

Masterclass Workbook

Hey there!

I'm so excited you're here for *The Proven System to Build a Profitable, Low-Stress Design Business with One-Day Offers Masterclass*.

This workbook is here to help you follow along with the masterclass as we go. Use it to jot down your thoughts, answer key questions, and map out your next steps in real time.

By the end of this session, you'll have a clear outline for your own premium One-Day Offer (and the confidence to make it happen.)

Let's dive in!

A Couple Intro Questions

YES NO

Do your projects often drag on for weeks (or months)?

Do you wish you could work fewer hours but deliver better results?

Have you ever felt "stuck" waiting on clients?

Do you wish you had a proven process to follow?

Which One Are You?

Dreamer: Curious about what Design Days could do for your business

Dabbler: Trying to figure out how to make this One Day model work

Optimizer: Wanting to improve your current process

Circle one of the above or write your own: _____

Step 1: Craft Your One-Day Offer

Audit What You Already Sell

What does your current website package already include?

How will this One-Day offer be different?

What deliverables do my clients actually care about most?

What do I want my Design Days to look like for me?

Map Out Your Core Deliverables

Write out the core items your One-Day package will include (start small!):

Decide on Your Pricing

What price would feel exciting & motivating for me?

Does this pricing account for buffer prep & follow-up time?

Yes No

Step 2: Prepping Your Clients for Success

Onboarding Steps Checklist

	YES	NO
Welcome/Confirmation email sent?	<input type="checkbox"/>	<input type="checkbox"/>
Welcome video sent?	<input type="checkbox"/>	<input type="checkbox"/>
Project hub provided? (Google Drive / Trello / etc)	<input type="checkbox"/>	<input type="checkbox"/>

Prep Call Checklist

	YES	NO
Has client provided all website content? (Images + Words?)	<input type="checkbox"/>	<input type="checkbox"/>
Has client provided all necessary login info?	<input type="checkbox"/>	<input type="checkbox"/>
Has client provided visual inspiration?	<input type="checkbox"/>	<input type="checkbox"/>
Have you reviewed the website content with your client?	<input type="checkbox"/>	<input type="checkbox"/>
Have you clearly reminded your client of timeline and provided them with a way to communicate with you?	<input type="checkbox"/>	<input type="checkbox"/>

Note down any unique prep items you want to add to your prep checklist with clients. (Remember to keep it as simple as possible):

Step 3: Delivering in a Single Day

Breakdown of the Day

What time will you start?

What time will you end?

When will you send your “good morning” message?

How will you surprise & delight your client?

Tips for Staying Focused

Write down 1–2 ways you’ll stay focused during the day:

Reveal & Revisions

What time will you send your website reveal video?

How will you gather revision notes from clients?

Step 3: Delivering in a Single Day

Close Out

The way you end the day is just as important, if not MORE important than how you begin it. If you don't get this right, this is where you can start seeing the leaky timelines and boundaries coming into play. Make sure to mention these key items to wrap the day just as strong as you started.

✓ **Thank your client genuinely for trusting you:**

"Thank you so much for letting me bring your vision to life today!"

✓ **Celebrate their new site & encourage them:**

"I'm so excited for you to show this off to your people. I bet they are all going to love it so much!"

✓ **Remind them where to find training videos or next steps:**

"You can find your website training videos here: [link or folder]."

✓ **Clarify your follow-up support:**

"You have two weeks of follow-up support for any functionality questions. Here are a few examples of what that includes..."

✓ **Let them know how to work with you in the future:**

"If you need additional pages, updates, or anything else design related, just reach out, and I'd love to help! Our hourly rate is _____."

✓ **Invite them to leave a review:**

"If you loved your experience, it would mean so much if you left a review here: [link]"

✓ **End on a high note:**

"Congratulations again! You did it! Go pop some champagne!"

