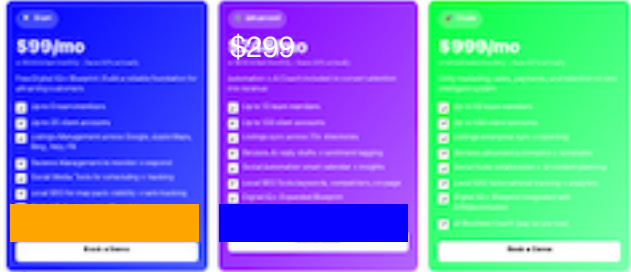




## Intro: Build It Yourself

### Do-It-Yourself, Smarter.

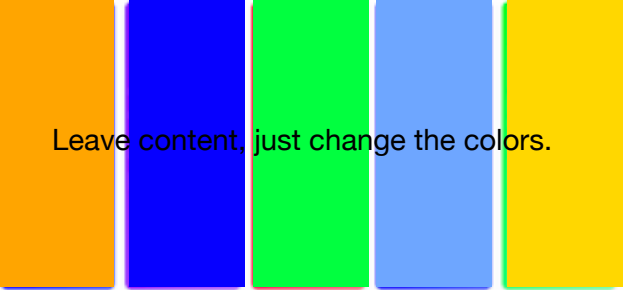
Start with a foundation that fits your goals. Choose from our three Base Plans — **Start**, **Advanced**, or **Scale** — to unlock your digital Blueprint and core marketing platform. Each plan gives you the structure, analytics, and automation to get found, get customers, and get business — your way.



From Base Plans → Add-Ons

### Make It Yours.

Once you've chosen your Base Plan, customize it with Add-Ons that strengthen your presence. Choose from **Listings**, **Reviews Pro**, **Reviews Gold**, **Social**, and **Local SEO** — each designed to boost your results where it matters most. Add only what you need, and grow at your own pace.



Transition: From Add-Ons → CommVerse Apps

### Power Your Conversations.

Beyond your Blueprint lies the **CommVerse** — our suite of standalone communication apps: **/send**, **/inbox**, **/livechat**, and **/content**.

Use them with or without a Base Plan to engage customers, publish content, and manage conversations across every channel — all from one ecosystem.



Transition: From CommVerse → AI + Intelligent Guidance (Coach Blue)

### When You're Ready for Smarter Guidance.

Meet **Coach Blue**, your AI Business Coach. Available with any Base Plan, Coach Blue helps you assess your Digital IQ, identify opportunities, and build a personalized roadmap to growth — turning your DIY journey into data-driven progress.



Transition from AI (Coach Blue) → Captaining

### Turn Guidance into Mastery.

Once you're working with Coach Blue, you can add Captaining — one hour a week of focused video strategy with me. We'll review your metrics, adjust your Blueprint, and make sure you're always moving forward. Available exclusively to Coach Blue subscribers.

