



UTILITY PRICING MODEL IMPLEMENTATION

Overview

Successfully transitioned from high-ticket tripwire offers to an accessible **\$100/month utility-style pricing model** across all free tools. This strategic pivot dramatically lowers the barrier to entry while maintaining strong value propositions.



Business Strategy Shift

Previous Model (High-Ticket)

- **Audit Tool:** \$47 → \$297 → Free consultation
- **SEO Checker:** \$697 package
- **Email Tester:** \$797/month
- **Budget Calculator:** \$5,000 setup fee (waived)
- **Conversion Analyzer:** \$997 first month

New Model (Utility-Style)

- **ALL Services:** \$100/month base pricing
 - **No Setup Fees:** Eliminated all barriers
 - **No Contracts:** Cancel anytime flexibility
 - **Quick Launch:** “Launched in less than 7 days” promise
 - **Flexible Options:** Done-For-You OR Self-Service
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Service Pricing Breakdown

1. Website Performance Fix (\$100/month)

Available via: Website Auditor Tool

Includes:

- Fix ALL critical issues from audit
- Performance optimization (speed, mobile, SEO)
- Guaranteed 20+ point score improvement
- Launched in less than 7 days
- Cancel anytime (no long-term contract)
- Monthly performance monitoring

Service Options:

- ☒ **Done-For-You:** We handle everything
- ☒ **Self-Service:** Access platform + tutorials

Add-on Growth Bundle (Optional):

- SEO Optimization: +\$100/month

- Content Creation: +\$100/month
 - Email Marketing: +\$100/month
 - 🎁 **Bundle Bonus:** 2+ services get 50% off first month
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2. SEO Service (\$100/month)

Available via: SEO Checker Tool

Includes:

- Complete on-page SEO optimization
- Keyword research & implementation
- Content optimization for key pages
- Monthly ranking reports & updates
- Technical SEO fixes
- Ongoing monthly optimization

Service Options:

- ✅ **Done-For-You:** We handle everything
 - ✅ **Self-Service:** Access platform + tutorials
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3. Email Marketing (\$100/month)

Available via: Email Subject Line Tester

Includes:

- High-converting email sequences (welcome, nurture, re-engagement)
- Subject line optimization & A/B testing
- List segmentation & personalization
- 4 campaigns per month + automation setup
- Monthly analytics & performance reports
- Template design & copywriting

Service Options:

- ✅ **Done-For-You:** We write, design & send everything
 - ✅ **Self-Service:** Access templates + automation platform
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4. Marketing Management (\$100/month per channel)

Available via: Budget Calculator Tool



Mix & Match Channels:

- 💰 \$100/mo: Social Media Management (12 posts + analytics)
- 💰 \$100/mo: Ad Campaign Management (Meta, Google, TikTok)
- 💰 \$100/mo: Content Marketing (4 blogs + SEO optimization)
- 💰 \$100/mo: Email Marketing (campaigns + automation)

Bundle Discount:

- Add 3+ channels → Get 20% off total price

Service Options:

-  **Done-For-You:** We manage everything
 -  **Self-Service:** Access tools + training
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5. Conversion Rate Optimization (\$100/month)

Available via: Conversion Analyzer Tool

Includes:

- Landing page optimization (1 page per month)
- A/B testing setup & analysis (2 tests/month)
- User behavior tracking & heatmaps
- Conversion funnel analysis & recommendations
- Monthly optimization reports with insights
- Continuous improvements based on data

Service Options:

-  **Done-For-You:** We optimize everything
 -  **Self-Service:** Access CRO platform + training
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**Design Philosophy****Visual Consistency Across All Tools:**

1. **Price Display:** Large, bold \$100/month with clear messaging
2. **Speed Badge:** “ ⚡ Launched in less than 7 days” (prominent yellow badge)
3. **No Barriers:** “Cancel anytime. No setup fees.” (below price)
4. **Service Choice:** Clear Done-For-You vs Self-Service comparison
5. **Green CTAs:** Consistent button styling across all tools

Color Coding by Service:

- **Website Fix:** Green (#10B981)
 - **SEO:** Green (#10B981)
 - **Email Marketing:** Purple (#8B5CF6)
 - **Marketing Management:** Orange (#F59E0B)
 - **CRO:** Blue (#6366F1)
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**Technical Implementation****Components Updated:**

1. `/components/auditor/tripwire-funnel.tsx`
 - Completely redesigned with new pricing
 - Add-on services at \$100 each
 - Bundle discount logic (50% off for 2+ services)
 - Self-service vs Done-For-You selection

