

Paige.

The PlayBook

MEMBERSHIP

BUSINESS | MODULE FIVE

Tools & Systems to Scale

SCHEDULING TOOLS

PROJECT MANAGEMENT TOOLS

PAYMENT TOOLS

WEBSITE / STANSTORE

CEO TIME-BLOCKING / STRUCTURING YOUR DAY

Scheduling Tools

WHAT I RECOMMEND

METRICOOL

Best for: All-in-one scheduling + analytics

Core features

- Drag-and-drop content calendar
- Bulk scheduling (multiple platforms)
- Best-time-to-post recommendations
- Competitor tracking + analytics dashboards
- Free tier with limits

Free \$0/month	Starter From \$22/month	Advanced From \$54/month
Start now	Sign up now	Sign up now
<ul style="list-style-type: none"> Manage 1 brand Manage all your brands' social networks (except LinkedIn and Twitter) Schedule up to 20 posts per month Analyze 5 competitor profiles Access 30 days of analytics AI social media assistant 	<ul style="list-style-type: none"> Includes everything in the FREE plan, plus: Manage up to 10 brands Unlimited content publishing* Analyze up to 100 competitors Access to Twitter/X add-on** LinkedIn connection PDF and PPT reports Multiple link-in-bio Analytics with unlimited history Google Drive and Canva integration 	<ul style="list-style-type: none"> Includes everything in FREE and STARTER plans, plus: Manage up to 50 brands Team and client management Role management Post approval system Full Twitter/X analytics** Customizable report templates Looker Studio connector Metricool API (Zapier, Make, and MCP)
Up to 5 brands for \$22/month	Up to 10 brands for \$38/month	Up to 15 brands for \$54/month Up to 25 brands for \$88/month Manage up to 50 brands for \$172/month

BUFFER

Best for: Simple, clean scheduler for small teams

Core features

- Easy scheduling across meta platforms
- Saved captions & posting queues
- Analytics & performance insights
- ReQueue (automatically fills gaps with top content)
- Free plan (up to 3 channels)

Free Free forever Connect up to 3 channels Let's go →	Recommended Essentials \$5 /month 1 channel · \$60 billed yearly (save 2 months) Start 14-day free trial →	Team \$10 /month 1 channel · \$120 billed yearly (save 2 months) Start 14-day free trial →
What's included <ul style="list-style-type: none"> • 10 scheduled posts per channel - refill anytime • 100 ideas • 1 user account • AI Assistant • Basic analytics • Community inbox • World-class customer support 	What's included <ul style="list-style-type: none"> • Unlimited scheduled posts per channel • Unlimited ideas • 1 user account • AI Assistant • Advanced analytics • Community inbox • Hashtag manager • First comment scheduling • World-class customer support 	What's included <ul style="list-style-type: none"> • Unlimited scheduled posts per channel • Unlimited ideas • Unlimited user accounts • AI Assistant • Advanced analytics • Community inbox • Hashtag manager • First comment scheduling • Access levels • Content approval workflows • World-class customer support

LATER

Best for: Visual planning & grid previews

Core features

- Visual IG grid planner
- Schedule to IG, TikTok, YouTube, LinkedIn, Pinterest
- Media library + saved captions
- Analytics insights

Starter For casual scheduling \$18.75 USD/month* Billed yearly 3 months free 25% off Start 14-Day Free Trial	Growth <small>Most popular</small> Smart scheduling, streamlined collaboration, and faster approvals that lift outcomes \$37.50 USD/month* Billed yearly 3 months free 25% off Start 14-Day Free Trial	Scale For Enterprise-level analytics — without the enterprise contract \$82.50 USD/month* Billed yearly 3 months free 25% off Start 14-Day Free Trial
<p>1 Social Set (8 profiles total) (1 of each in)</p> <p>1 user</p> <p>✓ Schedule up to 30 posts per profile ✓ AI content tools (5 AI credits /month) ✓ Platform analytics (Up to 3 months) ✓ Link in Bio ✓ Basic customer support</p> <p><small>✗ Extra Social Sets, users and AI credits not available</small></p>	<p>2 Social Sets (16 profiles total) (2 of each in)</p> <p>2 users</p> <p>Everything in Starter plus: <ul style="list-style-type: none"> ◆ Smart Scheduling with Future Trends ◆ Internal collaboration and approvals ◆ External workflow and approvals ✓ Social inbox ✓ Schedule up to 180 posts per profile ✓ AI content tools (50 AI credits /month) ✓ Platform analytics (up to 1 year) ✓ UGC collection ✓ Custom roles and permissions </p> <p><small>Extra Social Sets (\$11.25 USD/month each) Extra users (\$3.75 USD/month each) Extra AI credits (\$3.75 USD/month for 100 credits per month)</small></p>	<p>6 Social Sets (48 profiles total) (6 of each in)</p> <p>4 users</p> <p>Everything in Growth plus: <ul style="list-style-type: none"> ◆ Custom analytics ◆ Competitive benchmarking ◆ Future industry insights ✓ Unlimited posts ✓ AI content tools (100 AI credits /month) ✓ Platform analytics (up to 2 years) ✓ Priority support </p> <p><small>Extra Social Sets (\$11.25 USD/month each) Extra users (\$3.75 USD/month each) Extra AI credits (\$3.75 USD/month for 100 credits per month)</small></p>

The image shows the Later app interface. On the left, there is a 'Grid Preview' section titled 'unused' with a 'Clear All' button. It displays a 4x3 grid of thumbnail images. On the right, there is a 'Calendar' section for the week of Nov 3 - 9, 2019. The calendar grid is 6 days by 12 hours. Some slots are marked with 'Auto' and a camera icon, and specific times like 10:10, 11:05, and 12:15 are highlighted with orange boxes. The top of the calendar has buttons for 'Today', 'Pacific Time ...', 'Stories', 'Preview', 'Week', 'Month', and a gear icon.

HOOTSUITE

Best for: Advanced/super-broad scheduling with reporting

Core features

- Publish & schedule across tons of platforms
- Bulk schedule upload
- Analytics & reporting
- Streams + engagement inbox
- No free plan

The screenshot shows the Hootsuite pricing page with three plan options:

- Standard** (€99 per user/mo*)
- Advanced** (€249 per user/mo*)
- Enterprise Custom**

Standard Features:

- Free 30-day trial
- Skip trial, get 10% off*
- Up to 10 social accounts
- Unlimited post scheduling
- Best time to post recommendations
- AI assistant with image and caption generator
- Canva and Adobe Express templates
- One inbox for all social accounts
- DM automations
- Search the past 7 days for brand and competitor mentions
- Analyze brand and competitor sentiment
- Benchmark against 5 competitors
- Assign DMs to teammates**
- ... and much more!

