NGNG

NO GUTS NO GLORY

PRICING MENU

bestseller
BOOK LAUNCHES

branding
& WEBSITE DESIGN

done for you
MARKETING SYSTEM

OVERVIEW

At NGNG (standing for NoGutsNoGlory), we intimately understand that creating a successful brand or business centers around a sharp-looking website that captures attention, AND gets our clients results. We've launched more than 1,500 websites in the past 15 years and are excited to bring our craft to your business next.

A great website alone won't offer you the rush and profit you seek.
For that, you need a harmonious marketing plan that maximizes your brand exposure, generates a consistent flow of "qualified" leads, AND conditions your audience to buy.
We can give you strategy, systems, and speed to scale your online business.

And when you're ready to launch your book, we've got your back! We've made hundreds of authors' books #1 bestsellers. Those clients have gone on to sell tens of thousands of copies of their books and landed on stages in front of 15,000 audience members for a $40,000+ speaking fee.

"Working with AmberV was easy and fun. She provided clear, detailed ideas and feedback to capture the intent of what I wanted designed. Her communication was very good, keeping me posted on progress of the project. I highly recommend AmberV."

Susan West

In the following pages you will find total transparency in our process, rates, and payment plan options for our three offerings:

BESTSELLER BOOK LAUNCH SUPPORT (P6)

BRANDING & WORDPRESS WEBSITE DESIGN (P8-12)

DONE-FOR-YOU MARKETING SYSTEM (P13)

NEXT STEPS

Once you've digested this material, you're invited to a complimentary 30 minute NO pressure call with online marketing expert AmberV.

It's your opportunity to ask questions, get to know each other, and then decide for yourself if it's a fit. We are here to add value first with no expectations.

1 **REVIEW MENU**

2 **MAKE A LIST OF QUESTIONS**

3 **SCHEDULE A NO- PRESSURE DISCOVERY CALL**

"AmberV, you are a treasure. Your laser focus and ability to see what is most important and what will move the needle is truly remarkable. You are very thorough, and you have a sense of what I need to learn and develop and where I need to grow. You are a great teacher and a great coach!"

Dr. Nalini Chilkov - L.Ac.O.M.D.v

We believe in abundance and want to work with small business owners who are the best possible fit. Everything we do is rooted in the desire to develop a personal, long-term relationship with you.

thank you for your time

We are "All In" and don't take your time and trust lightly.

we hope to see you on the call schedule soon!

GRAPHIC DESIGN

CUSTOM GIF EMAIL SIGNATURE BLOCK

Uplevel to a unique, highly professional and experiential animated signature block that showcases your brand's personality and turns heads.
($35 each* with a one-time $150 set up fee)

SOCIAL MEDIA & PROMOTIONAL SWIPE GRAPHICS PACKAGE

We'll design a set of cool graphics your team can use and re-use for any social media promotional purpose (quotes, testimonials, offers, book launch countdown notices and more). **$700**

ONE SHEET

Whether you need a one-sheet as a podcast guest that sings your accomplishments, or a speaker one-sheet to offer event planners, we have your back. Remember, this is a powerful document that sells your brilliance to others. Don't skimp! **$500**

PRINTABLES

Whether you need business cards or postcards to offer at events or in Gift Boxes, we can design your printables to showcase your brand personality and sell your potential which converts into more sales conversations. **(Custom Quoted)**

BLOCKS OF TIME

While most agencies only offer flat-rate packages or retainers, we want to make SURE every dollar of your budget is leveraged for your highest gain and fastest ROI. Any support option outside of Leverage To Scale and Bestseller Book Launch support is offered within "Blocks of Time." This includes:

- Logo Design
- WordPress website setup for new businesses
- WordPress website re-design for pre-established businesses
- 1-1 Strategic Coaching sessions with AmberV ($2,500/hr)
- Ongoing website changes and support

"Thank you so much for such an amazing and beautiful site! Love, Love, Love it!!! You all really created an A+++ site! I really appreciate your efforts and expertise. It has been so much fun and such a pleasure working with you all, and I plan on continuing this wonderful relationship! You all are the best!"

