

BARBIE MUNOZ
CO.

Services & Pricing Guide





Hey there!

I started my business because coaches and course creators kept showing up with the same problem: a brilliant vision and a backend that couldn't hold it.

The more I got inside people's businesses, the more I saw that the tech was never really the problem — it was the missing strategy behind it. Launches falling flat. Students falling off. Overwhelm that was a symptom, not the diagnosis. That's when I understood what I actually am: an integrator and strategic partner.

Coaches and course creators are visionaries. They see what's possible and they have the expertise to create real transformation — but building the operational engine behind it isn't their zone. It's mine. I take the vision, translate it into a system, and make sure every piece connects and actually works.

I work at the strategy level — identifying what's broken, what's missing, and what needs to be built — then I make it happen.

Barbie Munoz

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PICK MY BRAIN SESSION

Have burning questions but not ready for a full engagement? This is your chance to get direct, focused access to my expertise in a single 60-minute session.

You bring your questions, your challenges, or your half-baked idea — and I bring five years of systems strategy, Kajabi expertise, and honest, no-fluff answers. We cover whatever is most pressing for you right now and end with a clear set of next steps so you leave knowing exactly what to do.

This is also a great way to get a feel for how I work before committing to a larger offer.

Scope is yours to set. Book online and come ready.

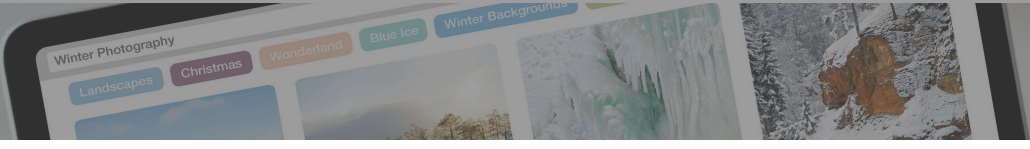
DELIVERABLES

- 60-MINUTE 1:1 VIDEO SESSION
- YOU SET THE AGENDA
- TECH, SYSTEMS OR STRATEGY — ALL FAIR GAME
- PERSONALIZED NEXT STEPS & RECOMMENDATIONS
- FULL RECORDING SENT TO YOU
- FOLLOW-UP NOTES

INVESTMENT STARTS AT

\$500

BOOK NOW



"I would highly recommend Barbie to anyone looking for a trusted partner who brings both expertise and genuine care to everything she does."

Vered Klein, The Career Studio

BUSINESS AUDIT & ROADMAP

You know something isn't working but aren't sure exactly where the leaks are — or what to fix first.

We start with an intake session where I get the full picture of your business — your goals, your current systems, what's feeling broken, and what you've already tried. From there, I go deep on my own — auditing your platform, pages, automations, email sequences, student journey, funnels, etc.

When the audit is complete, we reconvene for your handoff session where I walk you through exactly what I found and what to do about it. You receive a written roadmap that prioritizes every fix in the order it matters most — concrete, specific, and ready to implement whether you do it yourself, hand it to someone else, or bring it into a VIP Day or Systems Sprint with me. No generic recommendations. No fluff. Just an honest expert assessment and a clear path forward.

DELIVERABLES AVAILABLE

- INTAKE SESSION
- INDEPENDENT DEEP-DIVE AUDIT
- PLATFORM & SYSTEMS REVIEW
- STUDENT JOURNEY ANALYSIS
- FUNNEL REVIEW
- EMAIL SEQUENCE ASSESSMENT
- HANDOFF CALL WITH FULL FINDINGS
- WRITTEN PRIORITIZED ROADMAP
- ASYNC SUPPORT FOR 2 WEEKS TO ANSWER ANY QUESTIONS

INVESTMENT STARTS AT

\$1150

BOOK NOW

"Barbie helped me deepen my thinking around the journey for my customers + kept me on track for all the work to do to set up an online course! You ignited my spark!"

Cheryl Tansey, Wellness Coach

VIP DAY INTENSIVE

This is for coaches and course creators who need focused, expert progress in one dedicated session — without a long-term commitment.

Before your VIP Day, you'll complete an intake form so we arrive prepared and use our time strategically. During our 6-hour day together we tackle your highest-priority systems work — whether that's platform cleanup, automation setup, funnel fixes, or getting a specific piece of your business finally off your plate.

