



YOUR GAME PLAN TO DAILY SALES

THE WINNING STRATEGY THAT TAKES
YOU FROM STUCK ON THE SIDELINES
TO CONSISTENT CASHFLOW

Four Plays



One Clear win



Consistent & Daily sales

Welcome TO YOUR WINNING STRATEGY



Let's start with good news: this isn't another free download you'll forget tomorrow, **this is your game plan** to daily sales, the strategy that gets you off the sidelines and into the game.

Maybe you've never even started, still watching from the sidelines waiting for the "right time." Or maybe **you've been posting nonstop, second-guessing every move** and wondering when the sales will finally show up.

Either way, I know exactly how that feels and it's why I created this system in the first place.

Don't know me yet? Hi, I'm Cindy, the creator and face behind Unfaced Strategy with **15+ years in sales and social media**.

Over the years, I've built multiple six-figure businesses, including taking Unfaced Strategy to **six figures in just six months**.

Now I help Digital Marketers go from sidelines to sales, from stuck to scaling: **building businesses that sell daily**. And yes, that includes you.

PS: There's no daily sales without coffee first



USC IS YOUR WAY IN



Looking to **turn Digital Marketing into your full-time income**, without being chained to your phone 24/7?

Good news again!

Because to **build a multiple-figure business...**

You don't need to post more.

You don't need more followers.


And you definitely don't need 30 Social Media besties hyping you up on content that never leads to financial freedom.

What you do need are sales: **real, daily Stripe Notifications and a system that brings them in** whether you're just starting or scaling bigger. That's why USC is your way in: we break the hustle trap before it even begins.

If you're brand new, USC gives you a clear path to your first sale(s) so you don't waste months guessing. If you've been at it for a while, USC shows you how to **fix the leaks**, rebuild your foundation and scale with confidence.

Either way, USC is about **building a binge-worthy business that sells quietly, passively and consistently**: while you're offline, sipping the coffee a silent buyer already paid for.

And the best part? You don't have to figure out where to start on your own. **USC meets you where you are.** Now it's your move. Choose your game plan!



Digital Marketing should be your ticket to financial freedom, not another 9-5 you can't clock out of.

WE MEET YOU WHERE YOU ARE

Think of this as choosing
your player in the game.
The first step to unlocking
your plan.

#1

STARTER TO CASH

This is the game plan you choose if you want to **start making money online**, even if you've never sold a thing before.

Right now, you might feel like:

- You don't know where to start.
- You've been posting but not seeing results.
- Or you're scared to "mess it up" so you haven't even tried yet.

Good news? You don't need to have it all figured out. You don't need complicated strategies. **You need to build the right foundation.**

As a starter you will:

- Learn step-by-step how to set up your business from scratch.
- Build trust online so people see you as someone worth buying from.
- **Create your first simple offer and get paid for it.**
- Learn **faceless-friendly ways to market** (so you don't have to show your face if you don't want to).
- Start collecting emails so you can **build a list of future buyers.**
- Set up your first easy systems so new people can find you every day.

Your goal with Starter to Cash?

- Make your very first sale(s).
- Build your confidence as a real digital marketer.
- Lay down the foundation so scaling later doesn't feel overwhelming.

Think of this as your "starter kit" for cash online.

We're skipping the confusion and going straight to your first sales, together.

Let's make your first sale(s) together and build momentum that doesn't stop.



#2

RESET TO REVENUE

Are you currently spinning your wheels? **Wondering why no piece of content or email is leading into a sale?** Then this is where you will start seeing consistent sales.

Right now, you might feel like:

- **You've been posting daily** but your sales don't match your effort.
- You're stuck in "content hamster wheel" mode.
- You know some things are working, but it doesn't feel like a real business that helps with weekly cash-outs, yet.

Breathe, because you don't need to start over. **You just need to reset your strategy**, so the work you're already putting in actually leads to revenue.

When you start with "Reset to Revenue", you will:

- Audit what's keeping your sales stuck (and fix it fast).
- Upgrade your offers so they feel irresistible to buyers.
- **Learn how to sell every day** without being pushy or burning out.
- Build systems so **sales can keep coming in**, even when you take a day off.
- Discover how to get people off the sidelines and into your DMs, ready to buy.