Advanced Features:

- Free 30-day trial
- Skip trial, get 10% off*
- Unlimited social accounts
- Customizable analytics reports and templates
- Saved message replies and auto-responses
- Team approval workflows**
- Bulk schedule up to 350 posts at once
- Auto-route and tag messages
- Benchmark against 20 competitors
- Export, email, and schedule reports
- Inbox reporting and analytics
- Search the past 30 days for brand and competitor mentions
- Outbound post tagging and reporting
- Custom user access permissions**
- ... and much more!

Enterprise Custom:

- Request a Demo
- Everything in Advanced, PLUS:**

 - A fully customized plan to maximize your investment
 - Add as many users as you need
 - Exclusive access to our most powerful tools
 - Enterprise customer support
 - Single sign-on (SSO)

- Maximize performance with:**

 - Employee Advocacy (Amplify)
 - Listening powered by Talkwalker
 - Advanced Analytics
 - Advanced Inbox
 - Generative AI Chatbot
 - Review Management
 - Premier Services
 - Social Selling
 - Salesforce integration
 - Compliance integration (Proofpoint)

The screenshot shows the Hootsuite dashboard with the following sections:

- Drafts Tailwind**: Shows a list of posts with a placeholder for 'HootSuite' and a note to 'Type a Board Name'.
- Scheduled Pins Tailwind**: Shows scheduled posts for 'Tomorrow (2)' with the first one being 'Owly presents to the tea...'.
- Calendar Tailwind**: A calendar view for the week of May 16-20, 2023, showing scheduled posts for each day.
- Latest Pins Tailwind**: A list of recent pins, including one from 'HootSuite' about an oak tree life cycle and another from 'Design' about owl united.

The dashboard also includes a sidebar with options like 'Add Stream', 'Add Social Network', and a search bar.

SOCIAL MEDIA PLATFORMS

You can now schedule inside these platforms without paying for a third party tool.

- Instagram (not stories but you can schedule stories in meta business suite with limitations)
- Facebook (not stories but you can schedule stories in meta business suite with limitations)
- LinkedIn
- TikTok (desktop/web)
- YouTube
- Pinterest

Does scheduling harm your engagement?

No.

No algorithm knows if you scheduled or not. So give yourself a break.

Project Management Tool

WHAT I RECOMMEND

NOTION

Best for: All-in-one docs + boards + templates

Core features

- Workspace pages + linked databases
- Calendar + lists
- Templates for workflows & content pipelines
- Good for: Client portals, content calendars, finance tracking, goals
- Free tier
- Paid from low amounts per user/mo

Projects & Tasks

- **Projects:** This is your overview of all the projects in the pipeline
- **Tasks:** This is your detailed breakdown of every task under your projects

By project Board * All Weekly Team Throughput Average Delay by Team Load per person

Tasks

- **Marketing campaign** 4
- **Product launch** 3
- **Research study** 4

COMPLETE 3/4

COMPLETE 2/3

COMPLETE 1/4

Pay monthly Pay yearly Save up to 20% with yearly

Free €0 per member / month

For individuals to organize personal projects and life.

Plus €9.50 per member / month

For small teams and professionals to work together.

Business (Recommended) €19.50 per member / month

For growing businesses to streamline teamwork.

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For growing businesses to streamline teamwork.

Business (Recommended) €19.50 per member / month

For growing businesses to streamline teamwork.

DAILY PLANNER

Edited just now Share ⌂ ⌂ ⌂ ⌂ ⌂ ⌂

PLANNERS

- Weekly Planner
- Monthly Planner
- Yearly Planner

TODAY'S SCHEDULE

Time	Event	Notes
06:00-07:00		
07:00-08:00		
08:00-09:00		
09:00-10:00		

TODAY'S TASKS

urgent

AFFIRMATION

• My worth is not dependent on my productivity. I have all the time and space I need to achieve my goals.

TRACKERS & LISTS

- Reading List
- Habit Tracker

CLICKUP

Best for: All-in-one project hub (tasks, docs, goals)

Core features

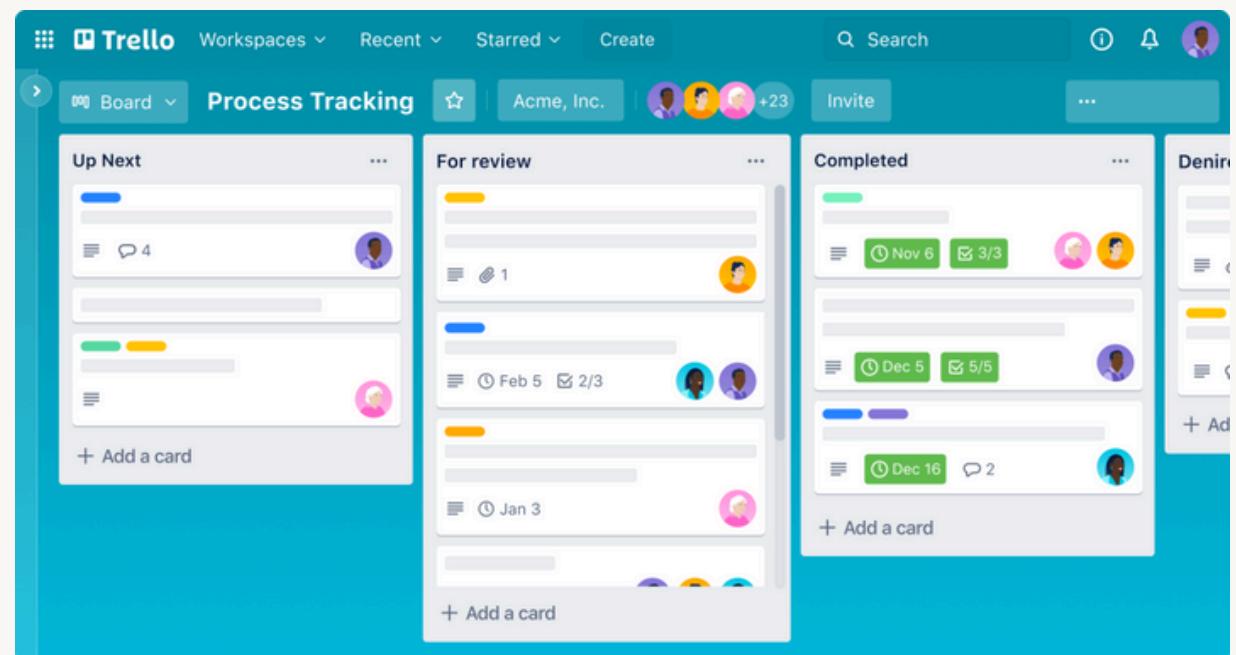
- Multiple views (lists, boards, calendar)
- Goals + time tracking
- Templates for clients & content pipelines
- Good for: managing multiple clients, task-heavy workflows, automations, deadlines, team collaboration
- Automations
- Free tier

TRELLO

Best for: Simple Kanban boards (great for solo + small teams)