We move through as much as possible in the time we have. You walk away with real progress made, Loom walkthrough videos of everything we built or updated, and a clear next-steps doc so you know exactly what to do after we're done.

Scope is set on your complimentary info call so we both know what to expect going in. No surprises, no overcommitting — just focused, strategic work on what matters most right now.

WHAT'S INCLUDED

- PRE-DAY INTAKE & PREP FORM
- HALF-DAY FOCUSED WORK SESSION
- PLATFORM AUDIT & PRIORITY FIXES
- AUTOMATION OR WORKFLOW SETUP
- TARGETED TECH IMPLEMENTATION
- LOOM WALKTHROUGH
- NEXT STEPS & HANDOFF DOC
- 2 WEEKS POST-DAY EMAIL SUPPORT

INVESTMENT

Starts at \$2997

BOOK NOW

"She is highly organized, efficient, and always responsive to our needs, handling a variety of tasks with professionalism and attention to detail. I highly recommend!"

Steff Holtrop, MED LLC

SYSTEMS SPRINT

This is for coaches who are done piecing things together and ready for a complete transformation.

We go deep on your entire business — strategy, build, testing, and handoff — so you walk away with a full system that runs smoothly.

In our first phase, we conduct a full business and systems audit to map exactly where you are, where you're losing time and clients, and what needs to be built. This covers your platform, automations, email sequences, client experience, and funnel strategy.

In phases two and three, we build, test, and hand everything off — this could be Kajabi optimization, automation sequences, email flows, landing page improvements, etc. I include a Loom walkthrough library so you can confidently manage everything going forward and delegate easily.

Always scoped to your unique business needs.

Not included: content creation, copywriting, or customer service management.

DELIVERABLES

- FULL SYSTEMS AUDIT
- CUSTOM STRATEGY
- KAJABI PLATFORM BUILD & OPTIMIZATION
- EMAIL SEQUENCE
- LANDING PAGE AUDIT
- BI-WEEKLY CHECK-IN CALLS
- FULL SYSTEM TESTING & QA
- LOOM WALKTHROUGH LIBRARY

INVESTMENT STARTS AT

\$7500

Payment Plans Available

BOOK NOW

“Working with Barbie has been a complete game-changer for my business. Barbie helped me create a clear, streamlined system that not only made it easier for potential students to engage with me but also guided them naturally from interest to enrollment..”

Vered Klein, The Career Studio

ONGOING SUPPORT

Already have systems in place and looking for a consistent strategic partner in your corner every month?

I work with a small number of clients on an ongoing retainer basis — combining monthly strategy calls, systems oversight, and execution support to keep your business running and growing without you managing every piece.

Retainers are scoped individually based on your business needs and what level of support makes sense for where you are.

INVESTMENT
STARTS AT

\$1800/mo

LET'S CONNECT!

Testimonials



Vered Klein
The Career Studio

"Working with Barbie has been a complete game-changer for my business. Barbie helped me create a clear, streamlined system that not only made it easier for potential students to engage with me but also guided them naturally from interest to enrollment.

Beyond her technical expertise, Barbie has been an incredible partner. She anticipates problems before they even reach me, solves challenges quickly, and consistently goes above and beyond to make sure everything runs smoothly. Thanks to her, I now have a system I can rely on, and most importantly, results I can see.

I would highly recommend Barbie to anyone looking for a trusted partner who brings both expertise and genuine care to everything she does."

"When we brought Barbie on as an Online Business Manager, we had no idea we were actually gaining a strategic powerhouse. She's become our accountability partner, strategy sounding board, and project accelerator all rolled into one.

Barbie Munoz is excellent at course management!
Highly recommend. ."



Jamie Saunders | Karen Larson
Clear Brand Strategy

Let's Get Started!

Bottom line, your business success is my success. I always treat my clients' businesses like my own and bring my level of excellence to all I do. I can never leave something not fixed or not good enough. I'll never waste your time or your money, and I'll always give my recommendations and ideas to do it better and align with your vision.

Let's see if we're a good fit to make business magic together!

[SCHEDULE A CALL](#)

Barbie Munoz



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