

Pricing Menu



We're so glad you're here!

At NGNGTM (standing for NoGutsNoGlory), we intimately understand that creating lasting impact begins with alignment, which to us means living and working in a way that honors your deepest values and beliefs. We've helped thousands of authors and entrepreneurs find and use their authentic voice since 2007 and are excited to bring our expertise to your journey next!

A great message alone won't deliver the impact and revenue you seek. For that, you need a strategic approach that maximizes your differentiation (so you stand out), generates a consistent flow of "qualified" leads (to save your time and protect your energy), AND conditions your audience to buy. Amber Vilhauer joyfully gives you strategy, systems, and speed to scale your books and business.

We've orchestrated more than 1,000 bestseller book launches with first-time and celebrity authors. Those clients have gone on to sell tens of thousands of copies of their books and landed on stages in front of upwards of 15,000 audience members for a \$40,000+ speaking fee.

We work with some of the most heart-centered, innovative people on the planet. Those who really want to course-correct humanity socially, economically, and environmentally. NGNG™ is the engine to power their voice, growth and impact.

WEBSITES

- NGNGEnterprises.com (Strategy, Training, & Services)
- AmberVilhauer.com & GetInAlignment.com (Leadership and Impact)
- BooksAndBusiness.com (Education & Community)
- InfiniteImpactBook.com & ClayVilhauer.com (Books)

New to Amber? Her track record includes:

- Leading her company to achieve the highly competitive Inc. 5000 list as one of the fastest growing companies in America
- Being named one of the top book launch experts by Forbes
- Earning book awards and #1 Bestseller status for both of her published books, Infinite Impact and The Long Forest Trail
- Helping her clients consistently generate 6-7 figures in revenue from their books
- Earning multiple Female Entrepreneur Of The Year awards
- Designing an award-winning curriculum and service to maximize results for authors



Your Transformation Journey

No matter where you are in your journey, we create a customized roadmap for you to become self-reliant, self-sufficient, and truly free through your book and business. It's our passion and purpose, and we are the only team in the world to offer this set of options to you!

GET INTO ALIGNMENT

Live and work in a way that's congruent with your deepest values and beliefs, resulting in more natural decisionmaking, increased confidence, and greater fulfillment.

GET YOUR BOOK DONE

Structure your message to prove your expertise, solve real problems for your reader, and establish a framework that naturally sells your products and services ongoing.

BECOME A BESTSELLER

Turn your
manuscript into a
bestselling book
through our 19-yrlong proven launch
strategies, media
opportunities,
aligned marketing
frameworks, and
strategic
partnerships.

GROW YOUR PLATFORM & IMPACT

Build multiple
revenue streams
from your book
content while
systematizing your
marketing to
consistently attract
qualified leads that
convert into longterm clients.

"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



"Hiring Amber was an absolute game-changer! A fantastic experience from beginning to end.

Iohn Lee Dumas, Entrepreneurs On Fire

Next Steps

In the following pages you will find total transparency in our process, rates, and payment plan options. Once you've digested this material, you're invited to a complimentary 30-minute NO-pressure call with online marketing expert Amber Vilhauer. This will be 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 THIS MENU
- 2. MAKE A LIST OF QUESTIONS
- 3. SCHEDULE A NO-PRESSURE DISCOVERY CALL W/ AMBER

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. We hope to see you on the call schedule soon!

Work with Amber

"Let me pour into you, no matter what stage of the journey you're on! Book or no book. Business or no business. I'll get you where you want to be on the fastest path possible without sacrificing quality."

- Amber Vilhauer



INFINITE IMPACT MEMBERSHIP

Starting at \$97/month \$37/month (economic relief pricing)

Join my results-focused membership where I group-coach twice-monthly. This connected community provides a safe space where fellow authors receive strategic guidance on clarifying their message, creating a brand, book development and launch, marketing strategy, and business alignment. You'll gain access to proven resources and frameworks designed to achieve bestseller status, attract more qualified buyers and convert while maintaining authentic connection with followers.



