Product Tiers & Sales Funnel – Whiskaway Pet Moving

# 1. Overview

Whiskaway Pet Moving offers three digital product tiers, designed to help pet owners manage the international relocation of their pets (especially between the U.S. and Panama) with less cost and stress. Each tier delivers increasing levels of support, with digital downloads and optional personal assistance.

# 2. Product Tiers

## Tier 1: Personalized Pet Moving Checklist – $99

Includes:  
- A custom-made checklist tailored to your route, airline, and pet details  
- Crate training and preparation guidance  
- Vaccine timing and vet visit tips  
- Airline-specific cargo or cabin requirements  
- Basic customs instructions for your route  
Delivery Format: PDF download (personalized via short intake form)  
Platform: Gumroad digital product

## Tier 2: Family DIY Pet Move Report – $249

Includes everything in Tier 1, plus:  
- Full step-by-step relocation guide tailored to family moves  
- Editable templates for vet certificates, customs paperwork, airline forms  
- Travel day checklist  
- Recommended service providers and resources (country-specific)  
Delivery Format: Multi-file bundle via Gumroad (PDF + DOCX + resources)

## Tier 3: Custom DIY Assistant Package – $1199

Includes everything in Tiers 1 & 2, plus:  
- 1:1 onboarding call with a relocation specialist  
- Personalized calendar with reminders via email  
- Direct access to an assistant for email support (limited time)  
- Review of documents prior to submission  
- Ongoing Q&A support through your move  
Delivery Format: Scheduled call + email + digital access package

# 3. Sales Funnel

1. \*\*Traffic Source:\*\* Visitors from referrals, social media, or Google  
2. \*\*Lead Magnet CTA:\*\* “Top 10 Things to Consider...” (free via Gumroad)  
3. \*\*Email Follow-up:\*\* Thank you email with a light upsell to Tier 1  
4. \*\*Landing Page:\*\* Clear 3-tier pricing layout with benefits and Buy buttons (via Gumroad)  
5. \*\*Checkout:\*\* Gumroad handles delivery, confirmation, and email tagging  
6. \*\*Post-Purchase:\*\* Option to upsell to next tier through follow-up emails or chatbot prompt

# 4. Notes for Designer

- Use distinct visual cards or pricing blocks for each tier  
- Add “Most Popular” badge to Tier 2  
- Each Buy button should link to its respective product page  
- Use pet-themed icons or illustrations to differentiate tiers visually