# **Framer Template Studio — Business Proposal & Plan**

**Version:** 1.1  
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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”**).

## **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.

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## **7) Operations**

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| **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.

1. **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.

1. **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.

1. **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).**
   1. Focus: boosting top YouTube videos, social media promotion, and retargeting ads.
   2. Weighted spend increases as more templates release (lean in early, scale in Q3–Q4).

**Total Expenses: ≈ $27.7K  Net Revenue: ≈ $79K**

## 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.

## **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.

## **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.