

# Framer Template Studio — Business Proposal & Plan

**Version:** 1.0

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## 1) Executive Summary

Catalogue web design studio that designs and sells high-conversion **Framer templates** for SaaS, creators, and service businesses—paired with a lean **Website-as-a-Service (WaaS)** offer (setup + monthly). The motion leverages my strengths: creative direction, content, and shipping fast with no-code. Distribution is split across **Framer Marketplace, own store** and **content channels** (YouTube, X, TikTok, LinkedIn). Month 1 ships a paid template plus two free templates/assets to seed audience and referrals. Month 2–3 add two more paid and free templates and first WaaS clients. By Month 12, target a portfolio of 8–12 paid templates, 1–2 flagship templates, sustainable affiliate income, and 10+ WaaS subscriptions.

**Core goals (12 months):** - 8–12 paid templates live (one “flagship” \$49–\$169).

- 10+ WaaS clients on \$100–\$299/mo care plans.
- Audience: 10k+ on YouTube/X combined; email list 3k+.
- Break-even by Month 3–4; \$25–45k/mo run-rate by Month 12.

**Why this wins:** high demand for fast, beautiful sites; 0% platform cut on Framer Marketplace; strong affiliate upside; design edge; and a Sydney-based SME.

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## 2) Market, Problem, and Opportunity

**Problem:** founders/SMEs need conversion-ready sites fast (landing pages, SaaS marketing, portfolios) without engineering overhead. Traditional custom builds are slow/expensive; DIY results look generic and underperform.

**Opportunity:** Catalogue specialized, SEO-and-performance-checked Framer templates with CMS-ready content models and polished sections/components. Bundle WaaS for speed + reliability + ongoing updates.

**Where we play:** - **Segments:** (1) AI/SaaS founders; (2) solo creators/educators; (3) Sydney SMEs (construction trades, health/fitness, hospitality); (4) creative studios (portfolios).

- **Jobs-to-be-done:** launch in days, not weeks; consistent brand; strong hero messaging; credible case sections; easy CMS; growth metrics in weeks.

**Positioning statement:** *“Launch a credible, conversion-ready site in a weekend—then keep improving weekly with our WaaS care plan.”*

### 3) Competitive Landscape & Differentiation

**Landscape:** Other template makers optimize for aesthetics. Agencies sell custom builds with long timelines. Few combine **best-in-class visual craft + conversion copy + WaaS care + Sydney local credibility**.

**Differentiators:**

- 3D Web Design, Advanced Graphics, smart UX driven sections, and strong copy frameworks.
  - **Performance/SEO/accessibility checklist** baked into every template.
  - Low-friction WaaS onboarding (1-week launch playbook) + ongoing iteration.
  - Niche bundles (e.g., “**Portfolio**”, “**SaaS Pre-PMF Launchpad**”, “**Coach/Creator Funnel Kit**”).
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### 4) Offers & Pricing

#### 4.1 Templates (one-time)

- **Tier A — Niche Templates:** \$49–\$109
- **Tier B — Flagship Templates:** \$129–\$169

#### 4.2 WaaS (setup + monthly)

- **Setup:** \$790–\$1,490 (content ingestion, brand polish, launch)
- **Monthly care:** \$149, \$199, or \$299 (minor edits, SEO basics, speed checks, 1 landing test/mo, uptime checks)

#### 4.3 Add-ons

- Brand starter kit (\$490)
- Copy polish (\$290)
- Photography / Content (Sydney) (from \$450)
- Analytics & experimentation setup (\$290)

#### 4.4 Distribution

- Framer Marketplace (flagships + discoverability)
- Own Store for bundles/discounts plus contents
- Direct (email + YouTube + X)

## 5) Go-to-Market (GTM) & Content Engine

### 5.1 Audience pillars

- 1) **SaaS & founders:** “Ship your site this weekend.”
- 2) **Creators & coaches:** “Template + funnel + 1-month content calendar.”
- 3) **Sydney SMEs:** “Modern site, zero dev, predictable retainer.”

### 5.2 Channels & Cadence (first 12 weeks)

- **YouTube:** 1/wk tutorial or teardown (8–12 mins).
- **X/TikTok/Threads:** 3–5 short clips/wk from YT + quick wins and behind-the-scenes.
- **LinkedIn:** 2 posts/wk (case studies, learnings, client wins).
- **Email (Beehiiv/Substack):** 1/wk “Template Lab Notes” + promo CTA.