1:1 STRATEGIC PLANNING SESSION

\$2,500/hour

I custom-curate these focus sessions to shorten the distance between where you are and the desired outcomes and vision you have. Leverage my gift for strategy to maximize all of your activities and opportunities. Together we'll identify your blind spots, create a customized action plan, and map out your precise next steps based on your time and budget constraints. I bring decades of experience working with thousands of authors and entrepreneurs to these sessions. You'll benefit from proven strategies that have helped others build sustainable, profitable businesses around their message.



"I am beyond fortunate that I've been able to work directly with Amber Villhauer, who has helped me tremendously to maximize the impact of my books and business. Amber is absolutely brilliant and someone I call when I need strategic advice. In fact, I've invested tens of thousands of dollars to hire her to help me. It's truly an investment that will pay for itself many times over."

Hal Elrod, Global bestselling author of *The Miracle Morning*

RETAIN ME TO BE YOUR #2

Custom pricing, \$10,000+/month

This is a month-to-month, cancel anytime with no penalty, retainer. You are retaining me to be focused on you, your team, and the overall wellness of your company for the full month. We'll book a weekly 60-min call with the full group as a baseline, with additional time available for separate team calls to get into the nitty gritty, or documentation review to offer any feedback.

ALL of the documentation in my company (and it's a lot) is available to you for launch and marketing campaigns. I am very generous in sharing everything I know, do, and WHO I know. I look at this as a partnership. I don't like being unsuccessful, and I don't like conflict, so that means I will do everything in my power to breed harmony, connection and success between us.



GET INTO ALIGNMENT

Getting into Alignment means living in line with your deepest beliefs, values, and needs. It's the crucial first step in creating a sustainable, impactful, career and legacy.

2-HOUR ALIGNMENT WORKSHOP

FREE

Experience a transformative 2-hour virtual group session where you'll discover your unique Avatar, Vision, and Why through a guided visualization process that brings clarity to your purpose unlike any coaching you've experienced before. You will identify the specific feeling that drives both you and your ideal clients, allowing you to make confident decisions, create marketing that works in an economy of mistrust, and build authentic connections that naturally grow your business.



Walk away with a framework that eliminates confusion, prevents burnout, and creates guardrails to stay in Alignment. Our mission is to help you live and work in a way that feels effortless, aligned with your deepest values, and genuinely fulfilling.



"These EXCEPTIONAL exercises took my way of thinking about business to an entirely new level and opened my eyes to possibilities I didn't know existed."

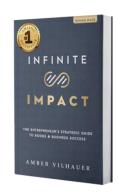
Day Jones

INFINITE IMPACT

Order anywhere books are sold Contact us for bulk ordering and speaking opportunities

We live in an era when misinformation and artificially created content are on the rise. This is breeding consumer distrust, causing traditional marketing and sales strategies to plummet in effectiveness. The major problem? The vast majority of entrepreneurs are hustling and grinding, operating out of alignment. Entrepreneurs will identify their blind spots, overcome resistance, and strengthen their core to then lead their company into greatness.

There is one proven way forward to ensure your business survival and create sustainable long-term growth in your profit and impact. You must optimize your books and business platform by becoming authentically self-expressed in sharing your cause. Only then will your ideal buyers be attracted to you and convert more naturally, allowing infinite impact and personal freedom to inevitably follow.



GET YOUR BOOK DONE

Get the expert guidance and structure you need to write a book that makes an impact and stands out in today's crowded marketplace.

ALIGNED AUTHORSHIP COURSE

\$297 + BONUS

of two months of live group coaching with Amber!

A no-fluff course designed to guide aspiring authors through the writing journey, maintaining a focus on authenticity and alignment with one's core values, while showing them how to make money upfront.

The course is structured in four key modules:

1. Get Into Alignment: Learn the biggest mistakes authors make, and how to avoid them using Amber's signature Foundational Four Framework to ensure content creation that converts to long-term sales.



