guidance From Steve:

Never get stuck or feel unsure about your projects. Steve Maxwell is just a click away, ready to offer personalized advice that saves you time, money, and frustration.

\$2000 Worth of Step-by-Step Courses:

These aren't just instructional videos—they're complete roadmaps to success. You'll confidently tackle projects that intimidate others, even if you're a complete beginner.

A Community of Like-Minded DIYers:

Join the Bailey Line Road inner circle, where every member becomes greater than they could alone. Share your progress, offer help and advice and, most importantly, get help on your unique DIY roadblocks from a group of vetted doers.

Exclusive Blogs, Videos, and Behind-the-Scenes Content:

Get insider access to exclusive content that no one else gets to see. You'll unlock premium guides, member-only articles, and advanced tips and tricks.

Secret Insider Events and Occasions:

Compete in member-only contests to win free tools, join live Q&A calls with Steve to ask him questions face-to-face, and more!

For Just \$20 Per Month!

That's Less Than:



A Rack of Beer



A Single Meal Out



Renting a New Movie

Think about it: you could be enrolled for 8 years and still pay less than the original price!

For less than the cost of a single consultation with an electrician, you could master skills that **would otherwise cost you tens of thousands of dollars in labor.**

Plus...

Get a FREE bonus when you scroll down! (worth over \$200)



“There were definitely pointers and tips here that I have not seen on YouTube how-to videos.”
- Michael L.

PLUS: Time-Sensitive Bonus: The Bugout PDF Series (available to the first 5,000 members)

When you enroll today, you'll get seven essential guides to help you master off-grid survival, workshop setup, and home improvement, yours FREE when you join today (*A \$345 Value!*)

This free offer is available NOW to the first 5,000 members, join today and get:

- **Build a Biogas Digester**

Step-by-step diagrams to build a “food waste digester” that converts wasted edibles into free energy for cooking and lighting.

- **How to Build a Bug-Out Basecamp**
Extensive, detailed plans for the “tech-illiterate” to build a safe, off-grid shelter without needing extensive knowledge of off-grid energy.
- **Liquid Gold Ethanol Production System**
Learn why it’s surprisingly simple to build a sustainable “emergency gas tank” that pumps out a cleaner, more efficient version of gasoline.
- **Survival Essentials Crossbow Guide**
Learn why crossbows are criminally underrated post-collapse, and how NOT having one could be the difference between life and death.
- **Build Your Own Junkyard Generator**
How to create a (nearly) unlimited supply of backup power using just a few cheap junkyard parts.
- **DIY Tool Buying Guide**
Get expert-curated tools that cover all your DIY essentials, without cluttering your toolbox, no matter where you’re at in your DIY journey.
- **Setting Up Shop**
Discover creative solutions for crafting an efficient workspace, even in tight or unconventional spots like basements, garages, or attics.

Get the entire series, valued at \$345, **free** when you join today!

Member Success Stories – Real People, Real Growth

Chaz C. - Bathroom Vanity Build

Chaz started the project as a complete beginner to cabinetry but finished with a stunning bathroom vanity that looks like it came from a high-end showroom.

His daughter’s bathroom now features a sleek, modern vanity that not only adds a personal touch but also boosts the overall value of their home.

With the Better Homes Program, Chaz tackled a project he never thought he could accomplish, transforming a blank space into a functional and beautiful upgrade that his family will enjoy for years.



"I've never built cabinetry before, but was able to build a new vanity for my daughter's bathroom. Steve guides you through the whole process with detailed drawings and videos. He was very helpful in answering my many questions and providing additional details."

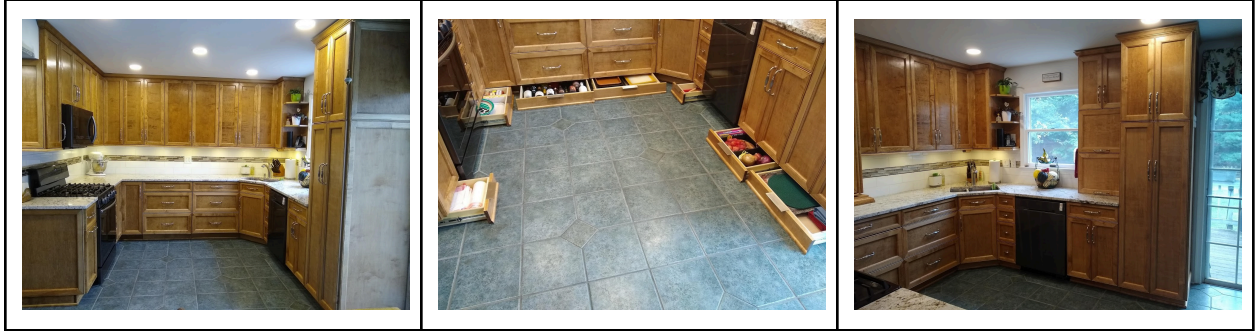
- Chaz C.

