

DAY 4 • PRESERVE

Process Like A Pro

*Turn a finished project
into future work.*

With Bailey • Honeywave Creative



QUICK DAY 3 CHECK-IN

What's ONE boundary leak you're patching after yesterday?

DROP IT IN THE CHAT

Communication? Scope? Deadlines?
Feedback? Support? Something else?

TODAY'S PRIZE

3 Winners Today

Content Conversion Kit

TODAY'S PROMISE

Close The Project.
Keep The Relationship.

TODAY'S ROADMAP

The Preserve Roadmap

Active project



Closeout



Support

Paid next step



Preserve



Repeat + refer

The project can end without the relationship ending.

~~“See you never.”~~

“See you again soon.”

Websites Need Updating.

And most business owners do not want to do all of it themselves.

ONE CLIENT CAN GROW

One Relationship Can Keep Branching.

THE ROOT

One website client



Referrals

A repeat project

Ongoing updates

More referrals

ONE CLIENT CAN KEEP BRANCHING

One \$4K Client Can Become \$20K+ In Projects.



\$4K → \$20K+ in projects

And that's before ongoing updates,
retainers, or more referrals.

Don't Start From Zero Every Time.

Past clients already know you.
They already trusted you once.

PHASE ONE · PROJECT CLOSEOUT

Finish Strong.

Close the scope.
Open the door to what's next.

Close The Project. Keep The Door Open.

NO REAL ENDING

The project just... fades out.

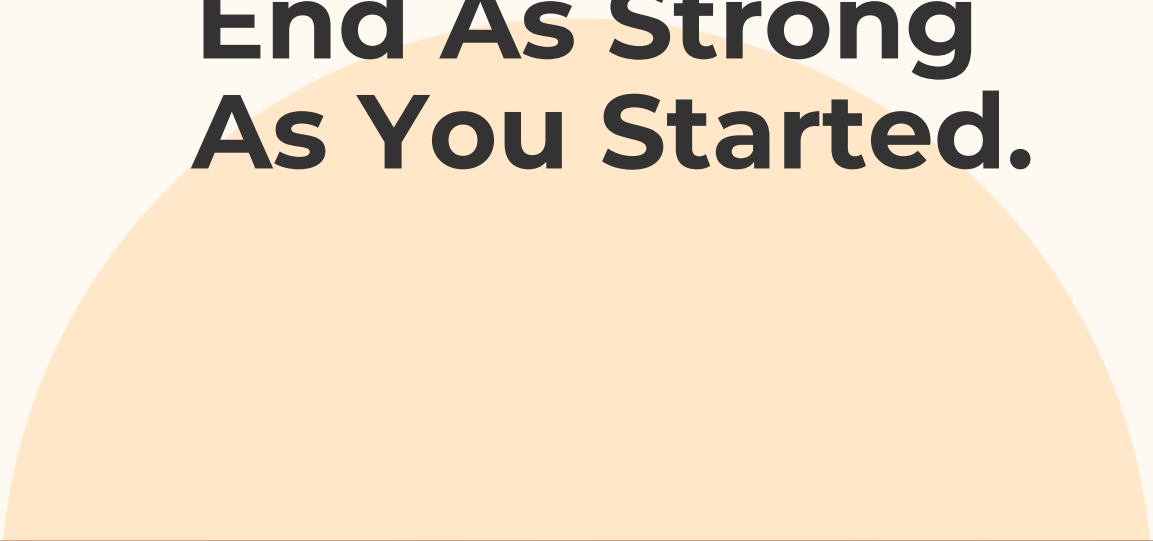
- No clear “we’re officially done”
- Communication slowly disappears
- Support never gets a real finish line

TOO FINAL

It feels like goodbye forever.

- Project closes with a hard stop
- No clear invitation to come back
- Client has no idea how to hire you again

The sweet spot: a clear finish line + a clear next step.



**End As Strong
As You Started.**

THE CLOSEOUT MESSAGE

Five Parts. One Message.

01

Celebrate

02

**Thank
Them**

03

**Define The
Support
Period**

04

**Explain
What's
Next**

05

**Ask For
The
Review**

Don't Just Say “2 Weeks Of Support.”

Show them what support includes. (And what it doesn't)

INCLUDED, FOR EXAMPLE

A button link not working

A form going to the wrong place

Something weird on mobile

Functionality not behaving correctly

Give Them A Way To Help Themselves.

Training videos live in the Project Hub.

Don't Make Them Guess How To Come Back.

"If you need help later, here's **exactly how."**

Name the rate or package

Name the channel they should use

If You Want The Review, Remove The Friction.

One direct link. Right when they're excited.

No profile hunting

No long questionnaire

Phone-friendly

ONE 2-MINUTE MESSAGE

**Close The Scope.
Open The Door.
Ask For The Review.**

All in one clean closeout.

PHASE TWO · SUPPORT PERIOD

Give Them A Window.

Defined help, with a defined finish line.

PHASE TWO

**Support Is The Bridge Between
“Active Client” And “Past Client.”**

Support Still Has A Container.

CLOSED

Design is done

OPEN

**Functionality +
questions**

DIAL IT DOWN, DON'T CUT IT OFF

Don't Go From High-Touch To Radio Silence.