Catherine Lucas

INVESTMENT

We offer blocks of time in 5-hour increments:

- 5-hr, 10-hr, 15-hr, and 20-hr blocks are offered at $175/hr
- 25-hr or higher blocks are offered at a discounted rate of $165/hr (best deal - most popular!)

Prices higher than you were hoping? Remember, you're not paying us to learn how to do something. We have a highly experienced team of professionals who are committed to efficiency, quality and dependable follow-through. The work we do in an hour is what most others do in 2 sometimes 3 hours. Quality support will get you further, faster!

PAYMENT *options*:

- Pre-payment in full at start of project
- 5-hour blocks of time: Up to 2 equal monthly payments
- 10-hour blocks of time: Up to 3 equal monthly payments
- 15-hour blocks of time: Up to 4 equal monthly payments
- 20-hour blocks of time: Up to 5 equal monthly payments
- 25-hour blocks of time: Up to 6 equal monthly payments

* We include a $25 split-payment fee per month on all split payments to cover a portion of the merchant fees.

We track our time down to the minute, and you have total access to all time-tracking. All blocks of time are good for 6 months - plenty of time to work around your schedule to get projects completed.

BESTSELLER LAUNCH SUPPORT FOR AUTHORS

THE BIGGEST MISTAKES AUTHORS MAKE:

- Not willing to go "All In."
- Not giving themselves enough runway (time) to market and launch.
- Spending their time doing all of the day-to-day operations which should absolutely be delegated out to someone else.
- Not having a powerful plan that is rooted in proven marketing methodologies.
- Not putting aside a bigger budget for the marketing and book launch.
- Not treating this book as a product that can be leveraged to absolutely create a 7-figure business.

"Our plans miscarry because they have no aim. When a person does not know what harbor they are making for, no wind is the right wind."
— Seneca

"If you're serious about your book launch, there's only ONE person I recommend: Amber Vilhauer. She is worth every single penny. Hire her now!"

Mike Michalowicz
Author of Profit First, Pumpkin Plan and Clockwork

Whether you're a first-time author or perennial author... whether you've hit #1 or aspire to ... having a loyal, highly-experienced, and innovative team who is ALL IN for YOU is key. We've made hundreds of authors' books #1 bestsellers (...INCLUDING those that needed to be re-launched to hit the list, and yes, that's always an option). Those clients have gone on to sell tens of thousands of copies of their books and landed on stages in front of 15,000 audience members for a $40,000+ speaking fee. Our launch work is 100% customized to meet your budget and goals. We've supported launches as low as $10,000 and we have had clients who are in a 12-month engagement with us for $100,000. The difference is in the amount of time we work with you and your team to build up a rock-solid business structure for lasting, long-term results.

NEXT STEPS

Since all launch work is customized, we'll need to get on the phone and discuss your timeline, goals, team and platform before a quote can be given. AmberV will then do research and spend time crafting a high-level plan to meet your goals based on your budget. Then you can decide if you'd like to move forward in a no-pressure environment.

INVESTMENT

Packages are customized to meet your needs, starting at $10,000. We offer long-term monthly payment plans for the duration of our launch window (up to 12 months).

Our work together isn't just about a book launch. This is about building up your entire online platform, getting you and your message out to the press, getting you regular speaking engagements, building your influence, giving you access to the network I've spent nearly 20 years building, training your team and creating structure and harmony within your organization.

BESTSELLER LAUNCH SUPPORT FOR AUTHORS

Amber Vilhauer
Book Launch Director

SUPPORT OPTIONS

1 Book Launch "Done With You" Service

Work with our hard-working and highly-experienced Book Launch and Web teams to experience our signature white-glove launch operation. You'll have complete access to every strategy, asset, tool, spreadsheet, content piece, and design we've custom built over the last 15 years - all to be leveraged for your highest possible success.

Next Steps: Since all launch work is customized, we'll need to get on the phone and discuss your timeline, goals, team and platform before a quote can be given. Amber V will then do research and spend time crafting a high-level plan to meet your goals based on your budget. Then you can decide if you'd like to move forward in a no-pressure environment.