Jim J. - Custom Cabinet Build

Jim's kitchen renovation brought more than just fresh cabinets; it added both functionality and value to his home.

With hidden drawers that offer extra storage, his kitchen stands out with a custom, high-end feel.

By following Jim was able to build stunning kitchen cabinets from scratch, saving thousands in potential contractor fees and creating a unique kitchen that enhances the home's value.



"I took your kitchen cabinet class last year, and thought I'd send you a few pics of the finished product. Thanks for the help and tips. I used much of what you prescribed in the course."

- Jim J.

Jim S. - Cozy Cabin Build

Jim didn't just want a weekend project; he wanted to build something that would last—a real place of refuge, where he could live sustainably and independently.

Through the Modern Self-Reliance bundle, Jim followed Steve's detailed cabin course and step-by-step plans to build his very own cozy cabin.

Using the same skills taught in the course, Jim tackled the entire project on his own. His cabin now stands as a testament to his hard work and dedication to self-reliance.



William B. – Almost Completed Cozy Cabin

William B. knew he needed a reliable plan to create the perfect off-grid escape.

After purchasing the 16x25 Cozy Cabin Plan from the Modern Self-Reliance bundle nearly two years ago, William finally decided to take on the ambitious project of building his own cabin.

With Steve's expert guidance and support, he's almost finished constructing his new home.

From laying the foundation to the final touches on the exterior, William followed the course closely and is now in the final stages.

His cabin will soon stand as a fully independent and sustainable retreat—built from the ground up by his own hands.



"Hello M. Maxwell, I want to thank you for the 16x25 cozy cabin plan I purchased from you almost two years ago. I have followed your plan and am happy with the result. Thanks for your advice!"

- William B.

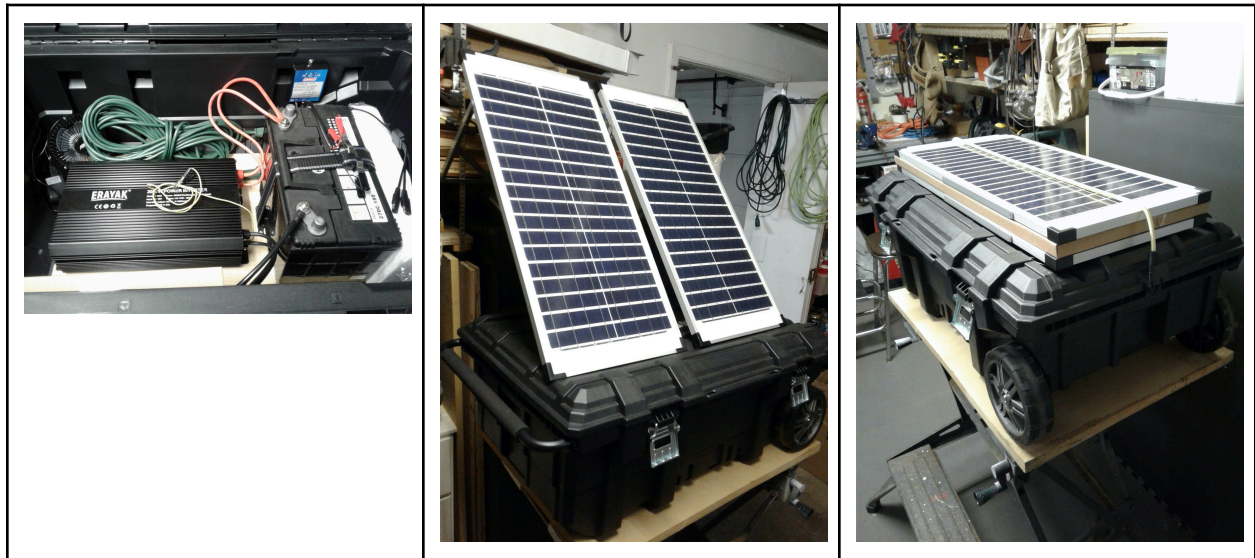
Bill V. – Solar Generator Build

Bill was looking for a reliable backup solution in case of power outages, especially during hurricane season.