Core features

- Boards for clients, content stages, admin triage
- Cards with attachments + checklists
- Drag-and-drop workflow
- Power-ups (extra integrations)
- Good for: simple client workflows, content pipelines, visual planning, basic task tracking.
- Free plan



FREE	STANDARD	PREMIUM	ENTERPRISE
\$0 USD Free up to 10 collaborators per Workspace	\$5 USD Per user/month if billed annually (\$6/billed monthly)	\$10 USD Per user/month if billed annually (\$12.50/billed monthly)	\$17.50 USD Per user/month - billed annually (\$210.00 annual price per user)
Capture your to-dos, get organized, and get sh*t done.	Capture your to-dos, get organized, and get sh*t done.	Get more stuff done with unlimited boards, card mirroring, and more automation.	Add AI to your boards and admin controls to your toolkit. Plus, get more perspective with views.
Get started	Sign up now	Try for free	Contact sales
INCLUDED IN FREE: ✓ Unlimited cards ✓ Up to 10 boards per Workspace ✓ Quickly capture to-dos from email, Slack, and Teams – powered by AI ✓ Inbox ✓ Unlimited Power-Ups per board ✓ Unlimited storage (10MB/file) ✓ 250 Workspace command runs per month ✓ Custom backgrounds & stickers ✓ Unlimited activity log ✓ Assignee and due dates ✓ iOS and Android mobile apps ✓ 2-factor authentication	EVERYTHING IN FREE, PLUS: ✓ Unlimited boards ✓ Quickly capture to-dos from email, Slack, and Teams – powered by AI ✓ Planner ✓ Advanced checklists ✓ Card mirroring ✓ Custom Fields ✓ List colors ✓ Collapsible lists ✓ Unlimited storage (250MB/file) ✓ 1,000 Workspace command runs per month ✓ Single board guests ✓ Saved searches ✓ 2-factor authentication	EVERYTHING IN STANDARD, PLUS: ✓ AI ✓ Views: Calendar, Timeline, Table, Dashboard, and Map ✓ Workspace views: Table and Calendar ✓ Unlimited Workspace command runs ✓ Attachment permissions ✓ Power-Up administration ✓ Free SSO and user provisioning with Atlassian Guard ✓ Collections ✓ Observers ✓ Simple data export	EVERYTHING IN PREMIUM, PLUS: ✓ Unlimited Workspaces ✓ Organization-wide permissions ✓ Organization-visible boards ✓ Public board management ✓ Multi-board guests ✓ Attachment permissions ✓ Power-Up administration ✓ Free SSO and user provisioning with Atlassian Guard
Learn more about Standard	Learn more about Premium	Learn more about Enterprise	

ASANA

Best for: Structured task flows & bigger workloads

Core features

- Tasks with due dates + dependencies
- Timelines & calendars
- Project views that grow with your biz
- Integrations with other tools
- Good for: complex projects, launch planning, long-term timelines, team accountability.

• Free tier

The screenshot shows the Asana pricing page with three main tiers:

- Personal:** For one or two people managing personal projects. It's free forever. Features include managing tasks and personal to-dos, 2 users, unlimited tasks, projects, and messages. It also includes activity logs, unlimited storage (100MB max per file), list, board, and calendar views, basic search filters, status updates, and iOS and Android mobile apps. It supports time tracking with integrations and 100+ free integrations with favorite apps.
- Starter:** For growing teams that need to track their projects' progress and hit deadlines. It costs €10.99 per user, per month (billed annually). It includes everything in Personal plus Asana AI, AI Studio (with additional credits for purchase), no user seat limits, timeline and Gantt view, workflow builder, project dashboards, universal reporting, advanced search, custom fields, forms, unlimited automations, start dates and times, custom project templates, admin console, private teams and projects, and unlimited free guests.
- Advanced:** For companies that need to manage a portfolio of work and goals across departments. It costs €24.99 per user, per month (billed annually). It includes everything in Starter plus Asana AI, AI Studio (with additional credits for purchase), no user seat limits, timeline and Gantt view, workflow builder, project dashboards, universal reporting, advanced search, custom fields, forms, unlimited automations, start dates and times, custom project templates, admin console, private teams and projects, and unlimited free guests.

The screenshot shows the Asana interface for a project titled "On Tour: NYC Event". The interface includes:

- Left sidebar:** Home, My tasks, Inbox, Insights, Reporting, Portfolios, Goals, Starred, Projects, Teams.
- Top navigation:** Create, Search, Home, My tasks, Inbox, Overview, List, Board, Timeline, Calendar, Workflow, Dashboard, Messages, Files.
- Project board:** Shows tasks assigned to various team members (Chris Knutz, Margo, Nalin, Martha Lewis, Moses Fidel) with due dates, estimated time, event type, and cost.
- Milestones:** Hit registration goal 1 week before event, Achieve 80% event attendance rate.
- Overview:** Event brief, Budget overview, Promotional plan overview, Venue and team staffing plan & contact details, Travel details/coordination.

The screenshot shows the Asana interface for a task titled "Bug in close rate in pipeline by day". The task details include:

- Assignee:** Alan Wang
- Due date:** 27 Aug
- Projects:** IT Requests, Solution Planning
- Dependencies:** Add dependencies
- Contract Renew...**
- Account Manager:**
- Estimated time:**

The task description is: "Bug in close rate in pipeline by day". The task list includes:

- 1. Singapore Office Signage and Logistics (1 t̄, 30 Aug)
- 2. Discount Approval Matrix clarification (2 t̄, 27 Aug)
- 3. Bug in close rate in pipeline by day (1 t̄, 27 Aug)
- 4. Email Tracking Software (16 Jul)
- 5. Feedback on last Friday's design team pres (1 t̄, 20 Aug)
- 6. Put Assets to Platform (26 – 30 Sep)
- 7. Make sure assets are created (7 Sep)
- 8. Collect Feedback on the assets (27 – 29 Aug)
- 9. Create Budget Plan (16 – 18 Aug)

Collaborators: Diana Frenell, Alan Wang. A comment box says: "Ask a question or post an update..."

Payment Tools

WHAT I RECOMMEND

STRIPE

Best for: Programmable payments + flexible checkout

Core features

- Accept cards & digital wallets
- Recurring subscriptions
- Professional checkout pages
- Automated Invoice generation
- Integrates with almost anything

Typical pricing

- ~2.9% + \$0.30 per transaction (varies by country)

The screenshot shows the Stripe Dashboard interface. On the left, a sidebar lists navigation options: Home, Payments, Balances, Customers, Subscriptions, Invoices, Connected accounts, Products, Reports, Developers, View test data, and Settings. The main area is titled 'Jane Diaz' with the email 'jane.diaz@example.com'. It shows a summary: Spent \$635.93, Since Aug 2020, MRR \$9.99. Below this are sections for 'Subscriptions' (listing a 'Premium Plan' with an 'Active' status), 'Payments' (listing several successful transactions for \$9.99), and 'Invoices' (listing a \$0.00 USD credit balance). A 'Payment methods' section shows a default Visa card.