Your goal when resetting is to:

- Shift from random posting to revenue-driven strategy.
- Start making sales consistently (not just "once in a while").
- Feel like you're running a real business, not just creating content.

Think of this as your "reset button." You don't need to throw everything away, you just need the right tweaks to **turn your hard work into daily revenue.**

*Being stuck isn't failure.
It's your cue to pivot with power.
Let's get back to consistent cashflow.*

#3

PASSIVE INCOME

Do you want your business to start paying you even when you're offline? **Maybe you've been grinding for every sale.** Maybe you're tired of always "showing up" to make money. Or maybe you've seen others make sales in their sleep and thought: when is that going to be me?

That's what this phase is about: **building streams of income that don't need you glued to your phone 24/7.**

Passive Income Streams is the game plan that helps you:

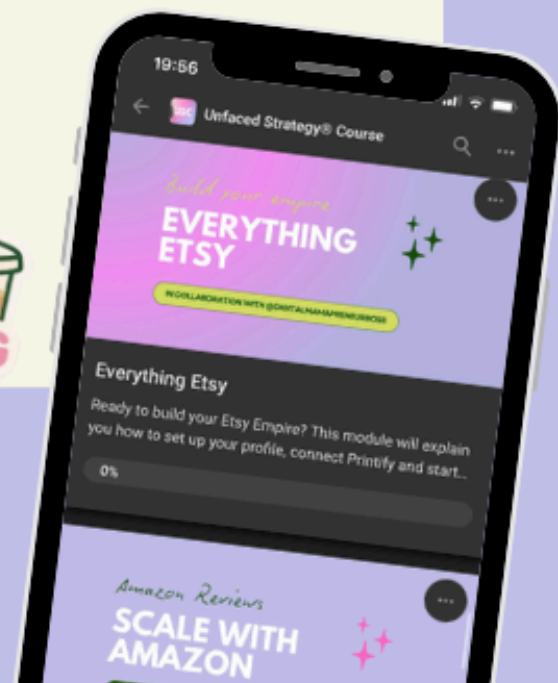
- Discover **the best passive-income systems** for Digital Marketers
- Learn how to pour your knowledge into products that sell on repeat.
- **Set up automated funnels** so buyers find you, while you're living your best life.
- **Use faceless-friendly strategies** to keep sales flowing.
- Build the kind of Digital Business that runs in the background while you focus on bigger cash-out moves.

Inside USC, this journey will help you with:

- Daily sales without daily hustle.
- Confidence that **your business works even when you don't.**
- A system that frees up your time, while scaling your income.

This is the sweet spot: sales that show up while you're on vacation, out for coffee, or even sleeping. **No more trading time for money.**

Together we build the business that keeps selling even when you're offline.



#4

CEO SALES SYSTEM

You have been making sales, your foundation is solid, but you know you can scale to a five or six-figure business? Then **this is where you stop being “just another Digital Marketer”** and step into CEO status.

As a CEO inside USC you will scale like the leaders do: with strategy, confidence and a business that bends to your rules (not Instagram’s).