Through Steve Maxwell's "3 Solar Projects" course, part of the Modern Self-Reliance bundle, Bill found the perfect way to create an emergency power source for his home.

Now, Bill's solar generator is fully functional and ready to power essential appliances during emergencies, whether it's keeping his refrigerator running or powering important electronics.

Now Bill is prepared for any potential outages, knowing he has a dependable backup plan that he built with his own hands.



"The diagrams, instructional videos and written instructions in Steve Maxwell's Build Your Own Solar Generator course were very helpful for understanding and constructing my own generator. I've tested the unit, charged the battery and had a 'eureka' moment when it produced 110 volt power from the sun. Hopefully hurricane season on the east coast will not press it into service, but if so, it's ready to go."

- Bill V.

But Why a Monthly Membership?

You may be reluctant to join a program with a monthly subscription, but there's actually a number of reasons I find this to be the *most beneficial approach for Members*:

Keeping Out the Trolls

A monthly membership ensures that only the most dedicated people stick around. You won't find anyone giving bad advice or needlessly complaining. You'll only find real, dedicated workshopers who take pride in their work and are ready to help.

Lower Entry-Point

Many would-be expert craftsmen get stuck at the bottom due to overpriced courses that over promise results. A monthly membership fixes that, lowering the barrier-of-entry for aspiring craftsmen.

Long-Term Affordability

At \$15 per month, it'll be a full four years before you've "paid off" the courses included in this bundle. But you don't just get courses - you get a dedicated community and limitless 1-on-1 support, making this an easy investment to get behind.

Short-Term Affordability

If you ever decide that you've gotten enough value out of this program, and want to cancel, you can be sure you never paid more than the original price of these courses. Plus, you got the added benefit of a community along the way!

Frequently Asked Questions

1. Is this really worth \$20 a month?

Absolutely. For less than the cost of a single meal out, you'll gain access to over \$2,000 worth of expert-led courses. But the real value here isn't the courses, although they could transform your DIY skills and self-reliance on their own. The real value is getting direct mentorship from Steve Maxwell, and becoming part of a community where iron sharpens iron, blasting you through skill plateaus no matter what project you're working on (even if it's not one of the courses.)

2. I already watch Steve's free YouTube videos—what makes this different?

The VIP Community takes your learning far beyond what the Bailey Line Road YouTube channel has to offer. Here's what you won't get from the YouTube channel:

- Step-by-step courses that guide you through entire projects with detailed instructions and no missing information.
- Personalized, 1-on-1 support from Steve whenever you need it.
- Access to a community of passionate DIYers who can offer real-time feedback and help you solve unique project challenges.
- Exclusive premium content and in-depth tutorials not available anywhere else.

3. What if I'm a total beginner? Will I be able to handle the projects?

Absolutely. The courses are designed for all skill levels, and Steve breaks down even the most advanced techniques into easy-to-follow steps. If you ever get stuck or need extra guidance, you'll have direct access to Steve and the community to help you get back on track, no matter your experience level.

4. I have quite a bit of DIY experience—will I still get value?

Yes! The Bailey Line Road VIP Community is much more than a place to learn. It's an online hub of vetted DIYers who know your passions and goals. It's a place where everyone actually understands just how much time and effort you put into your most recent build! The Bailey Line Road VIP community will soon be the gold standard of online DIY spaces, and you get to be a pioneer.

5. I've tried other online DIY courses before and they weren't great. How is this different?

Many online courses can be disappointing—either lacking depth or leaving out critical information. The Bailey Line Road VIP Community is different because Steve's 40+ years of experience ensure that every course is thorough, practical, and built to get you real results. Plus, you'll have ongoing support, so you're never left on your own. This program is designed to ensure you finish projects successfully, not just start them.

6. What happens if I join and don't like it?

We're confident you'll love the VIP Community, but if for any reason you're not satisfied, we offer a 30-day money-back guarantee. Simply reach out to us within 30 days, and we'll refund your membership—no questions asked.