"AmberV has been instrumental in so many ways for my business. She is a people-first , service-first person. I have had nothing but impeccable, high level conversations with every single person I've ever worked with in her team. The quality of service is as high and great as it can possibly be and that's because AmberV shows up in a way that puts others' needs first. "

Justin Donald The Lifestyle Investor, #1 WSJ Bestseller

2 "DIY (Do-It-Yourself)" with our Bestseller Book Launch Blueprint course

In this course, learn the most current and innovative selling strategies used on our most successful book launches including viral live streaming, relationship-leveraging, monetization, scaling and more. This material is exactly what was prepared for Mike Michalowicz that awarded him an organic Wall Street Journal bestseller in the hardcover business category (extremely competitive!).

Investment: One-time fee of $5,000 (payment plans available) and includes all upgrades to the training, our latest assets and tools, plus membership into our awesome community.

3 Book Cover Design

Your cover design IS what sells your book. Don't settle or ignore your intuition. Get a cover that makes you proud to promote your book. **$1400**

BRANDING & LOGO DESIGN

Your logo is the foundation for creating every other design in your business including your website, business cards, social media graphics, email marketing, product designs and more!

Our team of highly talented graphic design artists have more than 40 years of combined experience in creating quality logos and branding to power your online business.

"NGNG Enterprises is an amazing company to work with! Not only do they have an eye for design and can provide recommendations, but they are also incredibly responsive and easy to work with. Every time I email them, I know I can get a response that day, or even a few hours after I reach out."

Pete Vargas

PRICING

BRAND *packages* - $1997

Includes:

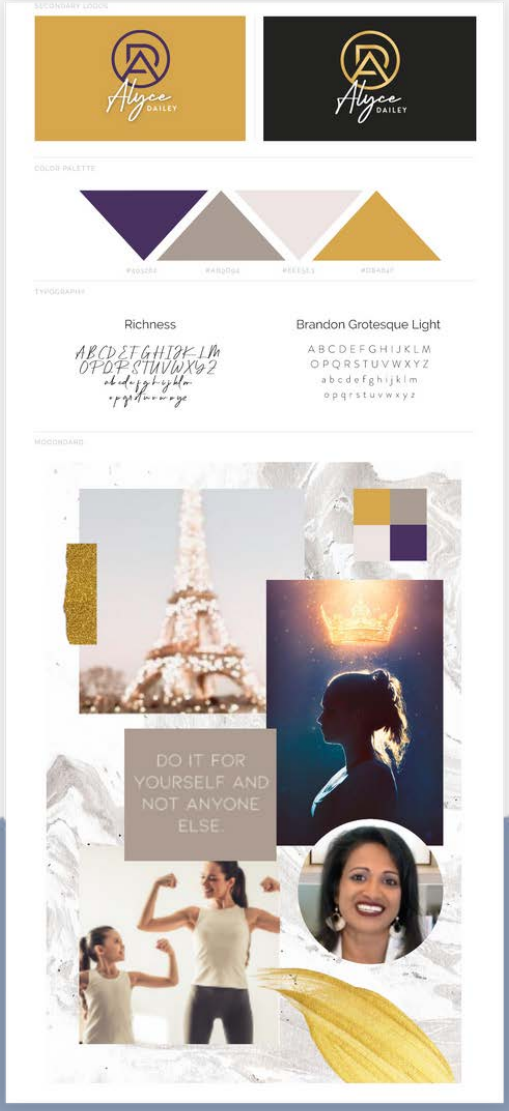
- Design Call with Amber Vilhauer in which you take a deep dive into your messaging, core audience, and preferences
- Logo w/unlimited revisions. Source files, png files, alternative logo (i.e. Secondary logo, submark, favicon)
- Curated color palette w/ hex codes
- Mood imagery to help direct your designers when building your platform
- Paired font combinations that emulate your vision and messaging

LOGO *design* - $750

Includes:

- Design call with Creative Director - in which you take a deep dive into your messaging, core audience, and preferences
- Logo w/ unlimited revisions. Source files and .png files included

BRANDING & LOGO DESIGN



TOTAL POTENTIAL

NATASHA MILLER

"Amber V is an extraordinary business owner. Her team has provided exceptional work. She is a pleasure to work with and what I love most is how quick she is to respond. I highly, highly, highly recommend her and her team!"

