WHAT IF YOU COULD...

Create A Low-Ticket Offer That Boosts Your Authority, Attracts High-End Clients, And Generates Profit?

(spoiler alert: one can)

YES, LET ME IN!

Hey there, Tiny Offer Queen!

Hey, I'm Allie

I'm the guy behind **you, AND I'm all your business is be shackled to your laptop.**

You, myself, I because you were TIRING serving someone else dictate your day.

You wanted to be in charge of your income and how you spent your time (AND your LIFE).

You wanted to do what you love, have more time with those you love, and create a business and life you love.

And then reality happened...

YOU ENDED UP **JUST AS WORN-THIN AND ON-EDGE** AS YOU WERE WHEN YOU HAD A "DAY JOB"

What happened to your dream business?

The day-after-day *(+ nights and weekends)* grind of running a service-based business is what happened...

And now you feel **you're pinned to the wall on one of those 3: the hour of greedy, spinning idea** or the crying in the car (AGAIN).

Or you're **so focused on keeping your clients (your new bosses) happy that you completely lose sight of WHY you started your business** in the first place.

Never mind "scaling" your business, or shifting away from 1:1 work, you have little to say. (Sob.)

And what's store curve?

You're wondering **if it's all worth it.** (maybe the old 9 to 5 cubicle life wasn't so bad after all. Letting someone else tell you what to do seems so EASY now.

BUT WAIT

You left **for a reason.**

You started your business **for a reason.**

But how do you stop the spinning and ALL the hats?

The Key is

You can't.

No one tells you how to transition from employee-minded to CEO-minded, at least no one told me.

And I struggled to step out of that freelancer, paid by the hour, behavior to clients mode for YEARS.

The fact is, although it looked like I was successful, I was going nowhere really, really fast.

What finally snapped me from spinning in circles in my business?

It wasn't the big 6-figure premium course launch that you hear all the gurus talk about.

It was one Tiny Offer®... **the little funnel that could** *(and did)* change my entire business and life. *(In the time of multiple seven figures in revenue and counting.)*

Now, people call me the Tiny Offer® Queen, and I'm spilling my secrets, so you can **stop spinning** and get back to the reason you started your business in the first place.

YES, I WANT TO JOIN THE OFFER LIST!

introducing...

Copy of TOL Mockup

Tiny Offer Lab

It's a step-by-step, 5-module online course that helps online business owners **create and launch extremely profitable products**, so they can make an impact and income, without working 24/7.

THE SECRET IS IN FOLLOWING THE:

Step-by-Step Success Roadmap Modeled After My Own Tiny Offer Process

(The process behind the Tiny Offer that generated $700k+ in 17 months)

Tiny Offer

Here's how your Tiny Offer journey unfolds...

1

MODULE 1

The Tiny Offer Idea Generation Processs

A 48 Hours With The Right Offer For The Right Audience.

(Minimum Viable Offer)

In Module 1, you'll learn to avoid the mistakes most digital product creators make, that cost them HUGE profits - not to mention months of frustration and wasted time.

We'll dive in to:

- **5 lessons** you need to **be super clear on your WHO** so you can create a product and grow into (the) Tiny Offer.
- How to use **the 3P Method** to quickly identify your perfect idea.
- The **3 recession-proof criteria** you must be aware of when creating your first product.
- Simple ways to **validate your product ideas** to your idea before you create your Tiny Offer.
- The **Wealth Map Method** to know what your ideal client wants, needs, and desires, so you can sell what they want.
- Why your **competition is irrelevant once you discover your blue ocean.**

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MODULE 2

Imagine Your Offer Suite

The Most Crucial Piece Of Your Tiny Offer Success Puzzle Is Your Irresistible Offer.

(Maximum Profit)

In Module 2, you'll set up your 3-part Tiny Offer suite for **maximum profits** - and maximum results for your buyers.

We'll dive in to:

- The **3 types of problems you need to solve** with your Tiny Offer Suite.
- **3 easy questions to ask to generate ideas** for your Tiny Offer and a simple system to validate them.
- How to **create and name one of a kind frameworks** for your offers.
- Building your frameworks into a proven and **finding the Standard Element** of your offer.
- The **Profit Matrix Method (PM Method)** to determine the dollar value of each offer within your Tiny Offer.

3

MODULE 3

Nail Product Creation

High-Converting Offers Have Pleasing Visuals And Practical Assets.

(Minimum Viable Product)

In Module 3, you'll create a unique style for your Tiny Offer and get down to brass tacks by building out assets.