The screenshot shows a Stripe payment checkout page. At the top, it says 'Pay Powdur TEST MODE'. The amount to be paid is '\$134.00'. The order details list two items: 'Pure set' (Qty 1) and 'Pure glow cream' (Qty 2). The subtotal is '\$129.00', shipping is '\$5.00', and the total due is '\$134.00'. To the right, there are sections for 'Shipping information' (Email, Shipping address, Name, United States, Address, Enter address manually), 'Payment details' (Card information: card number 1234 1234 1234, MM/YY, CVC, Billing address is same as shipping checked), and a large 'Pay \$134.00' button. At the bottom, there are links for Powered by stripe, Terms, and Privacy.

HONEYBOOK

Best for: All-in-one client flow (CRM + payments)

Core features

- Contact forms + lead tracking
- Proposals, contracts & invoices
- Built-in payment processing
- Client portal
- Paid tiers ~\$29-\$49+/mo depending on plan
- Not available worldwide

The screenshot shows the Honeybook desktop application. At the top, there's a header with the date 'Tue, Oct 24, 2023', a search bar, and navigation links for 'Home', 'Projects', 'Contacts', and 'Tools'. A welcome message 'Good morning, Claire' is displayed, followed by a sub-message 'Coffee? Check. It's time to take on the day! Let's get started...'. Below the header, there are several cards: 'PROJECTS' (4 new inquiries, Test, Test Flow, See more), 'PAYMENTS' (OCTOBER GROSS PAYMENTS \$0, PAID/PROCESSING \$0, UPCOMING \$0, OVERDUE \$0, It's a quiet month, No payments are being processed right now, CREATE INVOICE, Payments FAQ), 'CALENDAR' (No scheduled events today, No scheduled events later this week), 'TASKS' (4 tasks due today, 4 total tasks), and 'REPORTS' (No bookings yet, No lead sources recorded). A 'More tools' link is at the bottom.

The screenshot shows the Honeybook mobile application. At the top, there's a header with the date 'Tue, Oct 24, 2023', a search bar, and navigation links for 'Home', 'Projects', 'Contacts', and 'Tools'. Below the header, there's a summary section with counts for 'New leads' (3), 'Unread messages' (2), 'Tasks' (7), and 'Gross Payments' (\$13,896.84). To the right of this summary are buttons for '+ Client', '+ Project', '+ Invoice', and '+ Lead form'. Below the summary, there are sections for 'New leads' (Jeffery Avens, Dima Levkovich, Penelope Bardam), 'Calendar' (Intro call at 10:00 AM, Photoshoot at 4:00 PM), 'Activity' (Inbox with 2 messages from Jeffery Avens and Alex Baker), 'Tasks' (Email 3-day follow up, Schedule call w/ Andrew, Update services pricing), 'Payments' (\$13,896.84 with a progress bar), and 'Templates' (Standard invoice, Flow template). A '+' sign is at the bottom right of the payment section.

DUBSADO

Best for: Custom workflows + automation

Core features

- Custom forms & contracts
- Scheduler + proposals + invoices
- Payments via Stripe/PayPal
- Complex automation triggers
- ~\$20-\$40/mo or discounted yearly options

RECENT

- 0 invoices are overdue
- 33 contracts need counter signatures
- 4 workflow actions need approval
- Click here to read more about our latest updates!

Title	Client	Date	Invoices	Contract	Workflow	Status	Actions
Business Cards	Becca Liz		\$125 / \$125	Signed		Job: In Progress	
Consulting	Becca Liz		\$1,200 / \$1,400	Signed		Job: In Progress	
Consulting	Cameron Johnson		\$0 / \$1,200	Sent		Job: Onboarding	
Logo Design	Cameron Johnson		\$500 / \$500	Signed		Job: In Progress	
Logo Design	Samantha Pellegrini		\$500 / \$500	Signed		Job: In Progress	
Logo Design	Joleena Jonas		\$500 / \$500	Signed		Job: In Progress	
Web Design	Annika Roberts		\$1,000 / \$3,000	Signed		Job: Deposit Paid	