Susan Vernicek

We build websites for influencers (both big and small) that attract and convert qualified buyers

WORDPRESS WEBSITE DESIGN

We are in the midst of a MAJOR connection crisis online right now.
You've probably noticed that getting your message out to the world - or getting people to pay attention to that message - is much, MUCH harder than it used to be.

To win the attention war online your website MUST:

- Offer a striking first impression
- Be built with the Customer Journey in mind
- Explain your messaging and positioning in a crystal clear way
- Be experiential and rooted in developing personal connection with visitors
- Have a strategy baked in that converts lookers to buyers

The reality is, you don't know what you don't know. That's why hiring an industry-leading professional to build your website is one of the most sound investments you can make.

"Just want you to know that I am very pleased and thrilled at a job well done by you and your team! Everyone is pleased with the website on our end and my sister-in-law said that when she first saw the site, it brought her to tears (in a good way of course). So, again: THANK YOU IMMENSELY for a job well done, on time and within budget!!! I look forward to working with you and your team in the future on other projects. Glad to have been introduced to you."

Henry Shelton

THE HIGH *notes*

- NGNG only builds on the WordPress platform (using Elementor) to offer you full range of customization and expansion opportunities.
- We build your website from the ground up - no templates here.
- Your site will be optimized for mobile, security, speed and search engine success.
- We give you and your team FULL video training so you are educated and empowered to make changes to the site moving forward - no traps here.
- We can split the cost into 6 equal monthly payments with no interest, and no delays on launching the site. Your site can launch month 1, and you can keep making your payments.
- Sites can go live within 6+ weeks (depending on your schedule - we are swift).

INVESTMENT:

WORDPRESS WEBSITE DESIGN

- One-page starter websites start as low as 30 hours.
- 7-page starter websites start as low as 45 hours.
- Redesigns and more established branded sites (high performance) start at 60 hours.
- See page 5 for our blocks of time rates and extended payment plan options.

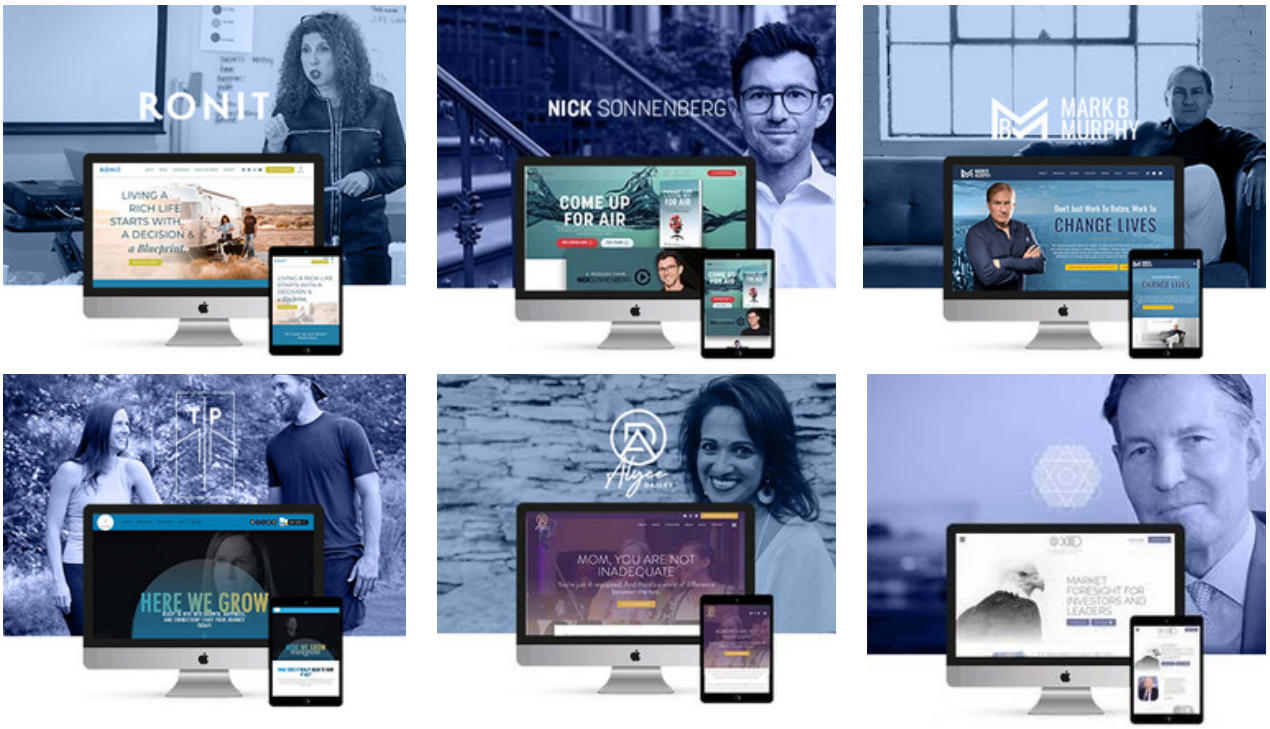
"I love the holy heck out of AmberV and her amazing team...I'm working my day job and creating my dream job...its a lot of work. But AmberV makes it seem so easy! She's positive without gushing; she reminds me of the importance of my vision when I'd just rather forget it and go eat a piece of pie or something. She is fiercely efficient and does so much in so little time, that I've questioned her business model!! But here's her business model – she's provides value generously. And the rest takes care of itself. "

