

Paige.

The PlayBook

MEMBERSHIP

BUSINESS | MODULE ONE

Structuring Your Services & Offers

DEFINE YOUR CORE SERVICES AND POTENTIAL PRODUCTS

CREATE PACKAGES THAT FEEL PREMIUM AND EASY TO SELL

PRICE YOURSELF PROPERLY

KNOW WHEN AND HOW TO INCREASE YOUR RATES

Services vs Products

FOR YOU? YOU MAY NEED BOTH.

SERVICES

Done-for-you services:

Social media management, brand design, website design.

Done-with-you services:

1:1 Strategy calls, or Coaching calls.

PRODUCTS

These let you earn other income alongside your main service.

Digital downloads

Templates (strategy, content calendar etc)

Stock Images

Mock ups (brand designers)

Guides/E-books

Online Courses

Social media templates (editable in Canva)

YOUR MOST EXPENSIVE



FIRST!

Choose your main service you're going to offer.

YOUR 2ND MOST EXPENSIVE



SECOND!

Choose a service you can upsell.

Example: Main service- Social media management, Upsell Service - Mini Brand Identity.

YOUR MOST AFFORDABLE



THIRD!

Choose 2 - 4 products you can sell.

Social media templates, Starter packs for Instagram, Strategy template.

Package Structure

THERE ARE TWO MAIN WAYS TO PACKAGE YOUR SERVICES.

OPTION 1 – SMM TIERED PACKAGES

Let me give you examples..

STARTER

- *In-depth Strategy Creation*
- *Account Audit*
- *Bi-weekly Content Calendar*
- *Cohesive Feed Planning*
- *3x Feed Posts per Week*
- *2x Story Sets per Week*
- *Content Supplied by the Client*
- *Light Image & Video Editing*
- *On-Brand Captions*
- *Keyword Strategy for SEO*
- *Basic Post-Interaction Engagement*
- *Content Scheduling*
- *Monthly Touchpoint Call via Google Meet*
- *Email Support Mon-Fri*
- *Monthly Insight Report*

MIDDLE

- *In-depth Strategy Creation*
- *Account Audit*
- *Weekly Content Calendar*
- *Cohesive Feed Planning*
- *5x Feed Posts per Week*
- *4x Story Sets per Week*
- *Content Supplied by the Client*
- *Infographics Supplied*
- *Video & Image Editing*
- *On-Brand Captions*
- *Keyword Strategy for SEO*
- *Regular Engagement through Post-Interaction*
- *Content Scheduling*
- *Monthly Touchpoint Calls via Google Meet*
- *Continuous Support Mon-Fri*
- *Monthly Insight Report*

TOP

- *In-depth Strategy Creation*
- *Full Competitor & Industry Research*
- *Account Audit*
- *Weekly Content Calendar + Trend Suggestions*
- *Cohesive Feed Planning*
- *7x Feed Posts per Week*
- *Daily Story Sets*
- *Infographics & Custom Graphics Supplied*
- *On-Brand Captions*
- *Advanced Keyword & Hashtag Strategy for SEO*
- *Daily Engagement through Post-Interaction & outbound engagement*
- *Content Scheduling*
- *Bi-weekly Touchpoint Calls via Google Meet*
- *Continuous Support Mon-Fri*
- *Detailed Monthly Insight*

OPTION 1 – SMM TIERED PACKAGES

PRICES

STARTER

New SMMs (0–1 year experience):

- €300–€500 per month

Established SMMs (1–3 years experience):

- €600–€800 per month

Experienced SMMs (3+ years experience, premium clients):

- €900–€1,200 per month

MIDDLE

New SMMs (0–1 year experience):

- €500–€800 per month

Established SMMs (1–3 years experience):

- €900–€1,400 per month

Experienced SMMs (3+ years experience, premium clients):

- €1,500–€2,200 per month

TOP

New SMMs (0–1 year experience):