- **2.** Publishing Paths: A detailed explanation of the three publishing options (traditional, hybrid, self-publishing) with a breakdown of timelines, costs, and requirements.
- **3.** Book Development & Making Money: Design a structured table of contents based on your reader's journey, and get access to NGNG's signature cohort model to generate income while writing.
- **4.** Phases of a Bestseller Book Launch: A proven six-phase approach to successfully launch your book, build your platform, and scale your impact.

The course emphasizes overcoming resistance, trusting your voice, and creating content that genuinely connects with your ideal reader (Avatar) rather than trying to fit into established publishing molds.



"Author Success" Guarantee: We're so confident this program will give you the roadmap you need, we're offering a 100% risk-free guarantee. Complete the course within 30 days, and if you don't feel it delivers exceptional value, we'll refund every penny.



"I have gone through your Aligned Authorship modules, and wow! I loved every minute of it! 1 of the BIGGEST takeaways was the use of a cohort to help write the book. I am in love with this idea! And I believe it aligns quite well with my skill set, my passion, and my goals. Thank you for sharing your story. It's helpful and enlightening to hear from other people who have struggled in their past and were able to come out stronger and more fulfilled on the other side. Your bravery, courage, and perseverance are commendable."

Dr Lauren Goodwyn



Courtney Weidner

"Your Aligned Authorship program is brilliant! This is such amazing content. What you are offering at that price of \$297, sister, this is really rad. I want to acknowledge you for this and for putting all of your wisdom and knowledge into this bite-sized course. I love it. The world needs this. I love you bunches!"

GET YOUR BOOK DONE

NGNG'S PARTNER NETWORK

One of NGNGTM's core values is Unwavering Excellence. We have spent nearly 20 years working with publishing houses, agents, print production vendors and freelancers of all sizes. We have deeply vetted providers nationwide and filtered most out down to a short list of reliable, professional, values-aligned partners.

In a "1:1 STRATEGIC PLANNING SESSION" (see page 4), we can discuss your publishing needs and refer you to the providers* you need to offer you maximum support during your author journey.



Referrals might include:

- WSJ & NYT Bestseller Launch Support
- Book Writing Coaching & Ghostwriting
- Editing & Illustration
- Publishing & Distribution
- Web Design & Hosting
- Course Management
- Podcast Production & Audiobook
- Social Media Management

- Copywriting & Email Marketing
- Photography, Videography & Stylist Consulting
- Film Production & Editing
- Speaking Coaching
- Revenue Maximization Consulting
- Fractional COO and CMO Services
- Wealth Management & Investment Coaching

**When a client is referred to an external partner, it is worth noting that the external partner is solely responsible for the quality and delivery of their products and/or services. Though these partners have become part of our extended network through an observed history of excellence, we simply cannot guarantee the work of another party and strongly recommend clients use their best judgment to carefully review any new contracts.

BOOK COVER DESIGN

\$1,600

Your cover design IS what sells your book. A cover must sell the reader what they think they need, not what you know they need. Don't settle or ignore your intuition. (And please, no more covers with a generic lightbulb graphic.) Get a cover that makes you proud to promote your book!

Our professional design team will create a cover that captures the essence of your message, appeals directly to your ideal reader, and stands out in the crowded marketplace. We'll provide you with all file formats needed for any publishing platform, so you're ready to go no matter which publishing path you choose.



BECOME A BESTSELLER

A successful book launch is the fastest way to scale your following, revenue, and impact.

The Biggest Mistakes Authors Make:

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

BESTSELLER BOOK LAUNCH BLUEPRINT PROGRAM

One-time \$5,000 payment plans available

This premium program features 10 hours of detailed step-by-step training giving authors the exact strategies used to make more than 1,000 books bestsellers. This forever-access program includes all the email templates, worksheets, protocols, and step-by-step guidance.

Through 5 core modules containing over 25 lessons, you'll learn how to properly prepare for your launch, grow a powerful platform, leverage your network effectively, execute a smooth launch timeline, and scale your success for long-term impact. Beyond just selling books, this course helps transform your book into a business asset that can generate speaking engagements, product sales, and media opportunities.



