

Laura Schoenfeld

# *The Foundry*

Realign the foundation for a business that *feels* as good as it *performs*.

*Enrollment open March 13–19, 2026*

**I'm ready to build the right business *for me*.**

*Enrollment closes March 19 at 11:59 PM ET*

**ENROLL IN THE FOUNDRY NOW**

**You've built something real.** Real clients. Real results. Real proof that you know what you're doing and can actually deliver on it.

***So why does the business feel harder to run than it used to?***

Not just hard like you're growing and challenging yourself.

*Heavy.* That specific kind of heavy that comes from doing good work inside a business that was never really built for you.

You've tried the fixes. Better content. A new offer. Maybe even a rebrand. And things improve a little — and then stop. Because the strategies aren't broken. The foundation underneath them is.

Here's what's actually going on: you've been putting external fixes on an internal problem. The business you're running was built for a version of you that no longer exists.

Built from templates that came from people who didn't have your life. From what clients kept asking for. From what felt safe to charge. From someone else's playbook — executed the way they said to do it, for a version of your business that was never really yours.

It got you here. But it won't get you where you're actually trying to go.

And the longer you stay in it, the bigger the gap gets between who you are now and what your business reflects. That gap doesn't stay the same size. It grows.

*The Foundry is where you close that gap for good.*

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**I'm ready to build the right foundation.**

*Enrollment opens March 13 — closes March 19 at 11:59 PM ET*

**ENROLL IN THE FOUNDRY NOW**



## THIS IS FOR YOU IF

- ✓ You are an established coach, consultant, or practitioner who has proven you can sell — and you know the plateau you've hit is not a skill problem
- ✓ Your sales have flatlined or you're working harder than ever for the same results — and you've exhausted the obvious explanations or solutions
- ✓ You have built something real, but somewhere along the way it stopped fitting — and you suspect the problem goes deeper than a new offer or a better funnel will fix
- ✓ You are ready to do identity and decision work, not just tactical work — you understand that the foundation determines everything else
- ✓ You want to be led through a proven sequence by someone who has done this work for over a decade — you are not a DIY-everything person
- ✓ You can commit to 10 weeks of full engagement: showing up, completing the workbooks, doing the work

**If you do not see yourself in this list, please don't enroll.**

The Foundry will produce extraordinary results for the right person.

It is not the right container for someone who is brand-new to business, who needs hand-holding with basic concepts, or who is enrolling from a place of crisis or desperation.

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### WHY YOU'RE WORKING HARDER AND GETTING LESS FOR IT

Most programs will tell you the answer is a better offer, a cleaner funnel, stronger content, or a more specific niche.

And there's a good chance you've already tried some version of all of that — and you're still here, sales still plateaued, effort still outpacing results.

Maybe you've tried...

- ✗ A high-ticket mastermind that gave you solid strategy but never helped you understand why implementing it didn't give you the ROI you hoped for
- ✗ A rebrand that changed how things looked but not the structure underneath
- ✗ A new offer you designed by watching what was working for the top people in your space that felt awful to deliver
- ✗ Going harder on content and visibility when the real problem had nothing to do with your audience size

None of that failed because you didn't work hard enough.

It failed because *every single one* of those approaches skipped the same thing.

#### **They skipped the inner alignment phase.**

The one that starts with understanding who you actually are and where you're going at the deepest level possible.

They built strategy on top of a foundation that was never honestly examined.

One that was full of other people's models, an older version of who you are, and decisions that got made from fear or pressure or just trying to keep up with what seemed to be working for everyone else.

Strategy on a cracked foundation can perform for a while. Then the cracks show back up.

**And if it's not repaired, the collapse is *inevitable*.**

Laura Schoenfeld

## WHAT I KNOW ABOUT THIS FROM THE INSIDE

I want to tell you something I haven't shared publicly very often.

A few years ago, I was in a \$30,000/year mastermind with people doing seven and multi-seven figures a year. And I was voted most valuable member — multiple times — by the people in that room.

Seven-figure business owners saying what I brought to the table was the most valuable part of the experience for them.

That should have been all the confirmation I needed that I belonged at that level. And for a while it was.

But something else happened in that group, and it left real damage.

A couple of people treated me in ways that deeply hurt.

And because I had outsourced so much of my own sense of worth to their validation, when it turned on me, I let it mean something about me that had no business meaning anything about me.

I started playing small. I priced below what my expertise was actually worth.

I started shrinking in how I showed up — in my content, in my sales conversations, in how I talked about what I did.

