Understanding Your Two-Tier Consultation Approach

I see - that's an important distinction. Let me clarify the two different consultation types and how they'd fit into your platform:

Two Distinct Consultation Types

1. **Initial 15-Min Free Consultation** (Currently on your site)
    - Purpose: Quick introduction, assess fit, answer basic questions
    - When: Before any commitment
    - How: Scheduled through your current Calendly embed
    - Goal: Generate interest and qualify leads
2. **In-Depth 30-Min Planning Consultation**
    - Purpose: Deep dive into client struggles and create a personalized plan
    - When: After signing up for a service/program
    - How: Scheduled through their client dashboard
    - Goal: Set up the client for success with a detailed roadmap

Updated Client Journey

Given these two consultation types, here's a refined client journey:

1. **Discovery Phase**
    - Visitor explores your site
    - Books the free 15-min consultation through public Calendly
    - Attends the short call where you briefly assess their needs
2. **Commitment Phase**
    - Client decides to work with you
    - Selects a service and makes payment
    - Creates an account (or is prompted to create one after payment)
3. **Onboarding Phase**

- Client logs into their new dashboard
- Is prompted to schedule their 30-min planning consultation
- System shows your availability specifically for these longer sessions
- Client selects a time that works for them

4. **Program Phase**

    - After the 30-min consultation, you create their custom plan
    - Client accesses their plan through the dashboard
    - Regular check-ins and adjustments follow

Technical Implementation

To support this flow, your platform would need:

1. **Two Different Calendly Links/Embeds**

    - Public page: 15-min consultation link (as you have now)
    - Client dashboard: Special 30-min planning session link (only for paying clients)

2. **Dashboard Notification System**

    - When a client first logs in, show a prominent prompt to book their 30-min session
    - Include a "Getting Started" checklist with the 30-min consultation as the first step

3. **Program Delivery Timeline**

    - Set expectation that their custom plan will be available X days after their 30-min consultation
    - Add a countdown or status indicator on their dashboard