### 5.3 Lead magnets & offers

- Free **“Hero Section Pack”** (3 variants), **“Pricing Table Pack”**, **“SaaS Onboarding Email Pack”**.
- **Launch coupons** for first 100 buyers.
- **Referral code** for Framer plan sign-ups + tutorial series.

### 5.4 Simple funnel

YT/Shorts → Free pack → Email sequence (3 emails) → Template launch → WaaS upsell

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## 6) Sales Process (WaaS)

- 1) Intake form → 15-min discovery → “1-week launch” proposal.
- 2) Collect assets (logo, palette, copy draft, photos).
- 3) Template fit + light customization → go live.
- 4) 30-day check-in → propose care plan + quarterly mini-refresh.

**KPIs:** CAC <\$150 for local SMEs; 25–35% close rate on qualified calls; 50% care-plan attach.

## 7) Operations

Weekly rhythm:	Tooling:	Quality gates (every template):
<ul style="list-style-type: none"><li>- <b>Mon:</b> content batch + pipeline review</li><li>- <b>Tue–Wed:</b> design/build (template or client)</li><li>- <b>Thu:</b> ship + record YT</li><li>- <b>Fri:</b> analytics + community + admin</li></ul>	Framer, Figma, Notion/ClickUp, Lemon Squeezy, Stripe, Beehiiv/Substack, Tally (intake), Loom, Google Analytics + Search Console, Facebook Ads, Google Ads, LinkedIn Ads, TikTok Ads Manager, CRM systems.	<ul style="list-style-type: none"><li>- Pass lighthouse/perf checks, semantics, alt text, keyboard nav.</li><li>- 3 breakpoints tuned (desktop/tablet/mobile).</li><li>- CMS collections documented; copy blocks modular; no broken links.</li><li>- Demo content meaningful and on-brand.</li></ul>

## 8) Legal & Financial (AU-specific quick notes)

- **Business structure:** Sole trader initially (fast), move to Pty Ltd when monthly run-rate > \$20k or contractor risk increases.
- **ABN & invoicing:** register ABN; professional invoices (Xero/Zoho).
- **GST:** monitor threshold; register once you approach the threshold; price tags should note “incl. GST” after registration.
- **Payments:** Stripe for WaaS invoices; Lemon Squeezy for productized templates on your own store; Framer Marketplace for discoverability.
- **Copyright:** original assets only; model releases for photos; license text shipped with each template.

*(Always confirm with your accountant. Set aside 25–30% for tax + super when sole trader.)*

## 9) Financial Model (Year-1, indicative)

### Assumptions:

**Templates:** 8 paid templates shipped across Y1. ASP \$109. Sales/templ/mo: start at 15, grow to 40 by Month 12 (portfolio effect).

**WaaS:** 30 clients on average \$199/mo by Month 12; 12 setup projects @ \$990 avg.

**Affiliate:** modest Framer plan referrals from content.

**COGS/Fees:** payment fees ~3–10% depending on channel; software <\$300/mo; marketing ads light (\$300–\$500/mo to top performing videos).

- **Gross ≈ \$42–44k/mo** before tax.

**Sensitivity:**

- A single **flagship** at \$149 that hits 150+/mo can add **\$22k+/mo** alone.
  - 50 WaaS clients at \$199/mo → **\$9,950/mo** recurring.
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## 10) Roadmap & Dates (from 29 Aug 2025)

### Phase 0 (Pre-launch) — 29 Aug – 7 Sep

- Set up structure (ABN check), accounting (Xero), Notion HQ, intake form.
- Choose store (Lemon Squeezy) and connect domain + email list.
- Draft brand kit (palette/typography), thumbnail system, landing copy voice.
- Film/ship **Intro video**: why Framer templates + your lane.

### Phase 1 (Days 1–30) — 8 Sep – 7 Oct

- Ship Template #1 (**SaaS Launchpad**).
- Release two free micro-assets (Hero Pack, Pricing Table Pack).
- 4 YT videos, 12–15 short clips, 4 emails.
- Close first 2–3 WaaS clients (Sydney SMEs you know).

### Phase 2 (Days 31–60) — 8 Oct – 6 Nov

- Ship Template #2 (**Creator Funnel**).
- Collab video with another creator; launch referral code for Framer.
- 1 niche bundle in your store (Template #1 + Copy Pack).

### Phase 3 (Days 61–90) — 7 Nov – 6 Dec

- Ship Template #3 (**Portfolio AU Pack**).
- 5+ WaaS clients live; formalize care-plan SOP.
- End-of-quarter sale; review analytics; plan next 3 SKUs.

