



1. User begins purchasing process. They are prompted with the "Plan Your Planner" space. They can print off a worksheet or use the digital platform. Customers can skip past this if they want to.

Step 2: Build Your Planner

No, thanks! I'll start from scratch. X

Planning Layouts

- ☒ Monthly Calendars
- ☐ Weekly Spreads
- ☒ Dailies
- ☐ Upload My Pages
- ☒ Choose Colors

Purposeful Pages

- ☐ Student Classes
- ☐ Teacher Planning
- ☒ Goal Setting
- ☒ Project Planning
- ☒ Meal Planning
- ☐ Family Activities
- ☒ To Do Lists
- ☐ Budgeting
- ☐ Habit Tracking
- ☐ Reflection
- ☐ Memory Keeper
- ☒ "Me" Time

Details

- ☐ Spiral Bound
- ☒ Journal Bound
- ☐ Full Year
- ☐ 6 Months
- ☒ 3 Months
- ☐ 1 Month

Accessories

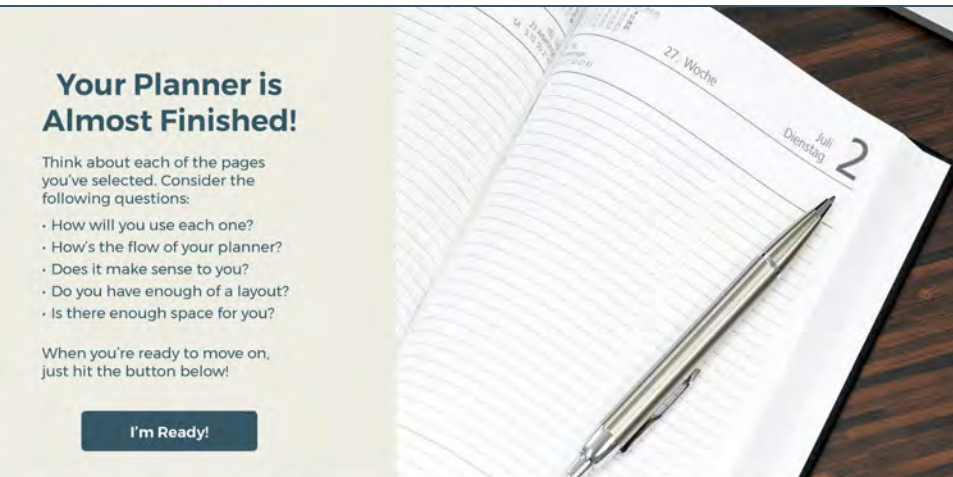
- ☐ Customized Cover
- ☐ Coordinated Stickers
- ☐ Non-bleed Pens
- ☐ Highlighters
- ☒ "Prettied-Up"

Notes Pages

- ☒ Blank
- ☐ Lined
- ☐ Dot
- ☐ Grid

Here we go!

2. Now that users have an idea what they need, our suggestion tool will provide pre-selected options based on the users planning space. Users can ultimately select whichever elements they want.



3. Once the planner is built, users will be asked to envision how they'd use each space. This will help them reduce wasted or unused spaces. If they want to make changes, they can go back at this time.

You Did It! You've Designed Your Perfect Planner!

Your Planner is Now in Pre-Production!

Now that you've designed your Perfect Planner, it's time to sit back and relax while we take care of the rest! Within 7 to 10 days your Perfect Planner will arrive and you can begin your planning!

But why wait until then to share your excitement! Click one of the options below to share your Perfect Planner with friends and family!



Join our Rewards Club!

There are thousands of planner addicts just like you! Join our club to get access to discussion boards filled with free resources for planning, great layout ideas, artistic inspiration and so much more!

Additionally, you begin earning rewards to participation and referrals! Rewards can be redeemed for free upgrades on your next Perfect Planner purchase!

Just click the button to get started now!

Join Now!

4. Yay! They've finished creating their planner! Users will be offered the opportunity to share what they've done and will be able to join our planner community. Here they can share layouts & ideas with others (builds culture)



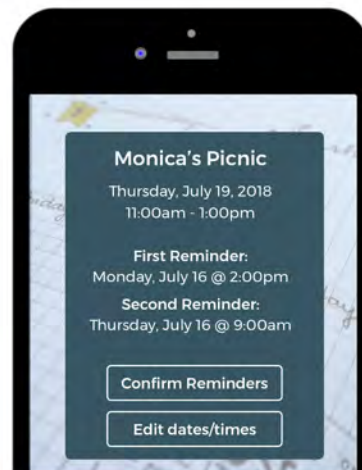
5. Primary users happily receive their planners in the mail and begin using them! Secondary users will also enjoy their totally customized planners, but are still missing a little something special...



6. After the initial launch, we'll explore the opportunity for a mobile companion app! It will particularly interest secondary users who use their cell phones for reminders.



7. The app is really neat! It will create reminders with a simple calendar when users photograph their planning pages. It recognizes dates and times so all users have to do is confirm them!



8. Secondary users (The Untiring Mothers) will rejoice because they now have the complete hybridized experience that they need.