Christine Cress

STARTER *websites* (45-50 Hour Package)

HIGH PERFORMANCE *websites*

(60-120 Hour Package)



KEEP *your website secure!*

More than 30,000 webpages get hacked each DAY according to SophosLabs. WPBeginner says 83% of WordPress sites got hacked because regular software updates hadn't been made.

Protect your website from serious security threats with our monthly backups & upgrades plans for less than 1/2 the price of competitor packages!

(starting at $47/mo-to-mo, no forced commitments)

"AmberV, I want you to know that I see you as genuine in the advice you share and how you interact with people. So many of the so called "online business experts" claim to be the real deal; but, the bottom line is the money. For you, the people you help and work with are the what it is all about. You truly care about the people and relationships you build."

Nicholas Kleve

LEVERAGE TO SCALE

DONE FOR YOU MARKETING

We train your team to get ALL of your weekly video, social media, blogging & email marketing "Done For You!" (Need an assistant? We can help with that too!)

Leverage To Scale is a powerful, predictable and PROVEN online marketing training & support system.

"When I first heard about LTS, I knew right away that I had to purchase it. What I like most about LTS is that it frees me up from the daily tasks and now I can focus on money-making activities in my business. LTS is now freeing my Virtual Assistant so she can find time to research podcasts for me and pitch me at conferences. What used to take us 40 hours a week to do is now taking us 2.5 hours."

Naomi Sodomin International Bestselling Author

Let us train your team how to do all of your foundational marketing activities for you!

- Keyword research to maximize your exposure through Google's search engine.
- Upload & optimize a weekly tip video, podcast episode, live stream or interview to YouTube.
- Write & publish a weekly blog post encouraging your following to join your email list.
- Hand-craft daily personalized social media posts in YOUR voice for all major social networking platforms (Facebook, Instagram, LinkedIn, Twitter).
- Send a weekly, nurturing email to your subscribers to convert qualified prospects into buyers.
- Track your growth numbers so you can see this process working for you!

SEE A DEMO

leveragetoscale.com/demo

DONE FOR YOU MARKETING

- Content Marketing training takes less than 5 hours to go through.
- We are so strategic, systematic, and efficient that your team will need less than 10 hours per week to do ALL of your platform marketing for you each week.
- No more paying outrageous agency fees and having no control.
- No more "hoping" someone you've hired knows what they are doing. No more inconsistency or excuses.
- **It's time to get your marketing done for you, and get it done the right way.**

- Investment: The Leverage To Scale training package is a one-time fee of $5,000 with NO renewal fees ever.
- Included for life, you get regular updates the the training (trends change fast!). There are no extra fees if you need to train multiple team members or when you replace your current VA for a new one. 24/7 support. We are "all in" with you for life!

"Leverage to Scale changed my entire business. I now have more time to focus on growth and expansion than ever before."

Jon Schumacher Billion Dollar Legacy

ABOUT AMBER VILHAUER

Amber's life's purpose is helping others feel seen, heard, loved and valued. Her career's purpose is to help impact- driven businesses owners get their message out to the world in the most efficient and powerful way through digital marketing opportunities.