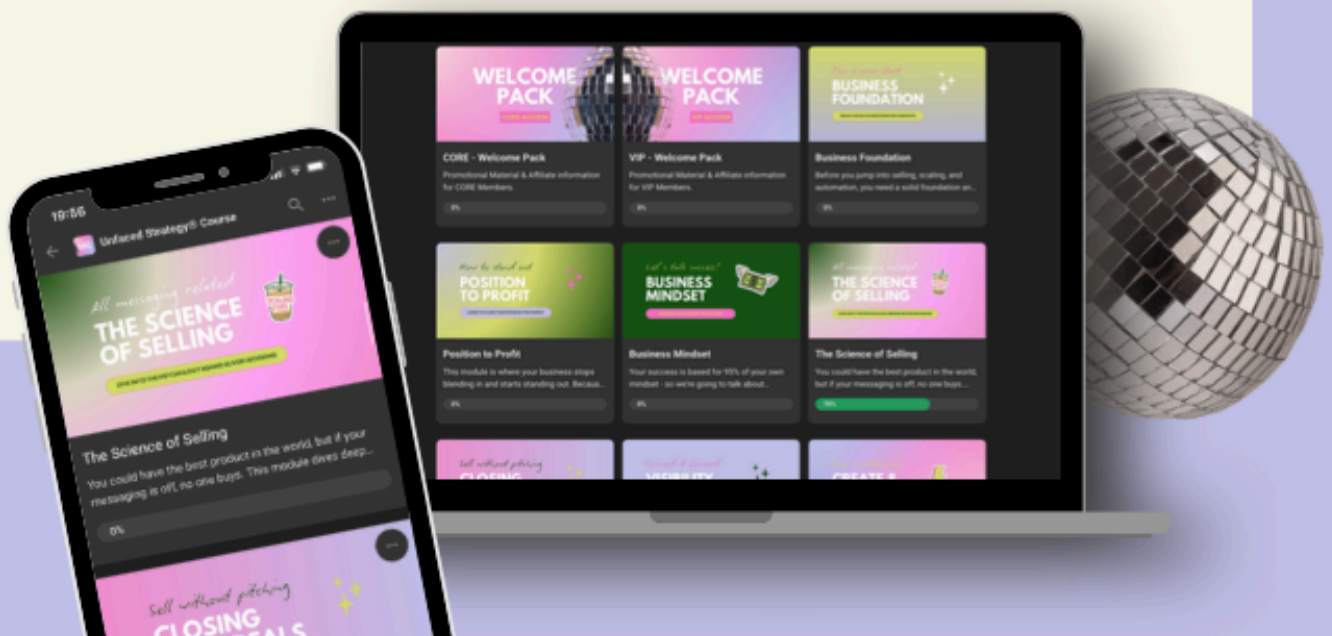
With this game plan you will:

- Master advanced sales psychology so you don’t just sell, **you lead buyers to the sale.**
- Build funnels and story flows that keep your DMs buzzing without you chasing.
- **Handle objections like a pro** (Bye, ghosting. Hello, conversions)
- Create high-ticket offers and mentorship programs that position you as the authority.
- Track your sales, scale what’s working and cut the noise.

Your goal as a CEO is:

- Consistent, scalable sales that give you freedom.
- Authority that makes people trust you instantly.
- The leap from “side hustle” to sustainable business empire.

This game plan isn’t about hustling harder or doing more. It’s about running your business like the powerhouse CEO you’ve always known you could be.



LET'S TALK ACTION



Now that you know **USC meets you exactly where you are**, here's the part most courses miss: no matter where you start, **we do it with you**.

This isn't about dumping more strategies on you, overwhelming you with information, or leaving you burned out from "another module." USC was built different: it's a **done-WITH-you system, ADHD-proof, bite-sized**, and designed so you actually implement (instead of just nodding along).

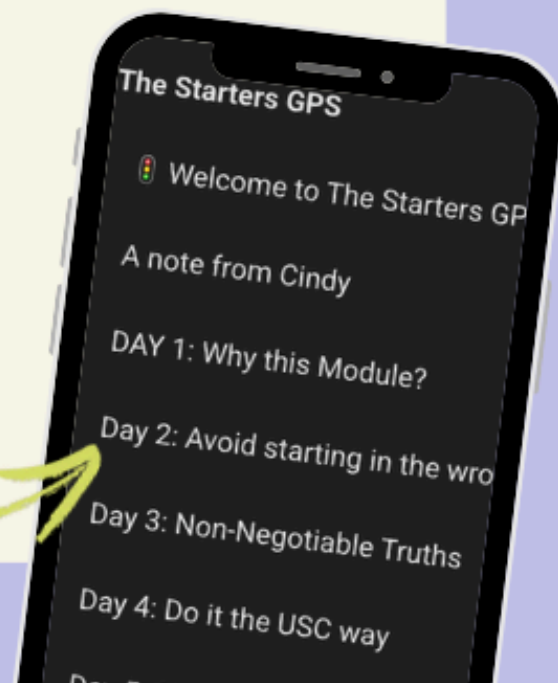
And the best proof of that? **The Starter GPS**.
Because knowing isn't the problem, implementing is.