We'll dive in to:

- How to **brand the Tiny Offer way**, including how to create a name, logo, and a color palette.
- The **10 minute logo method** that will save you HOURS of head banging against keyboard frustration.
- The simple secret on the **EASY tools to use to able to create your branding, wordmark creation, and other assets.**
- Allie's **Go to Equipment List** with links to everything you need to create a polished Tiny Offer Suite.

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MODULE 4

Your Stellar Sales Pages

You Won't Get Any Traction Without A Sales Page That Converts Well Enough.

(Minimum Viable Sales Page)

In Module 4, you'll learn Allie's secrets to copy that converts and each step in your funnel.

We'll dive in to:

- A confirming set of three **Livestream (VB and Client Activation Method Sales Pages)** and a bonus page the flow of the page and use these "lessons" for yourself.
- **Customizable templates** in Google Docs for your Hero offer sales page, offer lock page, one time offer page, and confirmation page.
- **Customizable video sales scripts** in Google Docs for your Hero offer sales page and lock page.

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MODULE 5

Optimize Your E-Mail Sequences

Don't Sabotage The Power Of Emails When You're Selling Your Products.

(Minimum Viable Emails)

In Module 5, you'll learn how to circle back and reclaim lost sales and how to deliver quality what your buyer expects.

We'll dive in to:

- Why personal inquiry and buying back warm lead emails are the **2 most profitable "low-hanging" "abandoned cart" sales**, using 3 simple emails.
- Exactly **what to include in your confirmation emails to ensure happy customers.**
- The **secret to making sales after the sale** by increasing your AOV (average order value) and creating **"abandoned cart" sales**, using 3 simple emails.
- **Customizable templates** in Google Docs for all email sequences.

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MODULE 6

Focus On Tech

Tech Doesn't Have To Be Scary...

(Minimum Viable Tech)

In Module 6, you'll get the step-by-step system for my recommended Tech Stack, learn how to make it work for you, and how to hire someone if you need to.

We'll dive in to:

- How to **master creating lists, tags, and automations**, so your email lead nurture runs seamlessly.
- Setting up your sales page stack **using my Clickfunnels Hack, Leadpages, and Wordpress.**
- The **pros and cons of outsourcing and organizing your program assets** in a simple system.
- How to **make your tech talk and work together** for a smooth customer experience from start to finish.

7

MODULE 7

Engineer Your Traffic

Relax In The Same Before Bay Area Spend A Penny On Ads...

(Minimum Viable Traffic)

In Module 7, you'll learn the nuances of an organic traffic strategy and pick and choose what works for you from a menu of proven tactics.

We'll dive in to:

- How to **get your first 100 buyers** without investing in paid ads using the Tiny Organic Traffic Strategy.
- How to create **DIY piece of content work 100 harder** using the Tiny Organic Strategy - Allie's Content Legacies Series Plan.
- The **6 Part High Converting Tiny Offer Webinar** - Allie's webinar slide template.
- Tactics for a **quick cash infusion** for your paid ads, and how to choose profitable, and cost-effective ones.

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MODULE 8

Fund Your Ads

The Fixed Ad Strategy To Put Your Profits On Autopilot.

(Minimum Viable Ads)

In Module 8, you'll walk step by step through setting up, creating, launching, and troubleshooting your ad campaign.

We'll dive in to:

- What you need to have in place before you run paid ads, and how Tiny Offer and **understanding the ads** work together.
- How to **choose from the 3 types of ad campaigns** based on the results you want.
- How to **profile your audience and choose an audience** for your ads, using the Facebook audience tools and using retargeting ads.
- Creating **compliant and effective ad copy + creative**, and what to do if your ad is rejected or shut down.

Bonus How to advertise your Tiny Offer on other platforms

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MODULE 9

RIM Multiplier

You're Building A Lists Of Buyers - Time To Leverage That...

(Minimum Viable Relationship)

In Module 9, you'll learn exactly how to lead buyers of your Tiny Offer down the high end path.

We'll dive in to:

- How to **choose from the 3 types of High-Ticket Offers**, and how to create a simple one of your own.
- Heading **the webinar or one high ticket demo** on the fastest to decide on the best webinar will be easiest.
- Setting sales flows for **webinar, show up, and freq** - Allie's webinar sales sequence.
- **Customizable templates** in Google Docs for opt-in page, webinar slides, emails, sales page, application page, and more.

YES, I WANT TO JOIN THE OFFER LIST!

