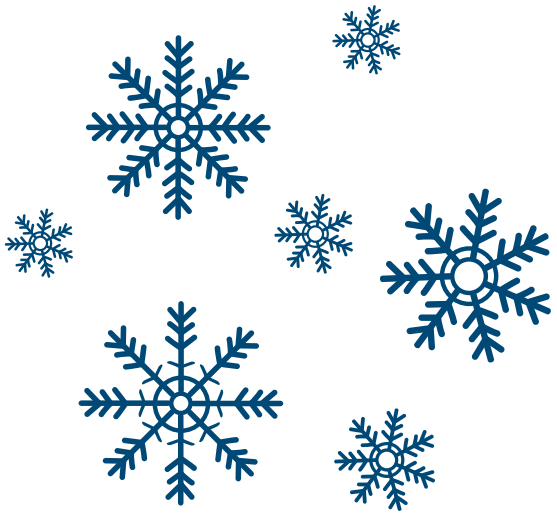
the ittybiz

winter sale catalog



hey, look! a winter catalog!



Hello, and welcome! It's winter sale time!

Inside, you'll find five workshops and courses, each built around a specific business focus for the year ahead.

You can use this catalog in one of two ways: go straight to the course that matches your current priorities, or use them to help decide what your 2026 focus should be.

If you're focusing on **stabilizing monthly income**, **decoupling revenue from time**, or **creating repeatable revenue streams**, take a look at *Passive Income*.

If you're focusing on **creating courses that sell**, **building a scalable educational product** or **turning expertise into course revenue**, take a look at *Making Courses With Heart*.

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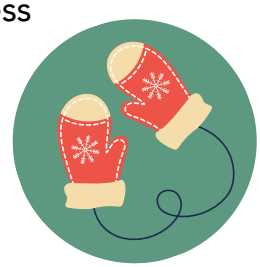
If you're focusing on **clarifying business priorities**, **cutting complexity** or **reducing operational friction**, take a look at *The Minimalist Business*.

If you're focusing on **driving consistent sales**, **creating reliable promotional campaigns**, or **building a responsive email list**, take a look at *Email Marketing Made Easy*.

If you're focusing on **exiting survival mode**, **increasing your capacity**, or **building nervous system stability**, take a look at *The Remaking of You*.

All 5 courses are 40% off until midnight Pacific on Tuesday, December 23rd. (And if you're taking more than one course, email kris@ittybiz.com and she'll give you a **bundle discount**.)

Turn the page to get more details on each course, and get your business ready for the new year. I wish very happy holidays to you, to your most important people, and to that beautiful business of yours.



XX
Naomi

passive income

***Passive Income* is a four-stage framework for creating sustainable passive income and making your current "active income" streams more passive over time.**

In **The Paradigm**, you'll begin the transition into creating more passive income through key changes in your focus, direction, and approach. **The Architecture** covers the specific pieces of infrastructure and systems that direct more of your time, energy and attention to building your passive income framework.

In **Less Work**, you'll learn strategies that continually reduce / eliminate how much time you spend actively working and keep your workload as low as possible. In **More Money**, you'll learn 19 tactics to dramatically increase your revenue and optimize sales.

We'll also cover:

- The 3 passive income "personality types" and which one fits your business model
- Using the Passive Income Stack to accelerate progress
- Upsell strategies that reduce the need for active promotions
- Using product chains, series content, tripwires and automated offers to increase passive sales

Passive Income shows you how to shift your business toward **income that compounds** without increasing your workload.



$300 or 2 payments of $150
(40% off!)
click here for full details

what students say:

"The program helped me transition income generation toward leverage instead of labor."

"The framework helped me see how small offers can stack into consistent income."

"I now have clear ways to monetize skills and insights I'd been using informally for years."

email marketing made easy

***Email Marketing Made Easy* is a tiered process designed to give you a simple, effective email marketing system that runs in about an hour a week.**

The four-part workshop helps you establish simple systems for all four stages of the "subscriber's journey". The **Acquisition** module covers getting people on your list. **Sequences** guides you through developing your initial automated welcome sequence.

Newsletters helps you set the objectives that drive your content choices, and the **Sales** module gives you tactics and strategies to convert subscribers into buyers. The *EMME* framework focuses on streamlining your choices to minimize the time you have to spend creating an effective email system.

We'll also cover:

- The 3 Core Offers and choosing your lead magnet
- Sequences vs. funnels and how to use each effectively
- Sales arcs and archetypes that retain subscriber attention

EMME will help you build a responsive list and create reliable promotion campaigns without complication or friction.



$135 or 2 payments of $67.50
(40% off!)
click here for full details

what students say:

"I'm selling more consistently because my emails actually guide people toward buying."

"My welcome sequence sets expectations clearly now, which changed how people engage from the start."

"Selling through email is easier because I'm following a repeatable plan."

making courses with heart

***Making Courses With Heart* is a 10-module course-building intensive** that covers every part of the course creation process from conception through to production, post-production, and launch.

The initial 3 modules focus on **creating your courses** as part of a larger ecosystem of offers, reconnecting with your primary customer avatars, and getting solid on your subject matter moving into the course creation process.