Most Digital Marketers don't fail because they're lazy. They fail because they don't know what to do first, second or next. They binge content, hoard freebies and still feel stuck.

That's why inside USC **you get access to a 30-day roadmap** that guides you step-by-step through your first month. for 30 days.

This helps you **gain clarity and momentum** from Day 1. With The Starter GPS, you don't just learn USC, you live it.

*Consider this your first win:
never wondering
"what should I do today?" again.*





YOUR FIRST SALES WINS

when you just dive into USC

These are **USC-tested moves** that give you instant momentum. No waiting, no overwhelm: just **proof** that you can shift into sales gear as soon as you join USC.

Trigger your very first sales this week with a funnel so simple you'll wonder why you didn't set it up sooner.

Module: Visibility Boosters

Watch your content finally work for you instead of floating online with no sales, by shifting your flow.

Module: The Science of Selling

Turn one story into a line of buyers in your DMs - no extra posting, just applying the right psychology.

Module: Story Funnel Secrets

Build trust even without showing your face and watch silent buyers start leaning in,

Module: Faceless Sales Strategies

These are **the first wins USC members lock in within days**: while most Digital Marketers are still stuck “posting more” and waiting for luck.

The only difference? They didn't wait. Don't let this week be another one you scroll through wishing you had started. Your first sale(s) can be happening before the weekend.

How? Because the moment you dive deeper into USC, every single module unlocks another lever for **daily sales, passive income and long-term growth**.

A background image of an outdoor tennis court with a blue surface and green outer areas. The court is surrounded by a black fence, and there are palm trees and stadium lights in the background under a blue sky with white clouds.

YOU BUILD A BUSINESS STEP BY STEP, WITH US.

USC IS THE ONLY ALL-IN-ONE BUSINESS
ACADEMY BUILT FOR DIGITAL MARKETERS
WHO ARE READY TO SELL DAILY.

MODULES LIST

USC CORE ACCESS

FOUNDATION

- Start with Digital Marketing
- **First Cashout Strategy**
- Make sales with 0 followers
- The Shiny Object Trap
- **Sell anything, at any price**
- Shortcut to Results

BUSINESS MINDSET

- Comparing Yourself
- Vision to Success
- **Time-Management**
- Energies & Boundaries
- Community Building
- **Burnout-Proof Business**
- Business Money Talks

POSITION TO PROFIT

- **Business Branding**
- Business Ethics
- Impact Measurements
- Branding Kit
- Quick Trust Accelerator
- **Copywriting & Messaging**
- **Sell to your Ideal Client**

CO-CREATOR MODULES

- **Threads for Business**
- Scale with Amazon
- Printify/Merch that Converts
- **The AI Studio**
- Pinterest Pour-Over

SALES STRATEGIES

- Buyers Behavior
- Customer Journey
- **Magnetic Messaging**
- **Faceless Strategies**
- Seasonal Sales
- Storytelling Strategy
- Buying Triggers

VISIBILITY BOOSTERS

- Hashtag Strategy
- Income-Free Content
- **Instagram Optimization**
- Story Sales Funnels
- Selling on Facebook
- **Repurposing Content**
- Confusing Messaging
- Content Batching
- The Content Café

CLOSING MORE DEALS

- Converting LiveStreams
- **Selling in DMs**
- Silent Sales Killers
- **Confident Conversions**

CREATE & CASH OUT

- Product Launch Strategy
- **Create a (mini) Course**
- Lead Generation
- **E-mail Marketing**
- The Intern Desk (ChatGPT)

BONUS: Daily Actionable Sales Tips

MODULES LIST

USC VIP ACCESS

Everything in CORE plus...