Website / Link-bio Tools

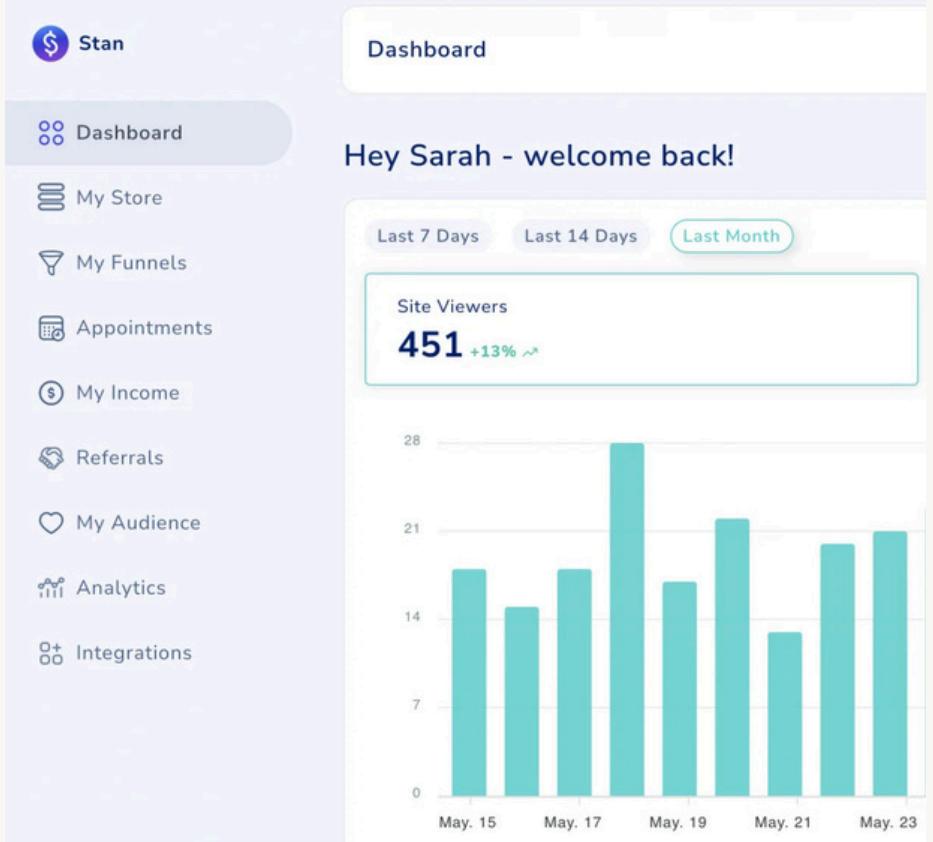
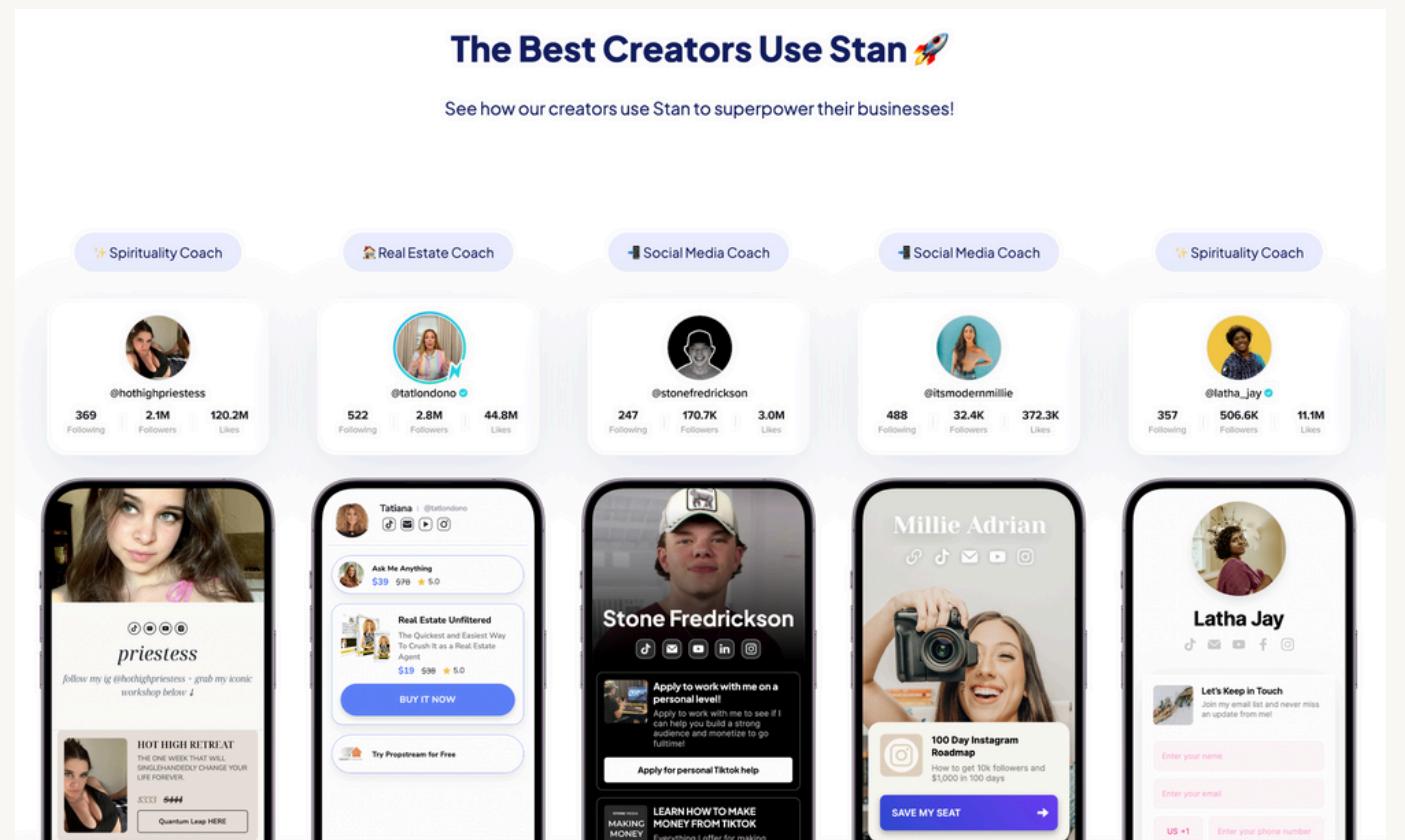
WHAT I RECOMMEND

STAN STORE

Best for: Creators who sell digital stuff right from bio

Core features

- Sell products, services, coaching, memberships
- 1-tap checkout
- Hosted store page + analytics
- Creator plan ~\$29/mo
- Pro ~ \$99/mo (more features)
- Limited customisation but enough to start
- No transaction fees at paid levels (linked to Stripe)



LINKTREE

Best for: Simple link hub + basic branding

Core features

- Unlimited links
- Button customisations
- Analytics (Pro)
- Shopify & shop links
- Free plan available

Plan	Price	Key Features
Free	\$0	<ul style="list-style-type: none"> Unlimited links Social icons, videos & embeds Essential analytics SEO optimized, high-converting design Unique QR code Linktree Shops & sponsored links Digital products and courses
Starter	\$6 per month	<ul style="list-style-type: none"> Custom themes Own your audience Redirect links Growth tools (NEW) Social media scheduling Make money* Reduced seller fees
Pro	\$12 per month	<ul style="list-style-type: none"> Personalized Linktree Highlight key links Comprehensive analytics Growth tools (NEW) Social media scheduling Automated Instagram replies Link shortener Email integrations Make money* Reduced seller fees
Premium	\$30 per month	<ul style="list-style-type: none"> Concierge onboarding Unlimited social posts Optional add-on team tools Unlimited Instagram replies 0% seller fees** Earn 100% commissions**

