Online Hub — Simplified Launch Plan

Team: 5 founders — Frontend (You), Backend (Amazing), Content (Meggy), UI/UX (Khadi), Sales (Mercy)

Mission (one line): Build beautiful, high-converting websites and content for small businesses — all handled by one team.

One-page Summary (what to do first)

1. Pick your hub name & buy a domain.
2. Build a simple landing page (you) with: hero, offer, pricing, contact form.
3. Create a lead magnet PDF (Meggy) and a sales outreach list (Mercy).
4. Launch and outreach: publish + send first 50 targeted messages.
5. Close 3 pilot clients to get case studies and testimonials.

Roles & Key Responsibilities

- **Frontend (You):** Landing page, demos, client dashboards, deployments, analytics.
- **Backend (Amazing):** Backend/API, auth, DB, payment integration, deployments.
- **UI/UX (Khadi):** Brand, Figma UI kit, design system, visuals for case studies.
- **Content (Meggy):** Lead magnet, blog posts, social content, email welcome series.
- **Sales (Mercy):** Lead list, outreach templates, calls, proposals, closes.

First 30 Days — Concrete Checklist

- Decide primary productized offer (example: Starter Website + 4 social posts + 1-month support).
- Domain + landing page deployed (React + Vite + Tailwind suggested).
- Lead magnet (short PDF) and email capture form.
- Create 50-target lead spreadsheet and outreach templates.
- Set up Notion for SOPs and client tracking + shared calendar.
- Offer 3 discounted pilots for case studies.

90-Day Roadmap (high level)

Weeks 1–2: Build landing + lead magnet; publish.

Weeks 3–6: Outreach to leads; aim for first 3–5 clients.

Weeks 7–12: Turn pilot results into case studies; standardize proposals and onboarding; test small paid ads.

Months 4–12: Productize services, add retainers, consider a small SaaS/tool after steady revenue.

Productized Packages (starter examples)

- **Basic (Landing Starter):** 1-page responsive site + contact form.
- **Standard (Business Website):** 4 pages, blog setup, 2 weeks support.
- **Premium (Growth Hub):** Website + content pack + 1 month support or retainer.

Pricing: Start low for pilots; raise after 3–5 proven projects. Use deposits (30–50%) and offer payment plans.

Simple Sales Templates

Cold Email Subject: Quick help with [Business Name] website

DM Opener: "Hey [Name] — love your page! Quick question: are you happy with how many enquiries you get from your site? We help shops like yours double leads — interested in a free audit?"

Call Structure (30 min): Intro (5), Discover pain (10), Quick wins (10), Close next step (proposal/pilot) (5).

Tools & Tech (minimum viable)

- Hosting: Vercel / Netlify
- Frontend: React + Vite + Tailwind
- Backend: Firebase or Supabase (Amazing)
- Payments: Paystack / Flutterwave / Stripe
- Design: Figma
- Docs/CRM: Notion or Airtable
- Analytics: Google Analytics

Ops & Templates to Create Now

- Proposal template, Contract, Invoice template, Onboarding checklist, Handoff checklist, Project timeline.
- Onboarding flow: client form → contract & deposit → kickoff → design → build → QA → handoff.

KPIs (track weekly/monthly)

- Leads per week
- Conversion rate (lead → client)
- Revenue per month
- Avg deal size
- Client satisfaction / testimonials

Top 3 Actions to Do Today

1. Pick hub name + buy domain.
2. Khadi: design hero + logo. You: publish landing with contact form. Meggy: create 1-page lead magnet. Mercy: compile 50 leads. Amazing: set up Firebase sandbox.
3. Publish + send first outreach batch.

Risks & Quick Fixes

- **No clients:** Narrow to a local niche (e.g., cafés, salons) — easier to sell.
- **Scope creep:** Use strict productized packages and a change request fee.
- **Cashflow issues:** Require deposits and use simple payment plans.

Ready-made Offer (copy/paste)

Starter Hub — ₦XX,XXX

- 1-page responsive site, contact form, basic SEO, 1-week support, 50% upfront.

Next steps I can do for you (pick one)

- Draft the landing page copy + 3 pricing tiers.
- Create a 30-day social content calendar.
- Write outreach email + DM sequences and a 5-step sales script.

File created for easy sharing with your team — use it in meetings, edit, and track progress.