I was good at this, and I *knew* it... but I was acting like I *wasn't* sure.

**At the same time, I was running my business the way I thought I was supposed to.**

Adding curriculum every time a client asked for something new.

Adjusting my offers based on what the market kept requesting.

Saying yes to clients who came to me in desperation because I *genuinely* believed that if I just worked hard enough and cared enough, I could help them get there.

And yeah, it *technically* worked. I crossed \$3 million in cumulative revenue in 5 years. My programs got real results. We had a <1% refund rate, which is practically unheard of.

But my sales had plateaued. And I was more exhausted than the hours I was working could explain — that specific kind of tired that comes from running your expertise through a model that was never actually designed for you.

*My business wasn't broken. The foundation was misaligned.*

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So I made the hardest call I've made in years.

**I closed enrollment on my six-year signature program — a \$30–50K per month revenue stream — and I paused.**

Not just to rebrand or blindly pivot into something new.

To actually go back to the foundation and rebuild it *honestly*.

Starting with who I actually am right now, how I'm best designed to work, what my life actually requires, and who I'm truly most valuable to.

I rebuilt my methodology around what I know works after 12+ years in online business — not what clients kept requesting.

I rebuilt my sales process around how I actually operate — not the playbook I borrowed from people with different personalities and different businesses.

I rebuilt my pricing to reflect what I actually deliver when I'm working with the right person — not what the *shrinking* version of me feels *safe* charging.

Here's what changed when I did this process:

- ✓ The work became energizing again instead of draining
- ✓ The right clients started finding me faster and converting more cleanly (*at prices I've never charged before*)
- ✓ Sales got easier because the messaging was finally precise enough to reach the right person
- ✓ The revenue started reflecting what was actually being delivered — not an accommodated, diluted version of it

**The Foundry is the structured, sequenced version of that process — built for you, with me guiding every step of it.**

**ENROLL IN THE FOUNDRY NOW**

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Introducing

# The Foundry

A 10-week realignment sprint for established coaches and experts ready to run a business that actually fits who they are today.

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🔥 The name “The Foundry” is intentional.

**A foundry is where raw material is tested by heat to produce something indestructible.**

**It's where what doesn't belong gets burned away, and what remains is stronger for it.**

That's what this process actually is.

There will be parts of your current business that don't survive the five phases.

Offers that made sense when you built them, but don't hold up under real examination.

Pricing that was set from a place of fear rather than an honest read on your own expertise and the value in the marketplace.

Positioning that was borrowed from someone else's model because it seemed like it was working for them.

**That burning away is not failure. It is the whole point.**

Because what you build from what remains will be something you actually trust.

A *thriving* business built from who you truly are, what you're actually best at, and the people you can serve at the level your expertise deserves.

There's some trial by fire in this.

And you come out the other side with a business that fits everything you already are and are called to be.

## HERE'S HOW IT WORKS

The Foundry moves through five phases in sequence. Each one builds directly on what the previous phase produced.

*You can't skip ahead, and you won't want to once you understand why the order matters so much.*

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**1**  
ALIGN

*Weeks 1–3*

**Most experts are running a business built for someone they no longer are (or worse, *never were.*)**

Before we touch your offer, your messaging, or your sales process, we go back to the foundation.

Who are you right *now*, not who you were when you started this business, not who a coach told you to be, not who you've been performing as to stay safe.

The actual CEO you've become, with the expertise you've built, the life you're living, and the standards you're ready to hold.

The decisions you make in Align become the filter for every phase that follows. If this foundation isn't built on truth, nothing built on top of it will hold.

*You leave with a complete map of who you are right now: your design, your real capacity, your non-negotiables, and what your business actually needs to produce. Most experts have never built this into a document they can use. You will.*

**2**  
SERVE

*Weeks 4–5*

**Your methodology is more valuable than you're charging for. But only if it's truly *yours.***

Most experts have accumulated so much knowledge that their offer has become a catch-all — a little of everything, delivered however clients ask

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for it, scoped around whoever shows up. It's hard to sell and even harder to deliver.

In this phase, we strip that back to what's essential. Your unique process, documented and distilled, is built into an offer structure that fits the real life you defined in Align.

Not what's converting in your space right now, not what clients kept requesting, not what you borrowed from someone whose business looks nothing like yours.