### Months 4–12 — Dec 2025 – Aug 2026

- 1 template/mo cadence; 1 flagship by Month 6.
  - Grow WaaS to 30+; add partner referrals.
  - Hire part-time editor/ops (Month 5–7).
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## 11) Learning & Mastery Plan (Framer)

**Week 1:** Fundamentals course + Stacks/Layout + CMS basics;

**Week 2:** Components, variants, interactions; accessibility & SEO pass; publish a micro-template (free).

**Week 3:** CMS collections & dynamic sections; performance tuning; ship **Template #1** (paid).

**Week 4:** Payments, custom domains, handoff; record a case study; open WaaS pipeline.

**Weeks 5–8:** Animation polish, advanced components, plugin exploration; ship **Template #2**; start **flagship** R&D.

**Daily habit (45–60 min):** one lesson + one tiny build; post one tip or teardown.

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## 12) First Template Spec — SaaS Launchpad

**Audience:** pre-PMF SaaS & AI tools.

**Style:** clean, modern type; light/dark modes; gentle motion.

**Sections:** Hero (value prop + proof), Features grid, Social proof, Pricing (toggle), FAQ, Blog/Changelog, Footer.

**Components:** sticky nav, contact modal, testimonial carousel, CTA badges, announcement bar.

**CMS:** Blog, Changelog, Testimonials, Team.

**Performance:** image optimization, lazy-loading, semantic tags, meta/social images included.

**Accessibility:** keyboard focus, contrast, ARIA labels where needed.

**Deliverables:** template file, demo site, documentation page, quick start checklist, license.

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## 13) Social & Content Calendar (first 8 weeks)

- **YouTube (weekly):**
  - 1) “Ship a SaaS site in 48h (Framer)”
  - 2) “Hero sections that convert (3 patterns)”
  - 3) “Pricing tables that sell (live build)”
  - 4) “From Figma to Framer: my workflow”
  - 5) “Audit & fix: speed, SEO, accessibility”
  - 6) “Creator Funnel: landing page playbook”
  - 7) “Portfolio Pack walkthrough”
  - 8) “How I built 3 templates in 90 days”
- **Shorts/X/TikTok (3–5 per week):** cutdowns + tips + wins + behind-the-scenes.
- **Email (weekly):** Template Lab Notes—tip + CTA (free pack or launch).

## 14) KPIs & Dashboards

**Acquisition:** views → email signups (7–12%) → template conversion (1.5–3.5%).

**Product:** refund rate < 3%; support time < 1 hr/day; NPS > 55.

**Revenue:** templates \$/SKU, WaaS MRR, affiliate \$/month.

**Ops:** publish cadence, issue tracker SLA, doc coverage (100%).

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## 15) Risks & Mitigations

- **Platform dependency:** diversify with own store + email list; publish to multiple marketplaces.
  - **Copycats:** ship faster; show process; use audience trust.
  - **Feast-or-famine:** WaaS base MRR + affiliate smooths revenue.
  - **Compliance:** keep licenses clear; only original assets; maintain privacy policy & ToS on store.
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## 16) Launch Checklist (every template)

- ☐ Lighthouse > 90; alt text; keyboard nav; color contrast ok.
  - ☐ 3 breakpoints refined; scroll/hover animation restrained.
  - ☐ CMS populated with meaningful demo content.
  - ☐ README + quick start; changelog started.
  - ☐ Thumbnails, product shots, demo video/URL; UTM links.
  - ☐ Price test A/B for first 14 days; early-buyer coupon.
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## 17) Hiring Plan (lightweight)

- **Month 5–7:** part-time video editor (YT), VA for support, on-call developer for code components.
  - **Month 9–12:** collaborator for flagship template; sales assistant for WaaS pipeline.
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## 18) Appendices

**A) Brand voice:** clear, warm, founder-to-founder, practical; avoid jargon.

**B) File hygiene:** consistent layer/component names; library of reusable sections; internal docs for CMS; versioning via Notion changelog.

**C) Template ideas backlog:** SaaS Launchpad, Creator Funnel, Tradies AU Pack, Health & PT, Photography Studio, Restaurant/Bar, Agency Minimal, Startup Waitlist, Course/Coach, Newsletter OS.

**D) Admin SOPs:** weekly bookkeeping; monthly KPI review; quarterly SKU audit; yearly accountant review.