

DAY 1 • PACKAGE

Process Like A Pro

*Stop reinventing your offers.
Start selling with confidence.*

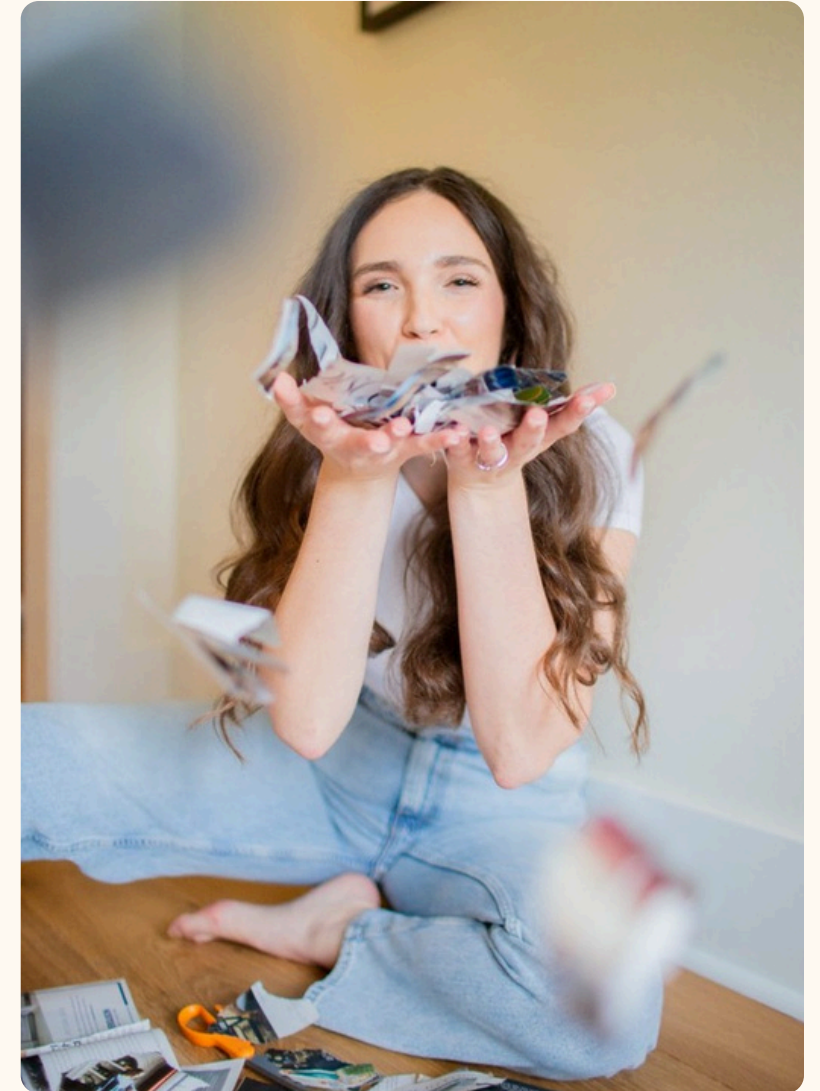
With Bailey • Honeywave Creative



HOUSEKEEPING

Before We Build

- ✓ Hub + workbook + other resources
- ✓ Replays
- ✓ Calendar reminders
- ✓ Facebook group
- ✓ VIP hour + VIP upgrade
- ✓ Chat = participation



TODAY'S BONUS PRIZE

A Free **VIP Upgrade**

Going to the most engaged
person in the chat today.

WHAT YOU GET

**The extra coaching
hour after every
session + 90-day
access to replays**

HOW TO WIN

**Answer questions.
Ask questions.
Show your work.**

ANNOUNCED

**At the end of
today's session**

PROMISE ME ONE THING

Keep An Open Mind

I'm going to challenge the way you're doing things.
Hear me out, and give it a try before you decide.

THIS WEEK'S PROMISE

By Friday, You'll Have A Client Process You're Proud To Run.

One piece a day. Today is Package.

MON

Package

Your Signature
Offer

TUE

Prep

Get clients ready

WED

Protect

Boundaries
that hold

THU

Preserve

Increase client
lifetime value

FRI

Process

Pull it all together

WHY WE START WITH PACKAGE

A Custom Package Creates Custom Problems.

If clients don't understand what you're selling,
they're less likely to buy.