- €800–€1,200 per month (rare at this stage, but possible with niche services)

Established SMMs (1–3 years experience):

- €1,500–€2,500 per month

Experienced SMMs (3+ years experience, premium clients):

- €3,000–€5,000+ per month

This can be more **or less. This is more for anyone who doesn't really know where to position themselves and needs a starting point.*

OPTION 1 – SMM TIERED PACKAGES

with add ons

EXTRA FEED POSTS

- Static or carousel: €30–€70 per post
- Video feed posts: €50–€150 per post

STORY SETS

- 3–5 story slides with visuals and copy
- €40–€80 per set

AI CONTENT CREATION

- Using Ai to create visuals
- €100–€300 per project

BRAND AWARENESS ADS

- Ad graphics + copywriting for Instagram or other platforms.
- €80–€200 per set

CONTENT CREATION

- Filming reels, photos, B-roll, short-form video editing
- €100–€400 per session or project (can be higher once experienced)

OUTBOUND ENGAGEMENT

- Liking, commenting, following target accounts
- €50–€150 per week. (Varies based on time commitment and daily activity levels.)

DM MANAGEMENT

- Handling inbox conversations, answering FAQs, community building
- €100–€300 per month

OPTION 2 – SMM BASELINE PACKAGES

Let me give you an examples..

PACKAGE

- *In-depth Strategy Creation*
- *Account Audit*
- *Weekly Content Calendar*
- *Cohesive Feed Planning*
- *5x Feed Posts per Week*
- *4x Story Sets per Week*
- *Content Supplied by the Client*
- *Infographics Supplied*
- *Video & Image Editing*
- *On-Brand Captions*
- *Keyword Strategy for SEO*
- *Regular Engagement through Post-Interaction*
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OPTION 1 – DESIGNER TIERED PACKAGES

Let me give you examples..

STARTER

- Brand Questionnaire
- Primary Logo
- Secondary OR Sub-mark Logo
- Primary Colour Palette
- Typography Direction
- Instagram Feed Style
- Mood Board
- Stock Images
- Mockups
- Brand Guidelines PDF

MIDDLE

- Brand Questionnaire
- 30-min Strategy Call
- Primary Logo
- Secondary Logo
- Sub-mark Logo
- 4 Primary Colours
- 2 Secondary Colours
- 2 Brand Typographies (Google Fonts or free-use)
- Visual Inspiration Board
- Stock Imagery Selection
- 1 Brand Tagline
- Mockups for social media and print
- Instagram Feed Style
- 5 Instagram Marketing Templates
- Launch Graphics
- Brand Guidelines PDF (basic rules for colours, fonts, logos)
- Brand Purpose
- Brand Vision & Brand Mission
- Brand Values
- Brand Messaging Overview
- Competitor Overview
- 2 Target Customer Profiles

TOP

- 1 Hour Strategy Call
- Primary Logo
- Secondary Logo
- Sub-mark Logo
- 6 Primary Colours
- 3 Secondary Colours
- Brand Typographies with Desktop Licenses
- Visual Inspiration
- Stock Imagery
- Brand Tagline
- Brand Pattern
- Mockups
- Website Homepage Banner Design
- Instagram Feed Design
- Instagram Marketing Templates
- Launch Graphics
- 1 Branding Guidelines Document
- 3 Rounds of Amendments
- 1 Brand Strategy Document
- Brand Purpose
- Brand Vision & Brand Mission
- Brand Values
- Brand Messaging
- Brand Positioning
- Brand Voice
- Brand Personality
- 3 Target Customer Personas
- Target Customer Purchase Paths
- Competitor Landscape
- 4 Content Pillars

OPTION 1 – DESIGNER TIERED PACKAGES

PRICES

STARTER

- *New Designers (0–1 year experience): €300–€600*
- *Established Designers (1–3 years experience): €700–€1,200*
- *Experienced Designers (3+ years experience, premium clients): €1,300–€2,000*

