

NGNG  
NO GUTS NO GLORY

## PRICING MENU



*bestseller*  
BOOK LAUNCHES

*branding*  
& WEBSITE DESIGN

*done for you*  
MARKETING SYSTEMS



# 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 1,000 websites in the past 10 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 author's 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 Amber 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 Amber." 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**  
(P4)

**BRANDING &  
WORDPRESS  
WEBSITE  
DESIGN**  
(P6)

**DONE-FOR-YOU  
MARKETING  
SYSTEMS**  
(P11)

Once you've digested this material, you're invited to a complimentary 30-min NO pressure call with industry leading online marketing expert Amber Vilhauer. 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.

## NEXT STEPS

1  
**REVIEW  
MENU**

2  
**MAKE A  
LIST OF  
QUESTIONS**

3  
**SCHEDULE A  
NO- PRESSURE  
CALL WITH  
AMBER**



"Amber, 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.**

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

*thank you for your time*

*we hope to see you on the call schedule soon!*

# Bestseller Launch Support For Authors

## BESTSELLER BOOK LAUNCHES

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 more than 100 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 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.



"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



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.

## 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 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 start at \$10,000 and include a license of Leverage To Scale. We offer long-term monthly payment plans for the duration of our launch window (up to 12 months).

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 Amber (\$2,000/hr)
- Ongoing website changes and support

## Investment: We offer blocks of time in 5-hour increments:

- 5-hr, 10-hr, 15-hr, and 20-hr blocks are offered at \$160/hr.
- 25-hr or higher blocks are offered at a discounted \$150/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!



“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

## 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.

# Did you know your logo is the core of your entire online presence?

## LOGO DESIGN

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

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



"Amber Vilhauer shows a high level of expertise in the usage of internet-based marketing. She is an invaluable resource in building WordPress websites and using social media to increase your internet presence. I have seen incredible results just from implementing her methods into my internet marketing strategy. It has propelled my business to the next level. When it comes to internet marketing Amber is definitely the "go to" girl when it needs to get done."

-Dagan Budd

## OUR PROCESS IS *simple*

The process begins with asking you to fill out a quick but very thoughtful logo questionnaire to dig deep into your brand, your mindset and your business goals.

Within 5 business days we will supply you with 5 logo concepts to offer you a wide range of concepts to choose from. We will make unlimited modifications to ensure your total happiness and deliver your final logo files and font files upon approval.

# LOGO design

## LOGO SAMPLES

DANE ESPEGARD

Amity COOPER



# 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 4+ weeks (depending on your schedule - we are swift).



# INVESTMENT:

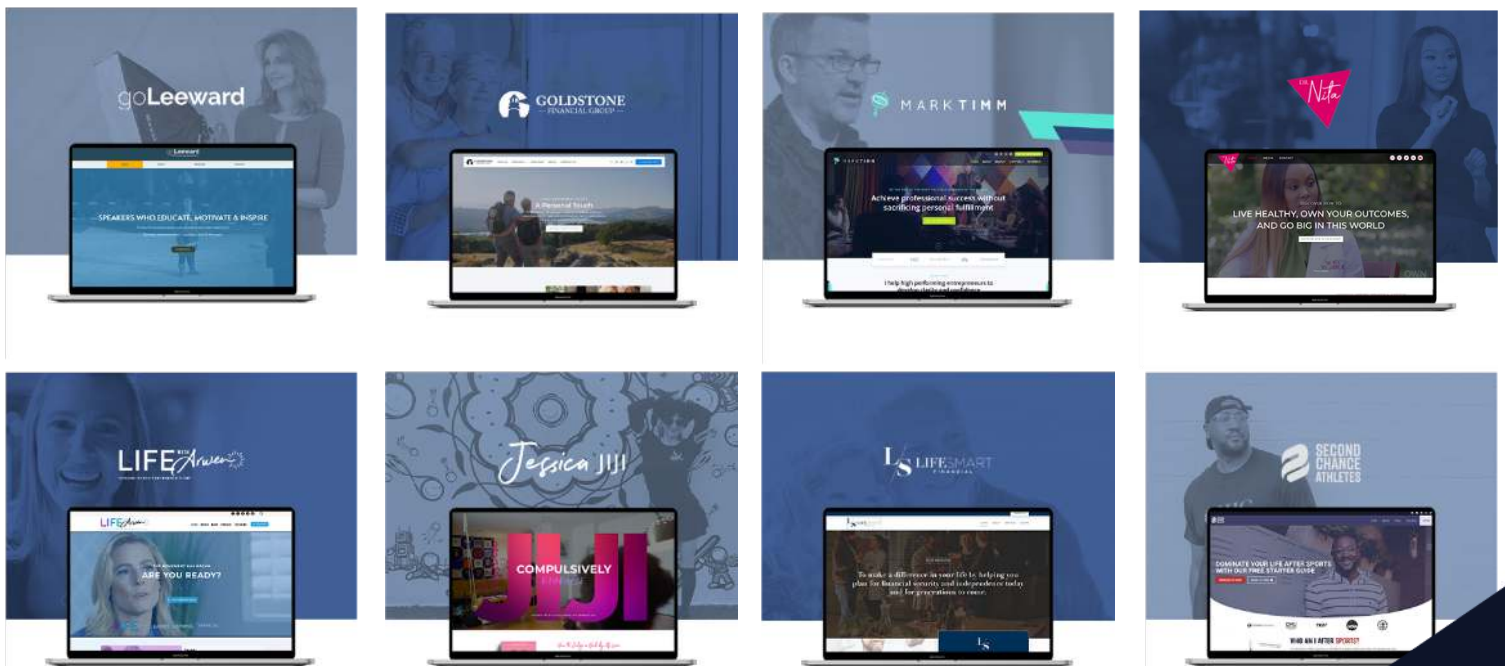
- One-page starter websites start as low as 20 hours.
- Standard 10-page websites start as low as 45 hours.
- Redesigns and more established branded sites (high performance) start at 60 hours.
- See page 5 for our blocks of time rates and extended payment plan options.