ONE CLIENT WHO WANTS A WEBSITE

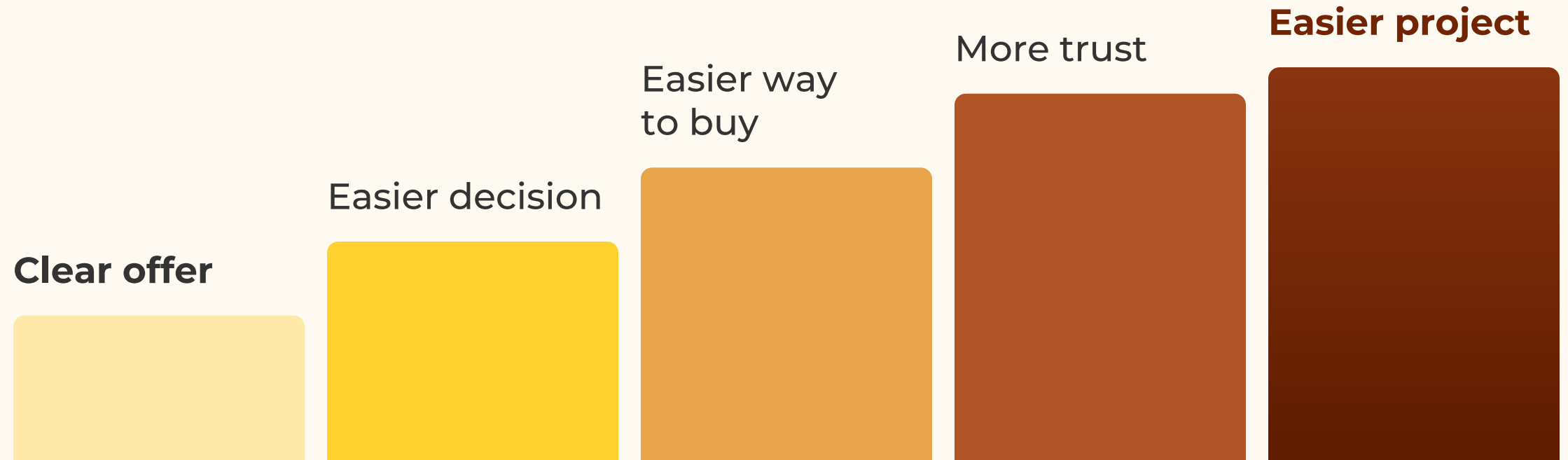
The Client Is Comparing You

	Designer #1	Designer #2	Designer #3
Price		✓	✓
Deliverables		✓	✓
Timeline		✓	✓
Easy way to buy			✓
Client hires	✗	✗	✓

The designer who answers the most questions up front is the easiest to hire.

THE FORMULA

Clarity Compounds



THE QUESTION

How Do I Know What To Include In My Package?



THE QUESTION

**How Do I Know What To
Include In My Package?**

The 90% Rule

STEP ONE

Find Your 90% Offer

Look at your last 5 clients or inquiries.
What did 90% of them need?

PAY ATTENTION TO:

Page count

Desired timeline

Repeated asks

Common extras

Common support needs

BUILD SPRINT

Your Turn

60 seconds

Think about your last five website clients or inquiries. Write down the patterns you see.

What page count did most of them need?

What timeline were they hoping for?

What questions or requests came up repeatedly?

What extras came up often? (SEO, blog, branding, copywriting, etc.)

What type of support or reassurance did they seem to value most? (Training videos?)

Now You Know What Your People Want.

Let's build your package around it.

STEP TWO

Deciding Your Core Deliverable

STEP TWO

Your Core Deliverable

Responsive website

Up to X # of pages

Use "up to" language. It sets the boundary without pricing yourself into a corner.

BUILD SPRINT

Your Turn

60 seconds

Write your core deliverable and your up-to page count. Then drop the number in the chat.

Core deliverable

Up to X # of pages

STEP THREE

Deciding Your Design Timeline

Reframe The Way You Think About Timeline

Reframe The Way You Think About Timeline

The timeline is how long you take to design. It's not the time from when they sign to when they launch.

STEP THREE

Your Package Timeline Should Be Your Active Design Time

The clock starts when you start designing.

● DEFINED DESIGN TIME — EXAMPLE: ONE MONTH TIMELINE



CLIENT PREP · FLEXIBLE

Photos, copy, branding, logins

They can move at their own pace, but you provide the resources to help it go quicker.

BUILD SPRINT

Your Turn

60 seconds

Give every phase a time container, then add them up. That total is your active design timeline.

Design

Feedback / revisions

Finish / launch prep

Total active design timeline

STEP FOUR

Defining The Auxiliary Components

A strong package does more than list what you are designing. It also tells clients how the experience will work around the design itself.

STEP FOUR

The Auxiliary Components

COMMUNICATION

Client communication channel

Where they reach you while the project is active.

1

PRE-DESIGN SUPPORT

Prep call included

One call before design begins. (More info on Day 2)

2

POST-DESIGN SUPPORT

Support period length

How long they have you after launch.