*Prices in USD **Prices in USD ***Prices in USD ****Prices in USD



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Freebies & Resources

Read our Latest Blog Post

Shop Squarespace Templates

Visit the Website

Linktree*



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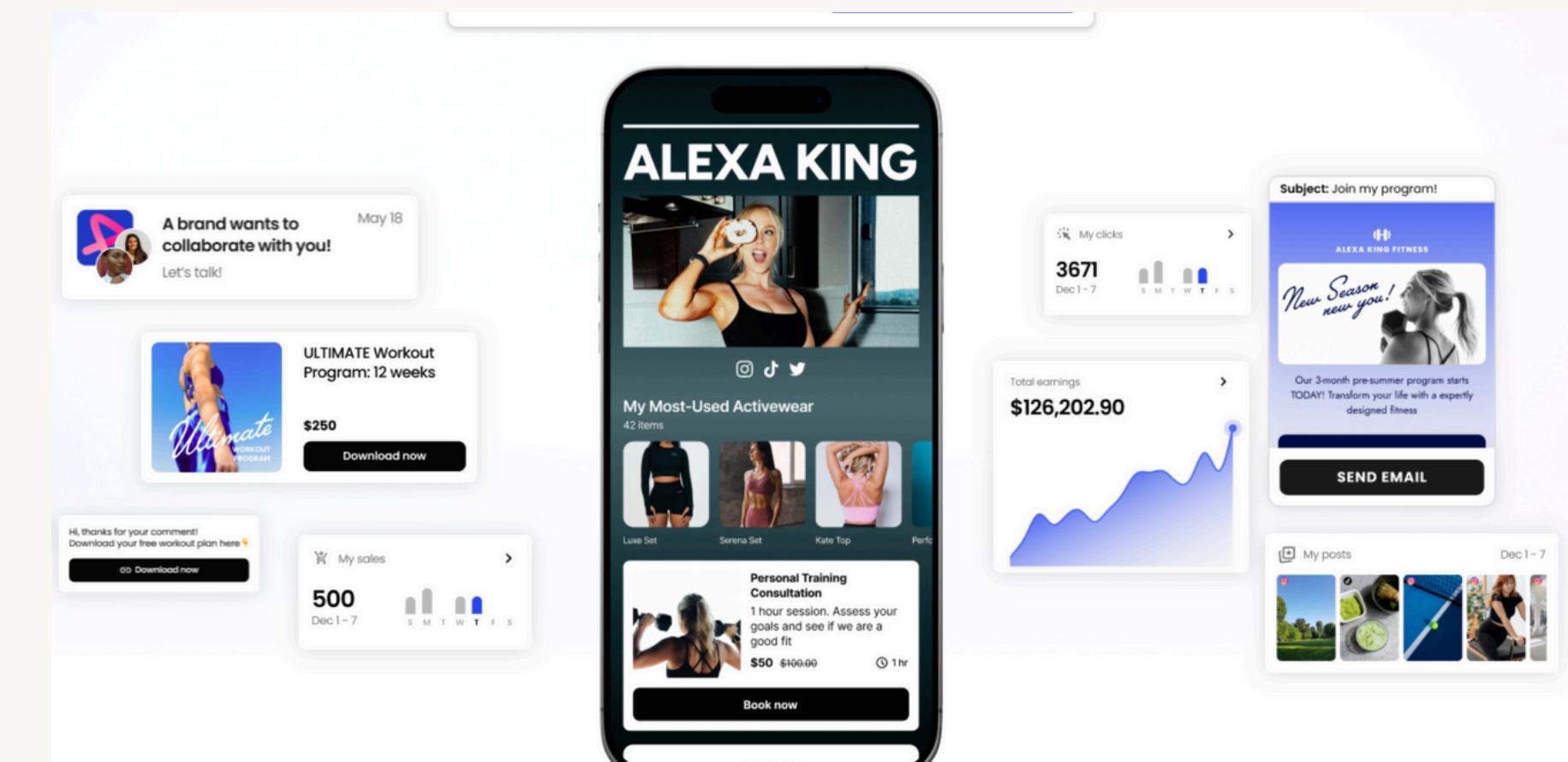
BEACONS

Best for: Free + advanced link hub + selling tools

Core features

- Free link-in-bio setup
- Sell digital products + courses
- Email marketing & automations
- Real-time analytics
- Free tier

Free	Creator	Creator Plus	Creator Max
\$0 Free forever	\$10 \$8.33/mo \$100 billed annually	\$30 \$25/mo \$300 billed annually	\$90 \$75/mo \$900 billed annually
Sign up for free	Upgrade	Upgrade to Plus	Upgrade to Max
Key features	All features in Free, and	All features in Creator, and	All features in Creator Plus, and
<ul style="list-style-type: none"> 30 daily AI credits Customizable Link in Bio Weekly-updating Media Kit Sell unlimited digital products Create affiliate links 9% seller fees 50 email sends per month Smart Reply IG auto-DM Real-time analytics 	<ul style="list-style-type: none"> 300 daily AI credits Free custom domain Custom domain Link in Bio and Store product URLs Daily-updating Media Kit 500 email sends per month Advanced SEO and marketing features 	<ul style="list-style-type: none"> Unlimited daily AI credits 0% seller fees Sell with Buy Now Pay Later options Keep 100% of affiliate link commissions Hide Beacons logo on Link in Bio and Store pages Sell unlimited courses with video hosting Sell unlimited memberships Unlimited email sends 	<ul style="list-style-type: none"> Google workspace White glove onboarding Prioritized online support Physical NFC card connected to your Link in Bio VIP access to Beacons IRL events
Compare plans	Compare plans	Compare plans	Compare plans



WEBSITE BUILDERS

Squarespace

- All-in-one platform (hosting included)
- Drag-and-drop editing
- Clean, modern templates
- Easy to update without tech skills
- Great for portfolios + service websites
- Built in checkout

Basic
€12/mo
Save 20% annually
Create your own custom website and get discovered online.
GET STARTED

Core
€18/mo
Save 20% annually
Unlock our full array of business features as you grow your business.
GET STARTED

Plus
€32/mo
Save 20% annually
Enjoy lower payment processing fees as your business grows.
GET STARTED

Advanced
€69/mo
Save 15% annually
Maximize your revenue with our lowest payment processing fees and our most advanced commerce tools.
GET STARTED

Build your website
Beautiful templates and powerful tools for any website
Free custom domain*
Squarespace AI
Up to 2 contributors

Accept payments
Credit card rates starting at 2% + €0.25
Online store transaction fee of 2%
Digital Content and Memberships transaction fee of 7%

Sell products and services
Sell products and services
Send invoices for free
Sell content and memberships
Professional shipping and tax services
Sales funnel analytics
API integrations for advanced sales functionality

WordPress

- Fully customisable
- Huge plugin ecosystem
- Great for blogs + SEO
- Can scale big as your business grows
- More setup + maintenance required
- Integrate a checkout

Personal
Create your home on the web with a custom domain.
Save 55%
€4.99 per month, billed every 12 months
Get Personal

Premium
Build a unique website with powerful design tools.
Save 55%
€8.99 per month, billed every 12 months
Get Premium

Business
Unlock the power of WordPress with the managed hosting platform built by WordPress experts.
Save 37%
€25.99 per month, billed every 12 months
Get Business

Commerce
Create a powerful online store with built-in premium extensions.
Save 35%
€45.99 per month, billed every 12 months
Starting at US\$25,000/year
Get Commerce

Enterprise
The ease and flexibility of WordPress with unmatched scalability, security and data-driven capabilities.
Learn more

Accept payments
Credit card rates starting at 1.5% + €0.25
Online store transaction fee of 0%
Digital Content and Memberships transaction fee of 0%

Sell products and services
Sell products and services
Send invoices for free
Sell content and memberships
Professional shipping and tax services
Sales funnel analytics
API integrations for advanced sales functionality

Stats
Support from our expert team
Install plugins
Customize fonts and colors sitewide
Connect Google Analytics
Upload videos
SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments
eCommerce tools and optimized WooCommerce experience

Showit

- Design-first platform
- Full creative freedom (no grid limits)
- Great for brand designers
- Uses WordPress for blogging
- Integrate a checkout with shopify (simply)

Showit
\$19 /mo USD
\$228 billed annually
Best choice if:
You don't need a blog

Includes:
Showit website builder
Secure certificate (HTTPS)
Web hosting with 20 GB of media storage
Up to 10K blog visits per month
Design your WordPress theme in Showit
Daily blog backups, stored for 30 days
Support for Showit blog design and pre-installed plugins (Additional plugins are not permitted)
1 WordPress user