Beyond the depth, breadth, and detail in this course, BBLB is unique from other programs because:

- Amber created it based on actual bestseller book launch campaigns where those authors invested \$80,000 or more for us to do the work for them. You'd get the exact emails, spreadsheets, social media post examples, book sales pages, bonus packages and more from those campaigns.
- Those authors went on to not just hit Amazon bestseller, but achieved Wall Street Journal bestseller for hardcover in non-fiction entrepreneurship "organically" (authors have otherwise paid a vendor \$65k to guarantee that result), land \$40,000 speaking engagements, and multiple have created 7-figure earnings off of their book launch.

"Amber delivered a product that was above and beyond what I expected. Working with Amber, I was at peace throughout the entire process."

Kalvin Evans

LG

66

"Amber is smart, fast, friendly, efficient, and a wealth of knowledge. She not only met expectations, she exceeded them." **Dr. Christina Bjorndal**

"Amber... What's impressive about you is you're always on the cutting edge of what's happening in this EVER CHANGING AT THE SPEED OF LIGHT Online Marketing World."

BECOME A BESTSELLER

BESTSELLER BOOK LAUNCH BLUEPRINT WITH 3-MONTH GROUP COACHING PROGRAM

General Admission: \$10,000 VIP Strategy Track: \$15,000

Take our Bestseller Book Launch Blueprint to the next level with our 3-month group coaching program, where you'll get direct guidance and accountability throughout your launch preparation.

This program includes:

- Twice monthly 90-minute group strategy sessions with me for 3 months
- Access to all replays, SOPs, email templates, spreadsheets, tools and resources to set you FULLY up for success on your launch (and well beyond!)
- Our dedicated Author Portal designed to offer additional connection, support and accountability. This is your place to collaborate with fellow authors, develop strategic partnerships, learn from each others' experiences, and get direct access to my team to ask questions and get additional support.

This high-touch program is perfect for authors who want more personalized guidance as they implement the BBLB strategies. You'll get the benefit of working alongside other committed authors who are on the same journey, creating valuable connections and potential cross-promotion opportunities.

CUSTOM BOOK LAUNCH SERVICE

Starting at \$10,000 long-term payment plans available

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.

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.



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, building your influence, training your team, and creating structure and harmony within your organization.

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. I 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.



GROW YOUR PLATFORM

Scale your following, engagement, and impact organically with a proven content marketing system designed to drastically reduce your time and leverage your content to maximize your long-term results.

LEVERAGE TO SCALE

\$5,000 (one-time fee)

This program trains you and/or your team to get ALL of your weekly video, social media, blogging & email marketing "Done For You" in <15 hours per week!

<u>Course length</u>: 4 hours, all checklists and supporting SOPs included



Leverage To Scale is a decade-long PROVEN online marketing training program that walks you and your team through:

- Keyword research to maximize your exposure through Google's search engine.
- Upload & optimize a weekly tip video, podcast episode, 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!



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.

Included for life, you get regular updates to 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.



WEBSITE & BRANDING

Only available for select retainer clients

Competition has never been higher. Your branding and website MUST be a full expression of your uniqueness, clearly explain your customer journey, and strategically convert qualified buyers. Our team of highly talented designers apply their more than 90 years of combined experience to power your online brand.

WORDPRESS WEBSITE DESIGN

Starting at \$8,500

NGNG™ only builds on the WordPress platform (using Elementor) to offer you full range of customization and expansion opportunities - no templates here. Your site will be optimized for mobile, security, speed, and search engine success. We give you complete training so you are empowered to make changes to your site moving forward. We want you to be self-sufficient!

While most agencies only offer flat-rate packages or retainers, we want to make sure every dollar is used responsibly. Our Blocks of Time approach (at \$165/hr) covers copywriting, website needs, graphic design and more. We offer you transparent time-tracking (to the minute!) and the ability to use your hours whenever you need them over a 6-month period. We can split the cost into long-term equal monthly payments with no interest, and no delays on launching the site. Your site can launch within 1-3 months (depending on your pace).