MIDDLE

- *New Designers (0–1 year experience): €700–€1,200*
- *Established Designers (1–3 years experience): €1,300–€2,000*
- *Experienced Designers (3+ years experience, premium clients): €2,200–€3,500*

TOP

- *New Designers (0–1 year experience): €1,200–€2,000*
- *Established Designers (1–3 years experience): €2,200–€3,500*
- *Experienced Designers (3+ years experience, premium clients): €4,000–€7,000+*

This can be more **or less. This is more for anyone who doesn't really know where to position themselves and needs a starting point.*

OPTION 1 – DESIGNER TIERED PACKAGES

with add ons

PACKAGING

- Single packaging concept → €300–€700
- Full packaging suite → €800–€2,500.
(e.g. boxes, labels, product wraps)

PRINT

- Business cards → €80–€250
- Menu or brochure → €150–€500
- Flyer or postcard → €80–€300
- Print ad design → €150–€400

DIGITAL

- Canva template packs → €100–€400
- Instagram story highlight covers → €50–€150
- Website banners → €80–€250
- Social media graphics bundle → €50–€300
- Pitch deck or presentation → €300–€2,000

OPTION 2 – SMM BASELINE PACKAGES

Let me give you an examples..

PACKAGE

- 1 Hour Strategy Call
- Primary Logo
- Secondary Logo
- Sub-mark Logo
- 6 Primary Colours
- 3 Secondary Colours
- Brand Typographies with Desktop Licenses
- Visual Inspiration
- Stock Imagery
- Brand Tagline
- Brand Pattern
- Mockups
- Website Homepage Banner Design
- Instagram Feed Design
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- 1 Branding Guidelines Document
- 3 Rounds of Amendments
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- Social media graphics bundle → €50–€300
- Pitch deck or presentation → €300–€1,000

Pricing Strategy

EVERYONE'S SCARED TO TALK ABOUT IT, BUT IT NEEDS TO BE SHOUTED ABOUT

NEVER CHARGE HOURLY!!!

Hourly rates cap your income and make clients question your worth.

Instead, price based on:

The result you deliver

The time and expertise it takes

What your competitors are charging

Your financial goals

COST + VALUE + GOAL = PRICING FORMULA

Instead of picking numbers from thin air, set prices based on three key pieces of info.

COST.

VALUE.

GOAL.

WHO ARE YOU TRYING TO ATTRACT?

Your pricing isn't just a number — it's a message about who you want to work with.

Here's how to think about it:

Small Businesses

- Typically 1–3 people
- Local shops, small salons, freelance service providers
- Lower budgets, but passionate about growth
- Often very price-conscious and may expect big results quickly

→ Example: A small hair salon in your hometown wanting Instagram posts and Stories each week.

Medium Businesses

- 5–20 staff
- Regional businesses, busy e-commerce brands, boutique agencies
- Have marketing budgets and want consistent, professional help
- More realistic about costs and timelines

→ Example: A UK-based boutique clothing brand wanting a cohesive Instagram + Social media strategy.

Influencers / Personal Brands

- Creators, personal brands, coaches, fitness professionals
- Often prioritise aesthetic, storytelling, and personal connection
- Budgets vary hugely depending on audience size
- Highly driven to build a “premium” personal brand with a cult community.

→ Example: An influencer in Dubai wanting luxury-feel Reels and on-brand graphics for sponsorships.

WHO ARE YOU TRYING TO ATTRACT?

Your pricing isn't just a number — it's a message about who you want to work with.

Here's how to think about it:

Large Corporates

- Established companies, agencies, luxury brands
- Bigger budgets
- More complex approval processes
- Higher expectations and more focused on strategy and maintaining brand messaging with a cult community

→ Example: A high-end fashion label in the USA needing brand refresh and ongoing social content.

LOCATION MATTERS!

Another factor that influences your pricing is where your clients are based.