7. Will I be able to talk to Steve directly?

Yes. As a VIP member, you'll have direct access to Steve. You can message him directly, post your detailed questions in the "Ask Steve" channel, tag him in your live chats, and even have opportunities to jump on live Q&A calls to get advice face-to-face!

8. I'm already in some online DIY groups—why should I join another community?

While there are plenty of online groups, the Bailey Line Road VIP Community offers something unique: expert guidance directly from Steve Maxwell, along with step-by-step courses that ensure you actually complete your projects, not just talk about them. Plus, you'll be joining a group of people who paid their hard-earned money to be here, so you'll always get more reliable help than you'll get from random users on Reddit.

9. How will I know this program will help me reach my goals?

The Bailey Line Road VIP Program uses a 3-pronged approach to practically guarantee success. First, we start with a collection of 15 ultra-detailed courses that even a 6th grader could follow. Second, Steve himself is right by your side, ready to offer personalized advice if you come up on a unique roadblock. Finally, a capable community of fellow DIYers is at your fingertips. The most detailed but easy-to-grasp courses on the market, and support from all angles are what make the Bailey Line Road VIP Program your best path to DIY mastery and self-reliance!



“Steve has been absolutely fantastic to work with. He is always prompt to answer questions, and we could not be happier with the results!”

- Bradley T.

This Isn't Just Another DIY Program

This isn't just another course—it's a hands-on experience designed to help you **build a lifestyle of independence and expertise** with the support of a vibrant, like-minded community.

When you join, you're not just learning—you're **becoming part of a network** of fellow DIYers who actively share their projects, trade advice, and help each other through challenges.

Stuck on a tricky cabinet build? Post a photo and get advice within minutes.

Need help troubleshooting your solar system? Reach out to me directly, or get tips from members who have built their own.

In the VIP community, **you're never working alone.**

You'll be learning alongside others who are just as passionate about building, creating, and mastering practical skills as you are.

Whether it's feedback on a woodworking project or advice on prepping your home for Winter, **there's always someone ready to help you succeed.**

You're Becoming Part of Something Bigger

When you join the Bailey Line Road VIP Community, you're not just tackling DIY projects on your own—you're contributing to a movement of independence and self-sufficiency.

Every member brings their own passion, skillset, and experience to the table, creating a powerful network of support and shared knowledge.

As part of this community, you'll have the chance to:

- **Collaborate with like-minded individuals** who share your commitment to quality craftsmanship and self-reliance.
- **Learn from others' successes and challenges** and offer your own insights to help fellow members grow.
- **Feel the pride of being part of a community** that values independence, resilience, and lifelong learning.
- **Contribute to a growing legacy** of DIY enthusiasts who are building something greater—together.

This isn't just about mastering skills—it's about being part of something bigger. **A community where iron sharpens iron** and every member is a valuable part of the movement.

Your Personal Roadmap to DIY Mastery

- **Step-by-Step Video Courses**
Practical, hands-on lessons will take you from beginner to expert in every area of self-reliance with confidence.
- **Helpful and Engaging Community**
Get access to a supportive, growing community of fellow members, ready to share tips and help you out when you get stuck. Or help others in return!
- **Ask Steve Directly**
Never get stuck, guaranteed. Steve Maxwell is just an email away, ready to give you 1-on-1 support for every unique situation that crops up.
- **Insider Access to Exclusive Content**
Join Live Q&As, access member-only articles and videos, and even enter contests and competitions to win free tools!
- **30-Day Money-Back Guarantee**
If for any reason you're not blown away by the value you get here, you can request a full refund within 30 days, no questions asked.

Still Not Sure? Get a FREE Course Module!

Enter your email below and we'll send you a free course module. Once you take a peek at the easy-to-follow structure, you'll feel 100% confident to start building your life of self-reliance!

[Submit]

Join the Bailey Line Road Inner Circle

Why wait to take control of your skills, your home, and your future?

The Bailey Line Road VIP Community offers you everything you need to build, improve, and master DIY skills—together with others who share your passion.

For just \$20 a month, you're joining a movement of makers, builders, and self-reliance enthusiasts who understand the value of hands-on work and mutual support.

But remember, this isn't just a purchase—it's an **investment in your independence**.

Don't miss out on being part of this exclusive group—spots are filling fast.

Lock in your membership now and get instant access to over \$2,000 in courses, bonuses, and the **community that will push you toward success**.

Click the link below to secure your spot in the Bailey Line Road VIP Community.