PHASE 01

Active project



High-touch

Direct messaging,
same-day

PHASE 02

Support period



Email

Defined window,
scheduled replies

PHASE 03

Past client

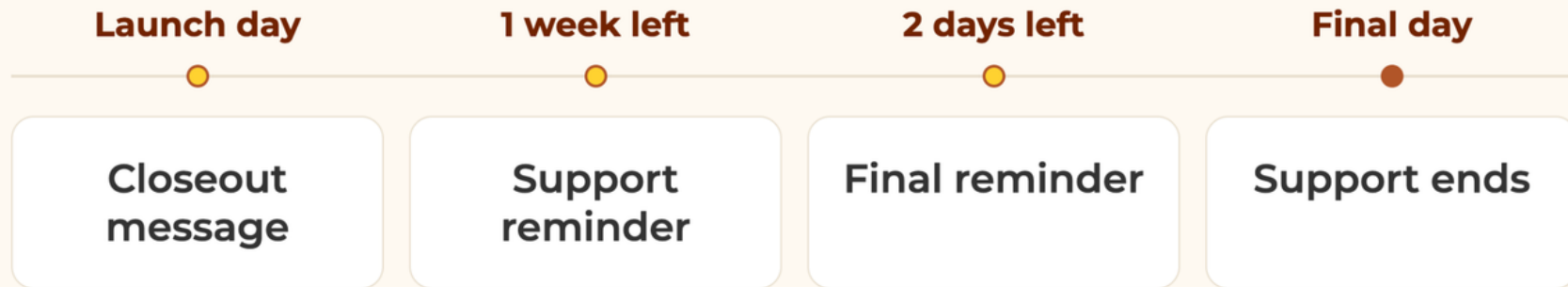


Occasional nurture

A few intentional
touchpoints a year

EXAMPLE POST-PROJECT EMAIL FLOW

Never Let The End Date Surprise Them.



Every Reminder Echoes The Finish Line.

“You still have
support .”



“Support is
ending.”



“Here’s what
happens next.”

When Support Ends, Tell Them It Ended.

Then immediately show them the paid next step.

Support period is now complete.

Here's how to reach us now

Here's how future help works

Here are your paid options

PHASE THREE · PAID NEXT STEP

Show Them How To Buy Again.

Simple options. An obvious
path back to you.

Make It Easy To Understand. Make It Easy To Buy.

What can I buy?

How much is it?

How do I get it?

FUTURE WORK CAN LOOK LIKE

Give Them Examples.

Hourly updates

New pages

Landing pages

Seasonal updates

Website refreshes

Ongoing support

Retainer packages

IF YOU OFFER RETAINERS

Give The Retainer A Container.

Price

Included
time

Communication
channel

Turnaround
/ priority

Recurring
payment

KEEP IT SIMPLE

A Simple Tier Example

TIER 1

1 hour

TIER 2

3 hours

TIER 3

5 hours

Optional: more commitment → better rate or priority

BUILD SPRINT

How Can A Past Client Pay You Again?

2-3 minutes

Choose 1-2 simple options. For each one:

What is it? · What does it cost? · How do they buy?

Option 1

Option 2

BUILD SPRINT

Build Your Support Follow-Up Flow

First, define your support window

My support lasts:

Then map your touchpoints:

1 Day-after check-in When will it send?

2 Support reminder When will it send?

3 Final support reminder When will it send?

4 Support-end email When will it send?

5 Paid next step What will I offer after support?

TODAY'S RESOURCE

Your Post-Project Support Email Starter Pack

So you can build the flow without staring at a blank screen.

4 READY-TO-CUSTOMIZE EMAILS

- 01 Day-after check-in
- 02 Support-ending reminder
- 03 Final support day
- 04 Paid next step

PHASE FOUR · PRESERVE

Stay In Their Orbit.

I recommend a light-touch follow-up sequence for **2–3 years** after the project ends.

Not constant emails. Just intentional reasons to stay top-of-mind.

PHASE FIVE · REPEAT + REFER

Make It Easy To Send You Work.

Repeat projects and warm referrals,
asked for on purpose.

REPEAT WORK

Give Past Clients A Reason To Come Back.

Example: **10% off future projects.**

Don't Ask For “Referrals.”

Ask for **one person.**

REFERRALS CAN COME FROM

Two Kinds Of Relationships.

01

Happy clients

They tell people because they love you.

02

Strategic partners

You intentionally send business back and forth.

BUILD SPRINT

Grow Your Client Tree

3 minutes

Write down:

One raving
past client

One potential
strategic partner

One way I'll reward
repeat business

TODAY'S RECAP

What We Built Today.

01

**Close
clearly**

02

**Support
intentionally**

03

**Offer a paid
next step**

04

**Stay
remembered**

05

**Encourage
repeat +
referral**

TONIGHT'S HOMEWORK

Build Your 4-Email Support Flow.

🕒 20-30 MINUTES MAX

Use today's Starter Pack. Customize it.
Add your links. Done! 🎉

01 Day-after check-in

02 Support-ending reminder

03 Final day of support

04 Paid next-step email

TODAY'S WINNERS

Three Winners: Content Conversion Kit 🎉🎉🎉

Congratulations! Email Honey@honeywavecreative.com

TOMORROW · PROCESS

Now we streamline the actual design work.

*How to save time **inside the build itself.***



BE THERE LIVE TOMORROW 🐝

You're Going To Want To Be There.

THE TRAINING

**How I streamline
the build**

THE GIVEAWAY

**Content Writing
Guide Bundle x 2**

WHAT'S NEXT

**How to take this
process even further**

+ A special challenge-only offer 🐝