During her college years at the University of Arizona where she studied Marketing and Graphic Design, Amber sold Cutco Cutlery, an international kitchenware product line. As a young 20 year old, Amber achieved the highest sales level in the company and also moved through the management levels very quickly. Within 2 years she drove the success of a 13-offce division across 4 states, managed more than 30 receptionists and broke several national records. Amber also uncovered her passion and talent for public speaking. She facilitated daily 25-person group interviews, weekly 3-day training seminars, spoke regularly on stages for their 300-person conferences and also ran many full-day workshops.

At 24 years old, Amber was ready for her next challenge. She pivoted and organized two business conferences teaching entrepreneurs how to grow their business online with some of the world's leading online marketers. It was in 2007 that NGNG Enterprises, Inc (standing for NoGutsNoGlory) was born. Over the past decade Amber has been on a relentless pursuit to help influencers both big and small overcome their fears and create high impact in their industry, just as she has done herself. Her gift for building relationships, creativity, innovative strategy, systems and speed offers game-changing support to her visionary clients.

"AmberV has been a tremendous asset to my business over the past year. AmberV helped me prioritize my ideas, develop concrete plans, and implement the steps needed to bring my ideas to life. She is incredibly responsive to email and phone communication, and is professional in everything she does. I appreciate that she has a team of experts with skills in various areas to assist with projects as needed. Everyone on her team has been a pleasure to work with and provided value to my business."

Nicole Beurkens PhD, Licensed Psychologist

CORE *values*

Meaningful Connection

We elevate every experience with warm smiles and open hearts. People light up when they are around us because they feel seen, heard, understood and appreciated. We are fully open, present and engaged. We intentionally go deeper in key relationships by having authentic and honest conversations. We are honest with ourselves and others in a way that shows grace, compassion and humility. We speak the truth in kindness, even when it's not easy.

Unwavering Exellence

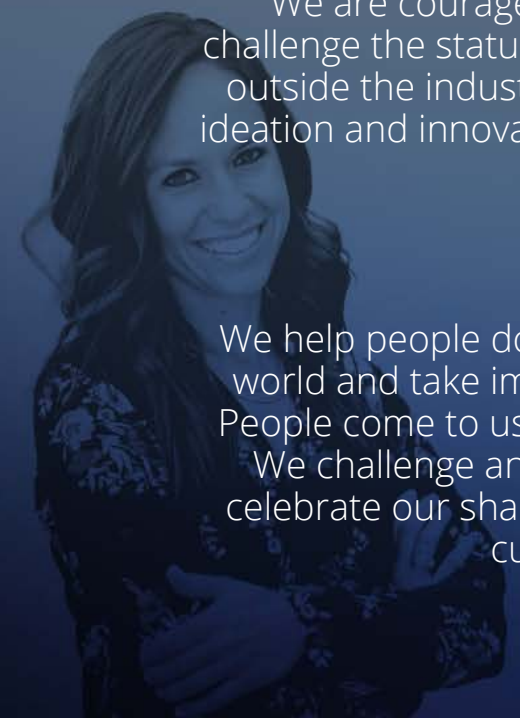
We are obsessed with a consistently superior quality of experience, product and relationship. This means owning our mistakes, learning from them and closing the open loops. We are committed to giving our best in every situation, especially when it's hard.

Better Together

We use our unique gifts and complementary strengths to amplify our collective impact. We assume good intentions in our conversations, check our egos at the door, and put others before ourselves. We are purposeful about recognizing and actively appreciating the work of those around us. We value the co-creation process and explore ideas from multiple angles.

Lean In

We are courageous in exploring new ideas and processes which challenge the status quo. We actively learn from leaders both inside and outside the industry in order to adapt and grow. We have a culture of ideation and innovation and are always seeking the best path forward as a team.



Deeply Fulfilled

We help people do something they love that makes a difference in the world and take immense pride in the quality and impact of our work. People come to us to pursue the deepest feelings of self-actualization. We challenge and encourage them to grow into their best self. We celebrate our shared values and unique perspectives while creating a culture of acceptance and belonging.