

TEMPLATE — Duplicate and customize for each new service package. Replace all [bracketed] content. Delete this yellow box before sending to clients.



[CATEGORY — E.G., SERVICE PACKAGE, ADD-ON, SEASONAL OFFER]

[Package Name]

[1–2 sentence description. Lead with the outcome for the client, not the features. Example: "Everything you need to launch a professional online presence that attracts your ideal clients."]

\$(X,XXX)

[Pricing structure — e.g., "one-time setup fee" or "per month"]
[Optional recurring — e.g., "Then \$97/month starting 30 days post-launch"]

WHAT'S INCLUDED

[Deliverable 1 — e.g., Custom Website]

[One sentence describing the value, not just the feature.]

- [Feature detail]
- [Feature detail]
- [Feature detail]
- [Feature detail]

[Deliverable 2 — e.g., Brand Identity]

[One sentence describing the value.]

- [Feature detail]

- [Feature detail]
- [Feature detail]

[Deliverable 3]

[Value sentence.]

- [Feature]
- [Feature]

[Deliverable 4]

[Value sentence.]

- [Feature]
- [Feature]

TIMELINE

Phase	Duration	What Happens
[Phase 1]	[Duration]	[Description]
[Phase 2]	[Duration]	[Description]
[Phase 3]	[Duration]	[Description]
[Launch]	[Duration]	[Description]

[UPSELL HOOK — E.G., GROW AT YOUR PACE]

[Upsell headline — e.g., "Your Foundation Is Just the Beginning"]

[1–2 sentences about add-ons or next-level services. Keep it low-pressure.]

Questions? Reach out at ben@bluehavenstudio.com

© Blue Haven Studio · bluehavenstudio.com