Showit & Basic Starter Blog
\$24 /mo USD
\$288 billed annually
Best choice if:
You want to start a new blog
Our pre-installed plugins are sufficient for your needs

Includes:
Everything in Showit plan, plus
20 GB of blog storage
Up to 10K blog visits per month
Extend the functionality of your blog with thousands of WordPress plugins (Including e-commerce plugins)
Daily blog backups, stored for 30 days
Support for Showit blog design and pre-installed plugins (Additional plugins are not permitted)
Unlimited WordPress users

Showit & Advanced Blog
\$34 /mo USD
\$408 billed annually
Best choice if:
You want to migrate blog post from WordPress or Squarespace
Our pre-installed custom plugins for WordPress
You have worked with an SEO expert

Includes:
Everything in Showit & Basic Starter Blog plan, plus
20 GB of blog storage
Up to 25K blog visits per month
Extend the functionality of your blog with thousands of WordPress plugins (Including e-commerce plugins)
Daily blog backups, stored for 30 days
Support for Showit blog design and pre-installed plugins (Additional plugins are not permitted)
Unlimited WordPress users
Free advanced blog migration*
4-day turnaround for migration (includes posts, images, comments, and WordPress plugins)
FTP access Available upon request – Recommended only for advanced users with prior knowledge

CEO Time-Blocking

HOW TO STRUCTURE YOUR DAY

SETTING YOUR DAY UP FOR SUCCESS

Move → Ground → Enjoy

1. MOVE (wake up the body)

Purpose: release tension + wake your nervous system.

Choose ONE:

- Pilates
- Walking
- Stretching
- Yoga
- Gym
- Gentle movement

2. GROUND (quiet the mind)

Purpose: create mental space before stimulation.

Choose ONE:

- Walking without headphones
- Sitting in silence
- Journaling
- Breathing
- Nature time

3. ENJOY (do something just for you)

Purpose: start the day with pleasure, not pressure.

Choose ONE:

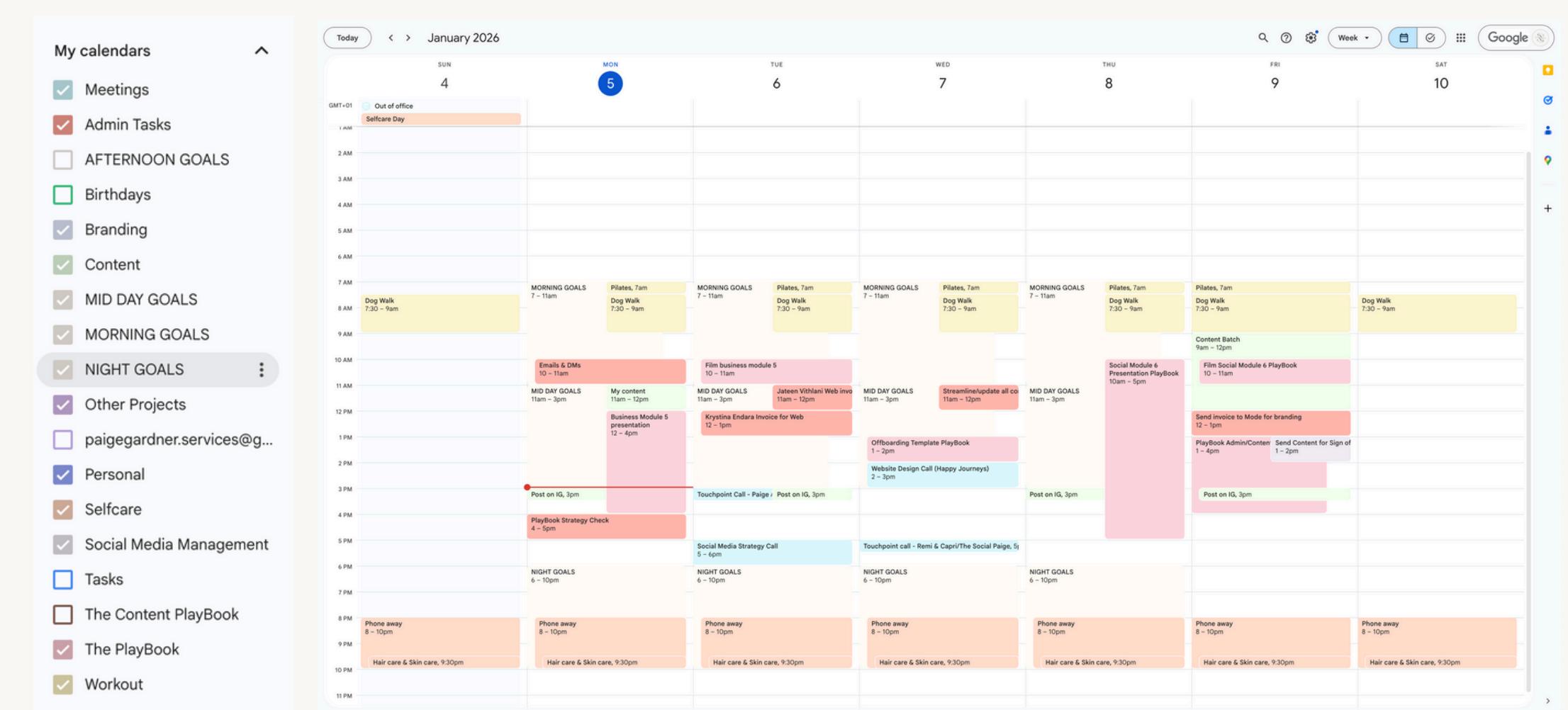
- Coffee run
- Breakfast
- Reading
- Music
- Sitting in a café or park
- Something slow + cozy

GOOGLE CALENDAR

STEP 1

Decide Your “Work Buckets”