Some markets naturally pay more for creative services:

USA — generally willing to invest in high-quality design and marketing services, especially luxury niches.

UAE — huge appetite for premium branding and aesthetic social media content, often very brand-conscious.

UK — strong market for professional services, budgets vary by region but many brands value consistent branding.

Australia — open to investing in aesthetic, modern branding and online presence.

→ *Clients in these regions often have higher budgets and are used to paying more for creative services.*

YOUR PRICE SPEAKS FOR YOU

If you price too low, you can attract clients who are desperate for a miracle fix.

Often these clients hope social media will “save their business” or make them go viral overnight, but that’s not how sustainable marketing works.

You want clients who understand that building a brand is about consistency, trust, and cultivating a loyal community.

ONE OF THE BIGGEST THINGS I'VE LEARNED:

The higher your prices, the better the clients usually are.

Premium clients:

Respect your boundaries

Trust your expertise

Value your time

Understand that results take time and strategy

So pricing yourself properly isn't just about income — it's also about protecting your mental health, your business sustainability, and avoiding stressful client relationships.

COST

→ What does it cost you to deliver the work?

Your costs should include:

- Time you'll spend (your internal hourly rate × hours)
- Software subscriptions
- Contractors, if you outsource
- Overheads (e.g. equipment, internet, insurance, studio rent)
- Taxes you'll owe on this income (e.g. income tax, self-employment tax, VAT where applicable)

Example Calculation:

“My monthly software costs are €50. I spend about 12 hours/month on a standard SMM package. My internal hourly worth is €50.

Time Cost = €50 x 12 = €600

Expenses = €50

Subtotal = €650

I estimate 20% for taxes: €650 x 0.20 = €130

Total Cost incl. taxes = €650 + €130 = €780 baseline cost.”

VALUE

→ What is the value of this service to your client?

Ask:

- Will this service save them time?
- Will it help them make more money?
- Is it solving a big pain point?

Tip: For premium markets (luxury brands, corporate clients, UAE, US), your value multiplier is higher.

Example:

“A premium brand rebrand could help them raise prices by thousands. That has higher value than just designing a logo.”

GOAL

→ How much profit do you want to make?

Add a profit margin on top of your costs and value. Typical creative industries go for 30–50%+ margin.

Example:

“My baseline cost is €780. I want a 50% margin, so I charge €1560 for the package.”

Or round up!

MINIMUM PRICING CHECK

- ✓ Does this cover my bills and income goals?
- ✓ Does this match my target client's budget range? (you'll know this once you've built a customer persona)
- ✓ Does this reflect the value I deliver?
- ✓ Does it leave room for growth or outsourcing in the future? (this may not cover it right away)
- ✓ Does it align with the brand I showcase?

“TEST & INCREASE” STRATEGY

Raise your rates every time you sign a new client, even by €50-€100.

This avoids stagnation and helps new creatives step out of low-ticket pricing.

Long term clients have a price increase every year.

Your Takeaway

PRICING ISN'T SCARY AND VARIES
YOU HAVE TO START SOMEWHERE
YOUR BRAND DOES DETERMINE THE PRICE
IT TAKES TIME TO GET TO THAT IDEAL PRICE

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

1. List out your core offers: what are the services or packages you're currently providing? Which feel aligned, and which feel outdated or unclear?
2. Look at your package/s and break it down: What's included? Why does this package exist? What kind of client is it best suited for? Is the value clear just from reading the offer?
3. Write a 2–3 sentence version of how you'd explain your services to a potential client who just landed in your DMs. This will help you communicate with ease and confidence.
4. Look at your pricing. Are your prices based on time, value, outcome, or a bit of everything? Write out your current rates and reflect on whether they reflect the quality, experience, and transformation you offer.





THE TEMPLATE VAULT

My recommended downloads for this module

Finance Calculator

Let’s figure out those prices!

Proposal Guide

Time to streamline those packages

Paige.

Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: ONBOARDING & OFF BOARDING CLIENTS