"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."

Henry Shelton

BRANDING & LOGO DESIGN

\$1,997

Your logo is the foundation for creating every other design in your business including your website, business cards, social media graphics, and more! Our brand package includes:

- A deep dive strategy session to map your messaging, core audience, and preferences
- Logo with unlimited revisions. Source files delivered and include font combinations, curated color palette w/ hex codes, and mood imagery to help direct your social media team



GENA COX,Ph.D.









Special Events

Amber Vilhauer has led NGNGTM's growth in every economic downturn for the last 20 years, including most recently during COVID where she achieved 80% business growth annually for two years, landing on the Inc. 5000 list as one of America's fastest-growing companies. This success reflects her core belief that genuine service and authentic self-expression fuel sustainable growth for entire communities.

Perfect for entrepreneurs seeking to grow amid today's challenges including information overload, declining marketing effectiveness, Al disruption, and economic uncertainty...



Free Livestream Series on all social networks

The ELEVATE Series brings together powerhouse leaders throughout May to share battle-tested strategies for growing your business during today's economic uncertainty.

Special guests include:
David Meltzer, Sally Hogshead, Ashish
Kothari, Dr. Ryan Williamson, Ryan
Levesque, Darryll Stinson, Shayla
Gifford, Justin Donald, and Dr. Shawn
Dill & Dr. Lacey Book.

Register for free at AmberVilhauer.com/Elevate

THE ELEVATE ENTREPRENEURSHIP SUMMIT

September 10-12th | Boulder, CO

The Elevate Entrepreneurship Summit is a transformational in-person business experience designed to help entrepreneurs grow their following, revenue, and impact.

The entrepreneurs who thrive in 2025–26 won't be those with the biggest budgets or followings. They'll be those who've built authentic connections and resilient business models. While others are hesitating, this is your opportunity to position for extraordinary growth.

Reserve your seat before we sell out! BooksAndBusiness.com/Join

In both events, we will offer you proven strategies to overcome revenue drops, evolve your marketing approach, integrate AI to accelerate your output, and nurture you with a cognitive reset to grow your resilience.



About Amber Vilhauer



Amber Vilhauer is a Books & Business strategist, multi-bestselling author, speaker, and the Founder of NGNG™ Enterprises (No Guts No Glory), an Inc. 5000 top marketing agency. She is the author of Infinite Impact and co-author of The Long Forest Trail with her son, Clay.

After a traumatic rock bottom moment when she was 16 years old, Amber chose to dedicate her life to helping individuals feel seen, heard, and valued. This philosophy is baked into everything she does and is central to her mission of helping entrepreneurs create greater Impact.

Since starting NGNG™ in 2007, Amber has helped thousands of entrepreneurs align their business with their core talents and desires, empowering them to build the life and business of their dreams while naturally scaling revenue and impact.

Amber loves turning every situation into a win-win and bringing people together to co-create powerful outcomes. Among her clients, Amber has a reputation for getting quality work done quickly. She and her team routinely get in the trenches, implementing custom marketing strategies that attract qualified leads, launching bestselling books, and growing engaged followings that convert. Her strategies are comprehensive, deep, and built to align every aspect of her clients' businesses with their ultimate visions.

Amber and her team have made more than 1,000 authors #1 bestsellers, including Mark Victor Hansen, Lisa Nichols, and Les Brown. Amber has been twice recognized as Female Entrepreneur of the Year, a testament to her unwavering commitment to excellence.

Amber currently resides in Northern Colorado with her son Clay, who is a bright light in her life. They frequent their cabin in the woods to soak in nature, focus on play, and have meaningful conversations.





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.

Pendy to Startyour Journey?

Schedule a complimentary 30-minute discovery call with Amber to discuss which offerings are right for your specific situation and goals.

AMBER@NGNGENTERPRISES.COM