The next 5 modules step through **the principles of course design** (including my own process), what to include as bonuses or extras, and streamlining the pre-production, production, and post-production phases to cut down your time investment.

The final 2 modules concentrate on **pricing, positioning, promotion and launch**, including 3 approaches for releasing a new course and a detailed walkthrough of several "easy launch" options. You'll also learn simple branding hacks to increase production value while minimizing expense.

We'll also cover:

- Creating compelling launch content
- Length, delivery methods, and choosing your course medium
- Launch content for 3 of my own launches to study

Making Courses With Heart is designed to ensure that your courses are always on-brand for you and resonant with your target audience.



$300 or 2 payments of $150
(40% off!)
click here for full details

what students say:

"I stopped second-guessing whether my course was 'sellable'
and focused on making it genuinely useful."

"This helped me create a course that scales
without burning me out."

"The class helped me see my knowledge as something
people genuinely want to invest in."

the minimalist business

***The Minimalist Business* helps you convert your current business model and structure into one that prioritizes reclaiming your time, energy and attention (TEA)** through a 4-part system that simplifies your business and eliminates unnecessary activities and overhead.

The **Connection** module focuses on building and nurturing your business relationships to create long-term growth with less TEA required. The **Content** module focuses on streamlining your content strategy and production to require the minimum amount of TEA while still being effective for your business goals.

The **Administration** module focuses on culling and containment to simplify and eliminate admin tasks to free up TEA for more profitable uses. The **Promotion** module focuses on building automaticity into your promotions.

We'll also cover:

- Your unique connection ID and how to find the best-fit people in your world
- How to become trend-proof through leveraging your strengths
- The 3 core truths of minimalist promotion

The Minimalist Business is ideally suited for solo business owners with limited TEA resources, as well as conditions like ADHD, autism, menopause or burnout.



$180 or 2 payments of $90
(40% off!)
click here for full details

what students say:

"I didn't realize how much complexity
I'd normalized until it was gone."

"I'm spending less time debating what to do next and
more time actually doing the work."

"Everyday tasks take way less effort now because
the systems match how I *actually* work."

the remaking of you

***The Remaking of You* (TROY) is a program I created for people who want to exit survival mode and reclaim the capacity they had in the past.**

If you've been living through burnout, sustained high stress, or trauma, your nervous system adapts by getting very good at scanning for risk and very cautious about action. Over time, it limits your capacity to decide, initiate, and follow through. **This course is about reversing that pattern deliberately.**

TROY is structured as a 25-day guided process. Each day includes a short lesson and a practical exercise designed to **rebuild stability** and **restore access** to the parts of you that know how to **act**, **choose**, and **move things forward**. The focus stays on clarity and traction, not emotional processing.

The program also includes:

- The Field Guide To Exiting Survival Mode (60 pages)
- Bonus audios for handling specific, real-time challenges
- Supplementary materials including book recommendations, prompts, and resources tailored to that day's focus

The Remaking of You is for people who are ready to get out of maintenance mode and back into motion. It's a steady, grounded way to **rebuild stability** and **increase your capacity to work, create, and decide**.



$120 or 2 payments of $60
(40% off!)
click here for full details

what students say:

"I'm no longer stuck in 'prepare and protect' mode.
I actually *start things* again."

"TROY helped me recognize survival patterns
without getting stuck analyzing them."

"I have more usable energy for the work that matters."

the ittybiz winter sale



2026 is right around the corner, and I hope that you've found at least one course here that's aligned with your new year goals.

One quick note before you go: if you're interested in more than one course, you can **create a bundle and get an additional discount.** Just email kris@ittybiz.com, let her know what you're looking at, and she'll set it up for you.

Whatever you choose, I'm glad you're here, and I hope you (and your business) have a fantastic new year.

xx
Naomi



(And PS - if you missed registration for *Know, Like and Trust: The 9-Week Marketing Class*, you can still get in - details are on the next page.)

know, like and trust

Know, Like and Trust is a 9-lesson marketing class for independent professionals **who rely on repeat customers and clients.** The class covers two practical, interlocking frameworks for building effective marketing systems that still work outside the attention and engagement economies, and will continue to perform regardless of future technological changes.

The CARE Model is a framework for communicating and creating work people genuinely want to engage with. It focuses on building **consistency**, **authority**, **relevance** and **expertise** to build credibility and trust through your content.

The Platform Model is a strengths-based framework for building and strengthening connections with customers, clients, and intentional community / audiences. It focuses on building **reach**, **platform**, **engagement** and **loyalty** to draw in (and keep) the people who support your work.

This course is ideally suited for:

- Independent experts, coaches and teachers
- Writers, thinkers and community builders
- Creatives and creators
- Service providers and consultants

Know, Like and Trust will give you the marketing framework you need to stay relevant and visible in today's changing economy.



You can still register!
$300 or 4 payments of $75
click here for full details

what students say:

"I love that you made so much of this strengths-based. It means I don't have to change who I am. I'm THRILLED."

"I have all of your classes and this is far and away my favorite one. Thank you."

"I didn't know how I was going to manage all the ways marketing is changing. I get it now. THANK YOU."