SCALE YOUR SUCCESS

- Scaling Mindset
- Vision to Success
- Rebuild your Foundation
- **Niche Defining**
- Identifying Quick Wins
- Your Audience Needs
- Strategy vs. Consistency
- **Ditch the Sales Pitch**
- Organizing through Chaos
- Content & Business Support
- Replicating your Success
- **Elevating your Sales**
- Building your Value Ladder

REPLAYS & MONTHLY MASTERCLASSES

- Seasonal Sales
- **Serving your Audience**
- Content Batching
- Business Organization
- **Store Optimization**
- **The Missing Step**
- The USC Effect
- Content that Sells

BONUS: VIP-Only Trainings

THE CREATOR LAB

- Influencer Marketing
- UGC for Business
- UGC for Influencers
- Pinterest
- Printify/Etsy

+ **You get Resell Rights!**

DFY TEMPLATES

- Mini Branding Kits
- Story Sequences
- Carousels
- **Canva Websites**
- Font Pairing
- Canva Elements
- Highlight Covers
- Email Signatures

AFFILIATE SHOPPE

- The Silent Buyer Theory
- Income-Free Mini Course
- Instagram Mini Course
- Mentorship Mini Course
- Mini Course Creation
- Seasonal Success Guide
- Shiny Object Syndrome
- The Espresso Bundle

And so much more to resell!

Ready to start winning?

PICK YOUR TIER TO START

You've got the clarity: now let's give you the access to the community, tools and systems to make it real.



USC CORE

\$ **333**

Perfect if you're a beginner or just want to stop guessing and finally get consistent.

- ✓ +20 Strategy Modules
- ✓ Start Digital Marketing the right way: No niche or audience needed
- ✓ Create content that drives conversions
- ✓ Build trust & authority to make your first (or next) sale
- ✓ Set up systems that work without constant posting or being online 24/7
- ✓ Lifetime Access

[CHOOSE CORE](#)

**built for
burnt-out
brains**

VIP ACCESS

\$ **555**



You want mentorship training, smarter monetization and content that creates buzz and bank.

- ✓ Everything in Core +
- ✓ Scale Your Success Course (worth \$97)
- ✓ DFY Templates & Tools
- ✓ Access to The Creator Lab (Influencer Marketing, Quote Pages & UGC)
- ✓ Exclusive VIP-only Modules
- ✓ Monthly Masterclasses + Replays
- ✓ Access to Affiliate Shoppe
- ✓ Lifetime Access

[ACCESS AS A VIP](#)

Upgrade to VIP status

Get the full experience to scale to daily sales



Katrina

This has all been so incredible! I LOVE usc!!



Michelli

It's such a simple and yet powerful module. One that we can keep coming back to no matter what. Because let's be real, digital marketing is a rollercoaster ride and no two months are ever the same haha.



Topfan

Amanda

So glad I decided to trust my gut and join USC. In just 3 short months I have made big impacts and achieved so many goals! I can't wait for the new CEO ERA to officially begin. I'm setting my goals for next month and ready to blow them out of the water 🥳



Julianne

6:29pm

Thank you!!

For real though, you bring clarity on the WHAT and HOW for the behind the scenes of sales in a way that I haven't seen in any other course.

Thank you!! 🥰🥰🥰



Michelle

1:43pm

Hope you are doing well even through the new launch. Who needs netflix when you can binge USC. That's what i'm doing this weekend.



Patricia

2 9h • General



WE MEET YOU WHERE YOU ARE

the "We meet you where you are" module literally blows my mind. No matter what level you're on in digital marketing, USC has the fix for you 🧐 you're seen and taken care of. I'm beyond grateful ! Thank you for this Cindy 🌟❤️

THE SALES YOU WANT AREN'T BUILT ON POSTING MORE.

IT'S BUILT ON A SYSTEM THAT SELLS FOR YOU,
WHETHER YOU'RE MAKING YOUR VERY FIRST SALE
OR SCALING INTO CONSISTENT CASH OUTS.

USC ISN'T ANOTHER COURSE YOU'LL FORGET.
IT'S YOUR DONE-WITH-YOU AND ADHD-PROOF
BUSINESS ACADEMY.



**CHOOSE YOUR ACCESS TODAY AND BUILD
THE BUSINESS THAT PAYS YOU BACK, DAILY.**