# WORDPRESS WEBSITE DESIGN

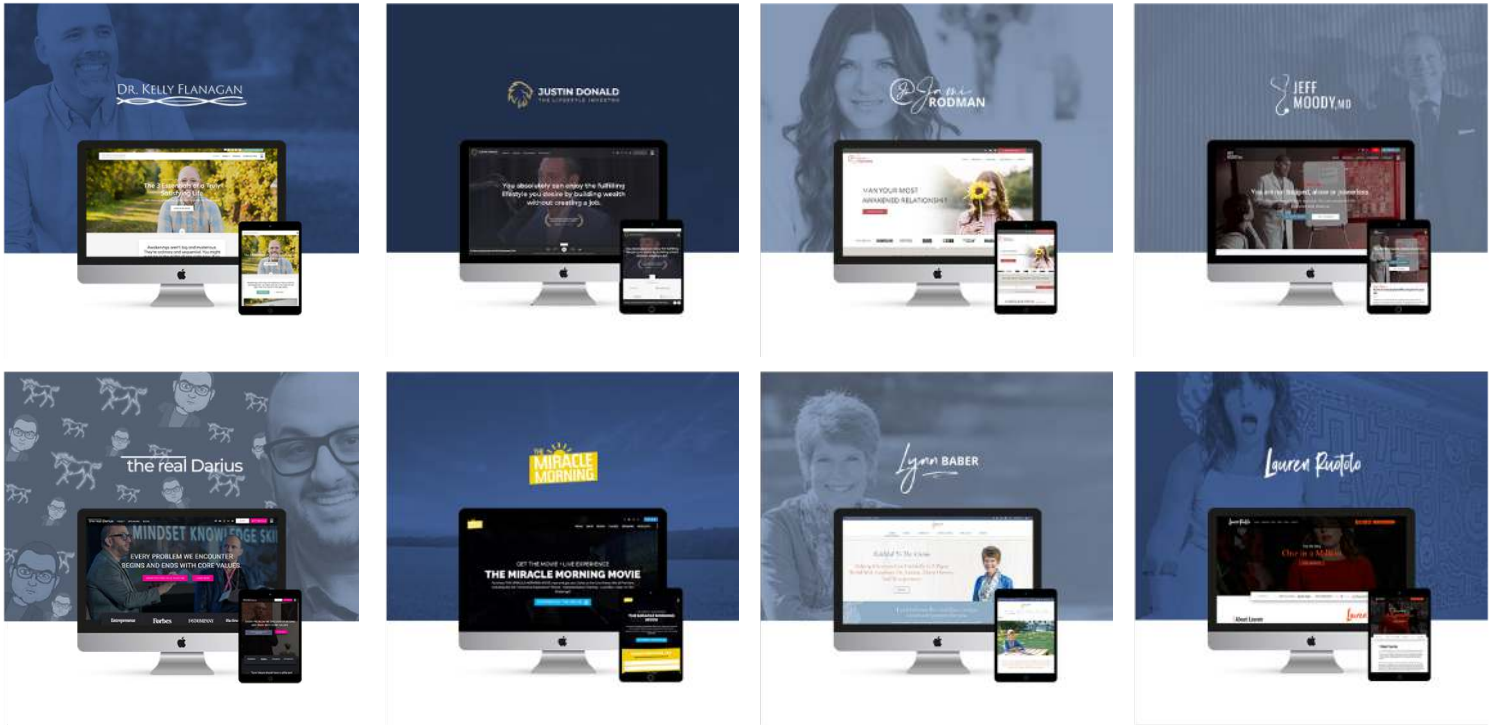


"I love the holy heck out of Amber and her amazing team...I'm working my day job and creating my dream job...its a lot of work. But Amber makes it seem so easy! She's positive without gushing; she reminds me of the importance of my vision when I'd just rather forget it and go eat a piece of pie or something. 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 Cross

## STARTER *websites*



# HIGH PERFORMANCE *websites*



# BOOK LAUNCH *support*



"Amber, 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

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 Sodomini, 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!



# 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.**



[SEE A DEMO >>](#)

- 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 monthly updates to the training (online trends change fast!). PLUS frequent Live Stream sessions to the VA community and Business Owner community so you get ongoing advanced marketing training. 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  
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-office 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.



"Amber has been a tremendous asset to my business over the past year. Amber 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*

*better together*

*lean in*

*deeply fulfilled*

*unwavering excellence*

NO GUTS NO GLORY

