

Framer Template Studio — Business Proposal & Plan

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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 4-5;

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.

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

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):
Mon: content batch + pipeline review Tue–Wed: design/build (template or client) Thu: ship + record YT Fri: analytics + community + admin	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.	- Pass lighthouse/perf checks, semantics, alt text, keyboard nav. - 3 breakpoints tuned (desktop/tablet/mobile). - CMS collections documented; copy blocks modular; no broken links. - Demo content meaningful and on-brand.

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)

9.1 Year-1 Revenue Projection

- Gross Revenue (before expenses): ≈ \$106.7K
- Net Revenue (after expenses & fees): ≈ \$79K
- Template ASP (average selling price): \$69
- Template Share of Gross Revenue: ~81%

9.2 Detailed Breakdown (before expenses)

1 Template Sales — ≈ \$86.5K (~81%)

- 8 templates released gradually over the year (≈ 2 per quarter).
- ASP: \$69 → positioned as affordable & competitive vs. Webflow/ThemeForest.
- Sales ramp: ~10–15 sales/mo at launch per template, scaling up to ~25–30/mo by end of the year
- Weighted average ≈ 1,255 template sales across Year-1.

2 WaaS Setup Projects — ≈ \$7.9K (~7%)

- 8 projects delivered at an average of \$990/project.
- Assumes ~2 projects per quarter, sourced from template buyers who want a done-for-you setup.

3 WaaS Care (Recurring) — ≈ \$9.5K (~9%)

- Average of 5 clients/mo paying \$199.
- Realistic ramp:
 - Q1: 2 clients
 - Q2: 4 clients
 - Q3: 6 clients
 - Q4: 8 clients
- Average across the year = ~5 clients.

4 Affiliate Revenue (Framer plan referrals) — ≈ \$2.9K (~3%)

- Free templates and YouTube content drive referrals.
- Estimated 20 active upgrades @ \$12/mo commission.

Total Gross Revenue: ≈ \$106.7K

9.2 Expense Breakdown (~26% of Gross)

1 Platform/payment fees: 7% (\$7.5K).

2 Operations/tools: \$600/mo (\$7.2K annually).

3 Marketing spend: ~\$800–\$1,200/mo (≈10% of gross = ~\$12K).

- a. Focus: boosting top YouTube videos, social media promotion, and retargeting ads.
- b. Weighted spend increases as more templates release (lean in early, scale in Q3–Q4).

**Total Expenses: ≈ \$27.7K
\$79K**

Net Revenue: ≈

9.3 Key Assumptions (Feasible Execution)

- 8 paid templates shipped, staggered over time (2 per quarter).
- Conservative sales range: 10–30/mo per template, depending on maturity.
- WaaS projects treated as upsell opportunities, not primary revenue driver.
- WaaS care scaling slowly (2 → 8 clients by Year-end).
- Affiliate revenue remains modest but compounding.
- Marketing capped at ~10% of gross to stay lean and sustainable.

9.4 Monthly Trajectory (Realistic Ramp)

- Q1 (2 templates live): ~\$3–4K/mo gross.
- Q2 (4 templates live): ~\$6–7K/mo gross.
- Q3 (6 templates live): ~\$8–10K/mo gross.
- Q4 (8 templates live + stronger WaaS care): ~\$12–14K/mo gross.

→ **Run-rate by Month 12: ≈ \$13K/mo, which annualizes to ≈ \$150K going into Year-2.**

9.5 Sensitivity / Upside Scenarios

- A single flagship template at \$99 with 40+ sales/mo could add \$4K+/mo by itself.
- WaaS scaling to 15 clients @ \$199/mo lifts recurring by another \$3K/mo.
- Cross-platform expansion (Webflow/WordPress) in Year-2 could double distribution without doubling production workload.

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).

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.

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.

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%).

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.

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.