3

BUILD SPRINT

Your Turn

60 seconds

Name your three auxiliary pieces.
Keep it simple. Don't overthink it.

Communication channel

Support period length

Prep call included



STEP FIVE

Included Resources

These are items you can create once and reuse with every client.
They make the experience easier without adding hours of
custom work every time.

STEP FIVE

Decide On Your Included Resources

What can you create once
and provide value to every
client with going forward?



Content guide

Photoshoot guide

Website inspiration list

Training videos

Launch ideas

BUILD SPRINT

Your Turn

60 seconds

List the reusable resources you already have (or want to eventually include) with this package.

ALREADY HAVE

WANT TO ADD LATER

STEP SIX

Strategic Add-Ons

Not every valuable service belongs inside the base package. Keep the core offer clean, then let clients add services that are useful for some clients but unnecessary for others.

STEP SIX

Keep The Core Offer Clean

Add-ons let clients get what they need without bloating the offer for everyone else.

CORE

Your Signature Offer

- ✓ Core deliverable
- ✓ Active design timeline
- ✓ Communication + support
- ✓ Included resources

OPTIONAL ADD-ONS

+ SEO

For clients who need to be found.

+ Blog setup

For clients wanting to blog.

+ Branding

For clients starting from scratch.

+ Copywriting

For clients who won't write it themselves.

BUILD SPRINT

Your Turn

60 seconds

Choose the optional add-ons you want to make available with this package. You can refine the pricing for each later.

MY ADD-ONS

STEP SEVEN

Choose One Clear Price

A standardized package is much easier to sell when it has a standardized price. Your goal today is to leave with one clear number you could confidently show a potential client.

STEP SEVEN

Use The Calculator. Choose One Set Price.

Not "starting at." Not "DM me for pricing."
One number a client can act on.

\$

STEP SEVEN

Use The Calculator. Choose One Set Price.

Not "starting at." Not "DM me for pricing."
One number a client can act on.

\$

I highly recommend providing a payment plan
option based on time, not project phase.

BUILD SPRINT

Your Turn

60 seconds

Run the calculator and commit to one number.
Not a range, not “starting at.”

MY SIGNATURE OFFER PRICE

\$ _____

PAYMENT PLAN PROVIDED:

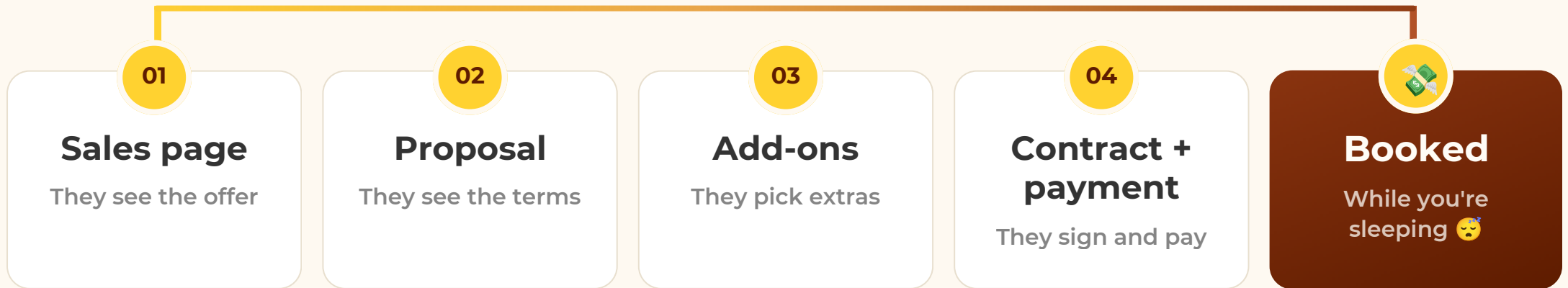
Make It Easy To Buy

Once your offer is clear, make
the buying experience clear too.

MAKE IT EASY TO BUY

Clear Package + Clear Checkout

When the offer is standardized, the buying process can run without you.



WHERE YOU SHOULD BE

Your Signature Offer Now Includes

It doesn't have to be perfect. It does have to be clear.

01. Core deliverable

02. Up-to page count

03. Active design timeline

04. Client communication

05. Pre-design prep call

06. Post-design support

07. Included resources

08. Revision window

08. Optional add-ons

10. Price

TONIGHT'S HOMEWORK

Finalize And Post Your Offer

Finalize the offer you started today, then post your completed Signature Offer in the Facebook group using the Day 1 homework thread.

🕒 30 TO 45 MINUTES





Today's VIP Upgrade Winner

WHAT TO EXPECT TOMORROW

Day 2: Prep

Build the system that gets clients
ready before design starts.