AD BOOK ON

By the end of this process, you'll have a profit-generating, authority-building, power-packed Tiny Offer® of your own

You Get These Four Amazing Bonuses

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BONUS:

Access to 18 - Months of Recorded, Searchable Q & Calls

(Mark, Copywriting Strategy, FB Ads)

Hey! Mark here. Allie's Copywriting Strategy and Facebook marketing pals have my high-end Tiny Offer Group Coaching Program, Press Tiny Offer strategy to rach, Facebook Ad Strategy, and Tiny Organic Traffic Strategy all. Sure is a potential point! Search by keyword and you'll be shocked how much this bonus alone is worth! Total value:

(Value: $1,997)

Copy of Untitled (9)(3)

BONUS:

A HUGE BUNDLE of Customizable Copy Templates

Skip the sweatshirt and frustration of creating everything from scratch. Use these proven & proven-tested copy templates!

(Value: $1,267)

Product Mockup (1)

LIMITED TIME BONUS:

Free VP Recording of Profit Camp

Profit Camp is a two-day event that is comprised of four 90 minute sessions:

Day 1: Your Wealth Map & Offer Hour

Map Out Your High Ticket Group Program

Design Your Lead Magnet

Create an irresistible Tiny Offer!

(Value: $997)

BONUS:

"BRAND NEW" BONUS:

Tiny Offer® Sales Page Builder

Build your first ENTIRE sales page for you to run a Tiny Offer in 1 hour or less! Allie's Tiny Offer® Sales Page Simply answer a few questions and my algorithm will write your sales page for you!

(Value: $297)

BONUS:

12 Weeks of Facebook Group Access

For accountability and community building with your Tiny Offer, Lab students to keep you on track and doing the work!

(Value: $997)

Here's what you get:

Copy of TOL Mockup

- **TINY OFFER LAB** 5 MODULE TRAINING (Lifetime access to the course)
- Lifetime access to the program and any future updates
- **"BRAND NEW" BONUS:** Tiny Offer® Sales Page Builder (Value $297)
- **LIMITED TIME BONUS:** Free VIP Recording of Profit Camp (Value $997)
- **BONUS:** Access to 18 - Months of Recorded, Searchable Q & Calls (Value $1,997)
- **BONUS:** A HUGE BUNDLE of Customizable Copy Templates (Value $1,267)
- **BONUS:** 12 Weeks of Facebook Group Access (Value $997)
- **and so much more...** Stay tuned for surprise members-only bonuses along the way!

Total value: $10,908

3 payment of $2,497

1 PAYMENT OF $6,997

or

6 payments of $1,17

6 MONTHLY PAYMENTS OF $1167

YES, I WANT THE TINY OFFER LAB!

powered by stripe

QUOTE

Using this system, I've **sold over digital products within the first month of launching.**

"When I was a photographer, I used to have to spend a weekend away from my family to make as much profit as I have in the time spent (without working AT ALL) and now I'll only spend more time editing the photos.

Tracy Marie Lee

FOUNDER OF TOUCHBASE STUDIO

When you implement the Tiny Offer System in your business, you can expect to:

- **Know from day one if your ads are working or not** (never again sit by helplessly while your ads sink)
- **Get paid to build your email list by selling your Tiny Offer on autopilot** (say buh-bye to the freebies)
- **Attract ready-to-buy, high-end clients through your ads** (just say no to cold emailing)
- **Bring in leads while also making passive income from your Tiny Offer** (stop wasting your time on zero-income lead magnets)
- **Build a proven, repeatable system that you can turn on again and again to bring steady cashflow and high-quality leads to your business** (banish those "Ramen noodles for dinner again" blues)

WHY YOU CAN TRUST ME...

Allie (76) (1)

I don't teach theory. I use this EXACT system for myself...AND my private clients and students to help them build their own profit-generating Tiny Offers. I'm NOT just repeating the latest "top-secret formula" being taught by all of the gurus (insert eye roll here). My First Tiny Offer, a livestream calendar, has been sold for 18+ months and is **STILL gathering a positive return on ad spend**, even after seeing a market surge of other calendars (ABUNDANCE).

I help online business owners launch and scale businesses that allow them complete freedom, with time-leveraged business models and absolutely ZERO ceilings on their income. (I've also had clients teasingly call me their fairy godmother, therapist, and long-lost best friend.) I've been working in the coaching and service provider online space since 2010, and I've been in digital marketing for over 12 years. I GET IT.

I've helped businesses make LOOTS of money. (And I've built a multi-million-dollar business for myself.) I've worked with clients in dozens of different markets, from life coaching to industrial roofing (Yes... seriously - if you ask me to write a blog about your soffit and fascia, I may still be able do it). I've seen what works and what doesn't

I'm a GOOD human. They don't say "Minnesota Nice" for no reason... I'm a momma to three littles + a furbaby and wife to my college sweetheart. I've created a dream life where I get to work (or play) when and where I want. I'm living proof that it's 100% possible to have it all. And I want you to have that too.

quotes

Testimonial (5) (1)

Since launching my small offer I've made $15,000 just from my list and community.