*You leave with your authority-driven methodology documented and an offer structure designed around it, priced for the transformation it actually produces and built for the life you actually have.*

Weeks 6–7

### **The inconsistency in your sales isn't a strategy problem. It's a *filter* problem.**

If selling feels like convincing, it's because you're either selling the wrong offer, to the wrong person, through a process that doesn't match how you actually operate (or all three.)

In this phase, you get precise about who your work is for and who it isn't for. Then you build a sales process around your natural strengths and your offer's actual requirements.

Not the scammy-feeling process your coach taught you. Not the one you borrowed from someone with a completely different personality. The one that works for you.

*You leave with a precise ideal client profile and a sales process that fits how you actually operate so you stop losing sales you should be winning and start closing the right clients consistently.*

**3**

CONVERT

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## 4 ATTRACT

Weeks 8–9

**Safe content is forgettable. You have opinions. It's time to use them.**

When you know exactly who you are, what you sell, and who you're selling to, content stops being a performance and becomes a leadership conversation.

In this phase, you build a messaging framework and content strategy rooted in real conviction, on the platform that fits how you naturally prefer to communicate.

Not rigid formulas or trends to chase. Not content designed to please an algorithm. Content that speaks directly to the person you defined in Phase 3 and makes the wrong people self-select out.

*You leave with a messaging framework and content system built around your methodology and your real beliefs so creating content starts feeling like leading instead of performing.*

## 5 LEAD

Week 10

**Your impact does not have to stop at the edge of your own business.**

This is the phase most programs never get to because they're too busy teaching tactics to make space for vision.

In this phase, you develop a clear picture of the change you want to create beyond your own client roster and identify the vehicles that fit your CEO type and how you're actually wired to lead.

Not a fantasy vision board. A grounded, specific path forward that fits the business you just built and the life you're actually living.

*You leave with something most experts never have: a long-horizon vision they actually believe in and a path to get there that's built around how they work best.*

*This phase also opens the door to the next mentorship container for those ready to systematize and scale what they've built in The Foundry.*

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## WHAT'S INCLUDED IN YOUR ENROLLMENT

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### The Core Program

- **10 weeks of live group coaching through all five phases** — with me teaching, coaching, and present for every session in this founding cohort
- **Training modules and long-form workbooks for each phase** — so you leave with decisions made, not just concepts understood
- **Five Decision Clarity Documents** — which together function as a complete business operating system you will actually use long after the program ends
- **CEO Type personalization at every phase** — specific guidance built around how you think, work, and lead so the business you build fits your actual operating system
- Access to replays, private group, and curriculum for 4 months
- Private community for peer support, feedback, and accountability throughout the 10 weeks
- Templates, frameworks, and AI prompts to support implementation at every phase

### Your Bonuses

**Resource Vault** — curated tools and references organized by phase, so you always know exactly what to reach for when you're implementing

**Cash Pay Kickstart Curriculum** — a fast-track training on generating revenue now while you build the right foundation underneath your business. Alignment work does not mean pausing income.

**FOUNDING MEMBER BONUS: Build Your Business “Chief Alignment Officer” (CAO)** — this bonus is available to founding cohort members only and will not be included in future cohorts.

Think of your CAO as a custom AI Cofounder built entirely around who you are and what you're actually trying to build.

A place you can bring your real questions, think out loud, and get *immediate* strategic input that's filtered through your own operating system instead of generic advice.

This all-new training shows you how to take your five Decision Clarity Documents from The Foundry and build a custom Claude AI project that uses them as its knowledge base.

The result is a CAO that knows your values, your methodology, your offer architecture, your sales approach, and your standards.

That way, every future business decision gets filtered through who you actually are, not what the internet says you should do. Not generic AI. **Your Chief Alignment Officer.**

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## **A note on this founding cohort.**

This is the first time The Foundry is running in this format.

That means you get me — fully present, teaching live, and personally coaching every session.

This is not a program being handed to a team or delivered through pre-recorded content.

It is a high-access experience at a price point that reflects the entry-level container, not the level of attention you will actually receive.

That changes in future cohorts.

## **Optional VIP Upgrade — 3 Spots Only**

### **Want my eyes on your specific business throughout this process?**

If that's you, the VIP upgrade was built for you.

✓ **Business Strategy Session (90 minutes)** — We start with your specific business. I'll look at where you are, what's actually creating the gap, and exactly what needs to shift first. This is me applying fifteen years of pattern recognition directly to your situation so you enter the Foundry already clear on what you're walking in to fix.