2. `/lib/tool-email-templates.ts`

- Updated ALL email templates:

- `generateSEOCheckerEmail()`
- `generateEmailTesterEmail()`
- `generateBudgetCalculatorEmail()`
- `generateConversionAnalyzerEmail()`

Key Features:

- **Stripe Integration:** Ready for recurring \$100/month payments
- **CRM Tracking:** All selections tracked with lead data
- **Email Automation:** Results + offer emails sent automatically
- **Phone Optional:** Phone number no longer required



Expected Impact

Conversion Rate Improvements:

- **Lower Barrier:** \$100/mo vs \$697-\$997 upfront (7-10x more accessible)
- **No Commitment:** Cancel anytime reduces purchase anxiety
- **Quick Turnaround:** “Less than 7 days” creates urgency
- **Service Options:** Done-For-You + Self-Service caters to all budgets

Revenue Model:

- **Recurring Revenue:** Monthly subscriptions vs one-time sales
- **Upsell Opportunities:** Add-on services at \$100 each
- **Bundle Discounts:** Encourage multi-service adoption
- **Lower Churn:** Affordable pricing = longer customer lifetime

Positioning:

- **“Utility Company Approach”:** Like electricity/water - essential, affordable, reliable
- **Competitive Advantage:** Dramatically undercuts agency pricing
- **Accessibility:** Small businesses can now afford professional services
- **Scalability:** Self-service option allows unlimited customer growth



Funnel Flow

User Journey:

1. **Use Free Tool** → Get personalized analysis
2. **Receive Email** → Results + \$100/month offer
3. **Choose Service Style** → Done-For-You OR Self-Service
4. **Optional Add-ons** → Additional services at \$100 each
5. **Stripe Payment** → Recurring monthly subscription
6. **Quick Launch** → Service live in <7 days

Tripwire Sequence:

1. **Main Offer:** Core service at \$100/month
 2. **Upsell:** Add-on services (50% off for bundles)
 3. **Confirmation:** Welcome email + onboarding
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Next Steps for Deployment

Stripe Integration Requirements:

1. Set up recurring subscription products in Stripe
2. Create \$100/month subscription plans for each service
3. Add bundle discount logic (multi-service subscriptions)
4. Implement webhook for successful payments
5. Auto-provision access based on subscription tier

Service Fulfillment Options:

Done-For-You Path:

- Customer pays \$100/month
- CDM Suite team receives project details
- Service delivered within 7 days
- Ongoing monthly service/optimization

Self-Service Path:








- Customer pays \$100/month
- Immediate access to platform/tools
- Training materials & tutorials provided
- Monthly credits/features unlocked

Dashboard Integration:

- Display active subscriptions
 - Show service options (DFY vs Self-Service)
 - Track service delivery status
 - Monthly performance reports
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Marketing Messaging

Key Phrases (Used Throughout):








-  **“Utility-Style Pricing”** - Like your phone or internet bill
-  **“\$100/month”** - Simple, accessible, no surprises
-  **“Launched in less than 7 days”** - Speed & urgency
-  **“Cancel anytime”** - Zero commitment anxiety
-  **“No setup fees”** - No hidden costs
-  **“Done-For-You OR Self-Service”** - Flexibility
-  **“Choose Your Style”** - Empowers customer choice

Social Proof Integration:

- Real customer testimonials in emails
- Before/after results
- ROI-focused messaging
- “Join 500+ businesses” social proof

Status: COMPLETE

All pricing updated across:

-  Website Auditor tripwire funnel
 -  SEO Checker email template
 -  Email Tester email template
 -  Budget Calculator email template
 -  Conversion Analyzer email template
 -  All CTAs point to contact form with service tracking
 -  Build successful - ready for deployment
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Summary

Successfully transitioned from aggressive high-ticket funnels to a sustainable, accessible **utility-style pricing model**. The new \$100/month approach:

1. **Dramatically increases accessibility** for small businesses
2. **Creates recurring revenue** vs one-time sales
3. **Reduces purchase friction** with flexible cancellation
4. **Offers service flexibility** (Done-For-You vs Self-Service)
5. **Maintains strong value** with comprehensive service offerings
6. **Enables easy upsells** through add-on services
7. **Positions CDM Suite** as the affordable agency alternative

The “launched in less than 7 days” promise creates urgency while the “cancel anytime” removes risk. This combination should significantly improve conversion rates while building a stable recurring revenue base.

Ready for deployment with Stripe integration and service fulfillment workflows.