I'm pretty happy with that. And now need to get the ads really working so I can make that every month."

- Katherine Coty

FRAUENBUSINESS

Hiya, I'm Allie, Tiny Offer® Queen.

I teach entrepreneurs how to create more impact and income with time-leveraging business models and tiny front-end offers.

After five years spent growing my digital marketing agency, I've learned exactly how frustrating it can be to function as a solopreneur, working day and night to keep up. Over time, I've learned how to manage a growing business, multiple revenue streams, raise my three spirited kiddos (ages 8 and under), while scrapping the "business as usual" trade of hours for dollars - I've mastered how to make more money, while working less.

It's time for you to decide what you really want this year. Perhaps you want your bank account to have more money than you can spend, so you never have to dread your credit card's statement balance emails.

Or spend more time doing what it is you really love, whether that's time with your family, learning how to finally play the guitar, vacationing around the globe and/or never missing your favorite barre class - you decide.

If you want to know that all of your late nights and all of the agonizing over your dream business was worth it - I'm here to tell you that it was... or will be.

I just know that whatever you want is within your reach right now....

Tiny Offer® Lab IS Right for You If You're...

line8

- **READY** to boost your authority, attract high-end clients, and generate profit with your own low-ticket digital offer
- **DONE** making excuses about why you can't work ON your business, or why you can't step away from 1:1 client projects to build your own business
- **TIRED** of seeing ads from your competitors launching their low-ticket offers, while you kick yourself for not launching yours sooner
- **READY** for running your business to feel good again, to be confident that it's working, and not have to chase after clients ever again
- **WILLING** to commit to using the Tiny Offer® Lab to get results

Tiny Offer® Lab IS Not Right for You If You're...

line8

- Expecting to get rich overnight... 🙄
- Not willing to do the work and follow a proven, step-by-step system...
- Not open to trusting the expertise I've garnered from coaching hundreds of students through this process...
- Not ready to listen to my tried-and-true strategies and weird hacks to make your offers FINALLY sell...
- Too hung up on what everyone else is doing to focus on your own business...
- Married to your belief that "entrepreneurship is hard" and that what works for other businesses "just won't work" for you...
- Quick to give up and too rigid to test, experiment, and make adjustments to your offers...

YES, I WANT TO JOIN TINY OFFER LAB!

But don't just take it from me...

Emoji-Floats2

3 (2)

5 (1)

10 (1)

9 (2)

6 (2)

12

15

16

17

8 (1)

11

1 (3)

13

4 (1)

7 (1)

14

Everyone is asking...

- **"What is a Tiny Offer?"** +
- **"How is the self-study program different from the group coaching program?"** +
- **"I've bought a ton of business courses...and been disappointed in the results. How is Tiny Offer Lab any different?"** +
- **"This is a big financial commitment for me...how do I know it'll be worth it?"** +
- **"I'm already busy...how much time is this going to take realistically?"** +
- **"Can't I just 'funnel-hack' your offer and figure it all out on my own?"** +
- **"Do you have a payment plan?"** +

Copy of TOL Mockup

- **TINY OFFER LAB:** 9-MODULE TRAINING PROGRAM *(Value $2,997)*

  Lifetime access to the program and any future updates!
- **"BRAND NEW" BONUS:** Tiny Offer® Sales Page Builder *(Value $497)*
- **LIMITED TIME BONUS:** Free VIP Recording of PROFIT CAMP *(Value $1497)*
- **BONUS:** Access to 18+ Months of Recorded, Searchable Q+A Calls *(Value: $7,994)*
- **BONUS:** 12 Weeks of Facebook Group Access *(Value: $997)*
- **BONUS:** A HUGE BUNDLE of Customizable Copy Templates *(Value: $2,497)*
- **and so much more...** I love to surprise members with extras along the way!

Total value: ~~$20,982~~

~~1 payment of $2,497~~

1 PAYMENT OF $1,997

or

~~6 payments of $547~~

6 MONTHLY PAYMENTS OF $367

YES, I WANT THE TINY OFFER LAB >>>

powered-by-stripe

Hurry! This special offer is available until Thursday at 11:59 pm CDT

07 DAYS 20 HRS 11 MIN 07 SEC

TRY IT NOW!

Data Privacy Bot

Hi there! We would love to talk with you. Under the EU General Data Protection Regulation, we need your approval for our use of personal information (e.g. your name and email address) you may provide as we communicate:

(1) We'll store your personal information so that we can pick up the conversation if we talk later.

(2) We may send you emails to follow up on our discussion here.

(3) We may send you emails about our upcoming services and promotions.

Yes, I Accept

No, Not Now

Chat by Drift