✓ **Messaging Extraction Session** — This is one of my favorite things I do with clients. I interview you — deeply, specifically — about your methodology, your perspective, your results, and the psychology of the person you're most built to serve. Then I pull out the most precise and compelling articulation of your work that exists in your head and help you put it into language that stops the right person in their tracks.

✓ **Plus get 30 days of private Voxer access** Direct access to me Monday through Friday for thirty days surrounding your two sessions. Quick questions, real-time strategic input, a place to think out loud with someone who knows your business specifically. No waiting for the next group call. Just direct access when you need it.

Both sessions accelerate your Foundry work and build the foundation of your custom Business Chief Alignment Officer (CAO), the AI workspace you'll build from your five Decision Clarity Documents.

These three spots exist for the people who are ready to move fast and want my thinking applied most directly to their specific situation before they build it.

*Total value: \$7,000. VIP investment: \$4,997.*

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## WHAT THIS ACTUALLY PRODUCES

I want to be straight with you about what actually changes when this work is done properly. Not overblown and unrealistic outcome promises.

Real things that happen when someone who's *legitimately* skilled finally stops running their expertise through a model that was never designed for them.

### **Lindsey doubled her revenue while working with fewer clients.**

Not by doing more. By finally positioning her offer correctly for the people who fully valued what she did, which meant she could charge what it was actually worth, deliver at a higher level, and stop grinding herself down trying to squeeze better results out of mismatched clients.

She now has her team built out, works fewer hours, takes more days off, and is present with her kids in a way the old version of her business simply didn't allow.

*In her own words:*

"Laura just has an eye for thinking about things outside the box. She helped me look at things through the lens of the client to make sure that it was a win-win — not just for the business, but also for the client. If you are looking for a business coach and you want to make sure that you as the business owner are taken care of, front and center, as you build and scale your business, you should definitely consider investing with Laura. Don't hesitate. Just do it."

**[\[Watch Lindsey's testimonial→\]](#)**

### **Chris had his best year in over a decade — and doubled his revenue — by finally saying what he actually believed.**

He had been avoiding Instagram for years because nothing about the way he was supposed to show up felt like him. When we rebuilt his content strategy around his real methodology and the specific person he was most qualified to serve, he stopped performing for an algorithm and started speaking directly to the right person.

The result was his highest revenue year in 10 years of business, in a year when most people's businesses shrank.

**[\[Watch Chris's full story →\]](#)**

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### **Liz had breathing room in her finances for the first time in years.**

Not because she landed a whale client or ran a record-breaking launch. Because she stopped undercharging and over-delivering for clients who weren't the right fit. Each sale became way more profitable. The work became sustainable. And for the first time in a long time, her business started supporting her real life instead of consuming it.

[\[Watch Liz's testimonial→\]](#)

### **Steph almost walked away from a decade of work — and didn't.**

After ten years in business, a book launch, a podcast, and more expertise than most people in her space, she hit a wall. She was crying every day. She almost quit entirely.

What was missing wasn't strategy. She had plenty of that. What was missing was joy — and the clarity that comes from building from who you actually are instead of what everyone else said you should be doing.

When she found that again, everything changed. Four years later, she's still running the same program, serving the clients she's most built to serve, with a renewed mission that informs every decision she makes.

*In her own words:*

"I learned more and got more out of this than any other business coaching or program I've ever done. I was able to do it from a place that not only brings me joy and I love it, but it also aligns to my values and helps me stay in integrity to what I want to do in the world. To be able to tick all those boxes I thought that would be nearly impossible."

[\[Listen to Steph's full story →\]](#)

### **[Check out more of our documented client wins here.](#)**

None of this is unusual when the right person does the right work in the right order (with the right support).

The issue was never your skill. It was always the foundation.

## Laura Schoenfeld

### IF YOU THINK YOU'VE TRIED SOMETHING LIKE THIS BEFORE

I want to address something directly.

*Maybe you've done "alignment" work before.*

*Maybe you've invested in programs that promised to help you get clear on your direction, your niche, and who you're meant to serve.*

*And your sales are still plateaued. You're still feeling the gap between what you're capable of and what you've actually built.*

That's not evidence that the work doesn't work.

It's evidence of one of two failure modes I've watched happen over and over again with established experts who are genuinely trying to get this right.

**Failure mode one:** identity work without architecture. You got clear. You did the inner work. You got really articulate about your values and your vision.

And then you went right back to the same offer, the same messaging, the same sales process, because nobody helped you translate that clarity into a new structural design.

The insight had nowhere to go.

**Failure mode two:** strategy work before the identity work was actually done. You redesigned your offer or your messaging or your positioning while still operating from the conditioned version of yourself.

The one that was priced based on what felt safe, modeled someone else's methodology because it seemed like it was working for them, and hadn't yet been fully clear about what you actually want to build and who you actually want to build it for.

**The Foundry is built *specifically* to prevent *both* of those failure points.**

Alignment and your inner authority come before everything else. Not as a warm-up exercise, but as the actual foundation.

And every phase after it builds directly on what the previous phase produced, so that by the time you get to your marketing plan, your messaging isn't invented from scratch. It's expressed from a foundation you already built.

**The sequence is the product.** That sequence is non-negotiable when it comes to building a profitable business that feels *good* to run again.

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## WHAT IT COSTS TO WAIT

I'm going to say something most people in my space won't say directly.

**You are *already* paying for this misalignment.**

You have been paying for it for a while.

Every minute you spend refining an offer designed for the *wrong* client.

Every sales conversation that should have converted and *didn't* because the messaging was slightly off.

Every hour over-delivering for someone who got *decent* results when they should have gotten *extraordinary* ones.

Every piece of content that performed *fine* but didn't stop the right person in their tracks.

The question isn't whether to make this investment.

It's whether you make it now — in 10 deliberate weeks — or keep making it month by month in time, energy, and revenue that should already be yours.

**Ten weeks to build the right foundation.**

Or keep building on the wrong one.

The choice is yours.

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## THE INVESTMENT

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<p>Full Pay</p> <p><b>\$1,997</b></p> <p><i>One-time payment</i></p>	<p>Split Pay</p> <p><b>\$727 × 3</b></p> <p><i>Three monthly payments</i></p>
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*Afterpay and Klarna are available at checkout for the full pay amount.*

### **VIP Upgrade: \$4,997 — 3 spots only.**

Includes full Foundry enrollment plus one Business Strategy Session and one Messaging Extraction Session with me personally, plus 30 days of private Voxer access (a \$7000 total value).

### **Enrollment is open March 13–19, 2026 only.**

The **Build Your “Chief Alignment Officer”** bonus is available to this founding cohort only and will not be included in future enrollments.

This is also the cohort with the highest access to me personally. I am teaching and coaching every session live.

**I'm ready to build the right business.**

*Enrollment closes March 19 at 11:59 PM ET*

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## BEFORE YOU GO

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### **If you've read this far, you already know.**

You're not here because you lack information, skill, or work ethic.

You're here because the business you built — as real and as hard-won as it is — was built from a version of you that has since *changed*.

And every time you try to make it produce more, you're asking an old structure to hold more than it was ever designed to hold.

That structure will not fix itself. It will not catch up on its own. And no amount of better strategy, stronger content, or cleaner positioning closes a foundation gap.

Only doing the actual foundation work does.

That's what these ten weeks are.

I will be at every session of this founding cohort — teaching, coaching, fully in it with you. This is the highest level of access you will ever have to me at this price point. That changes in future cohorts.

### **Enrollment closes March 19 at 11:59 PM ET.**

You already know what you're capable of. The Foundry is where you finally build a business that proves it, too.

I'll see you inside.

— Laura Schoenfeld

**I'm ready.**

*Enrollment closes March 19 at 11:59 PM ET*

**ENROLL IN THE FOUNDRY NOW**

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## FINAL NOTE BEFORE YOU ENROLL

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The Foundry is designed for established experts who already have a business in motion — coaches, consultants, and practitioners who are making sales and ready to rebuild their foundation with intention.

It is not designed for people who are brand new to business or looking for a ton of hand-holding or done-for-you services.

This is a cohort program. All participants move through the five phases together on a fixed 10-week schedule.

Full participation — attending live sessions or watching replays, completing the workbooks, engaging in the community — is what produces results. Passive consumption will not.

Results depend on your willingness to do the identity and decision work each phase requires.

The Foundry does not work if you skip the alignment process and go straight for the tactical phases. The foundation is the point.

**No refunds are available after the program begins.** By enrolling you are committing to the full 10 weeks.

*This isn't for dipping your toe in.* This is for committing to the work that actually gets the results you're looking for in the fastest way possible.

If you have questions about fit before you enroll, email us at [hello@lauraschoenfeldrd.com](mailto:hello@lauraschoenfeldrd.com), and we'll be happy to point you in the right direction.

## ENROLL IN THE FOUNDRY NOW