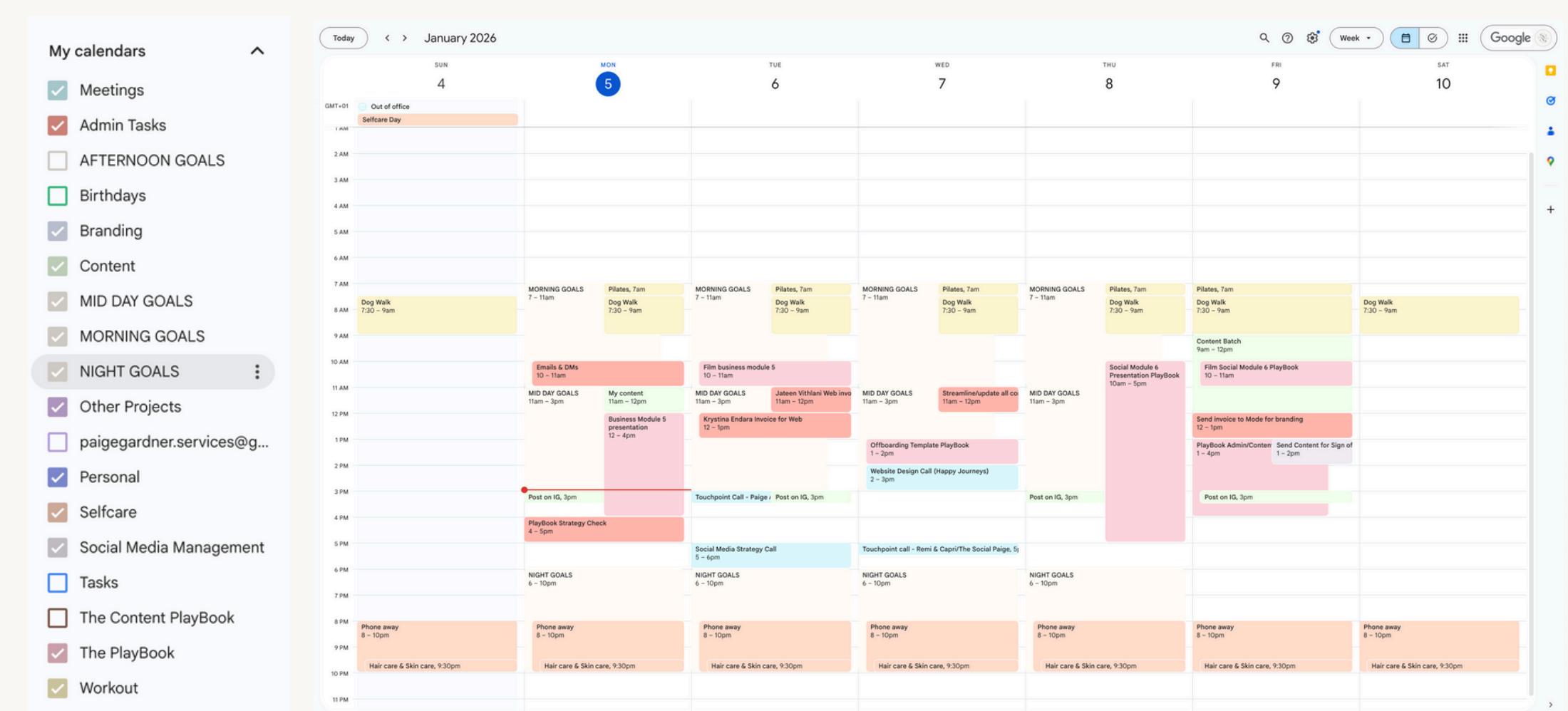
- Admin
- Content Creation
- Calls / Meetings
- Service 1 (Web Design)
- Service 2 (Branding)
- Service 3 (Social Media Management)
- Business growth / marketing



STEP 2

Colour-Code Everything

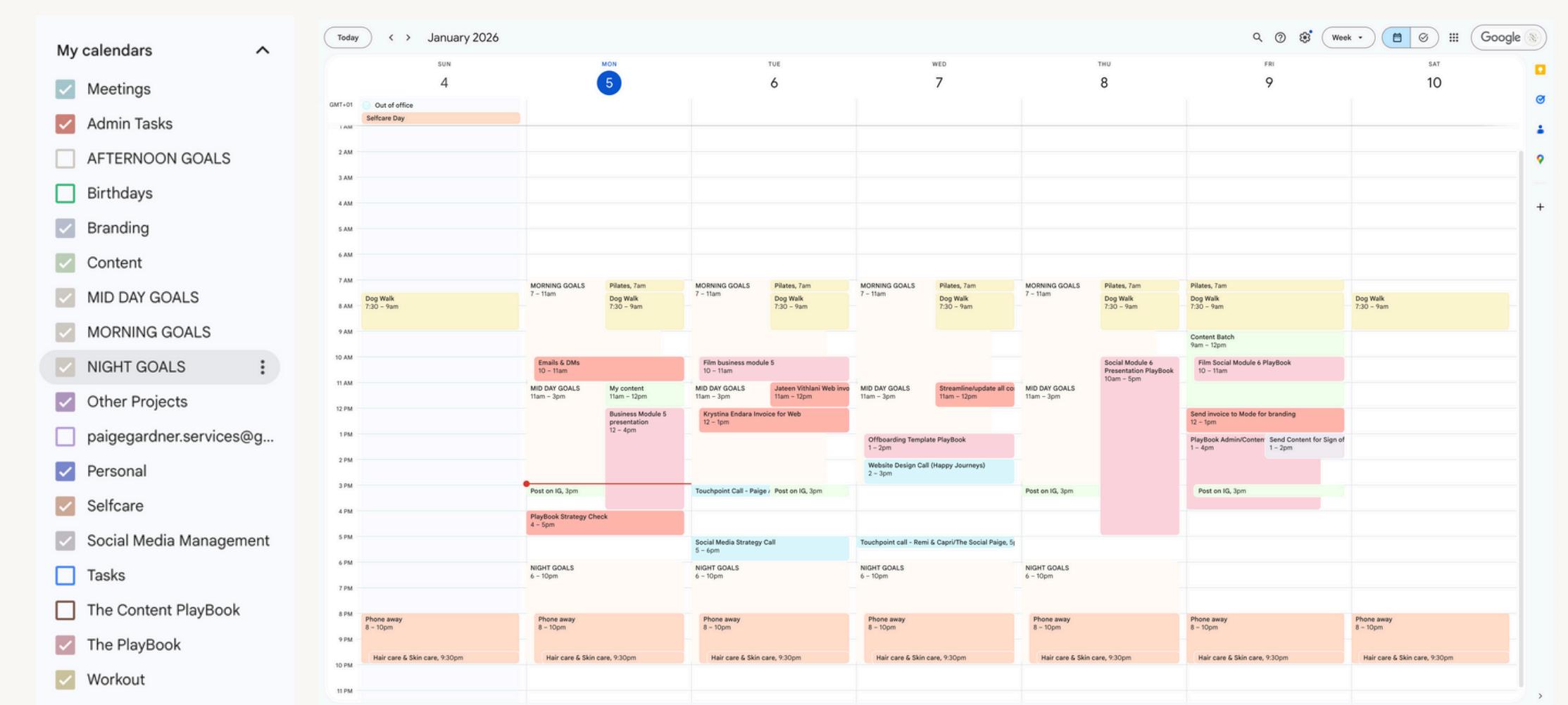
- Admin - pink
- Content Creation - blue
- Calls / Meetings - green
- Service 1 (Web Design) - yellow
- Service 2 (Branding) - orange
- Service 3 (Social Media Management) - purple
- Business growth / Marketing - red



STEP 3

Assign “Theme Days”

- Monday: Admin
- Tuesday: Service 1 (client work) +Meetings
- Wednesday: Service 2 (client work) + Meetings
- Thursday: Service 3 (client work) + Meetings
- Friday: Business growth / Marketing



STEP 4

Time Block With Durations

Every task gets a start + end time.

Not:

“Work on client stuff”

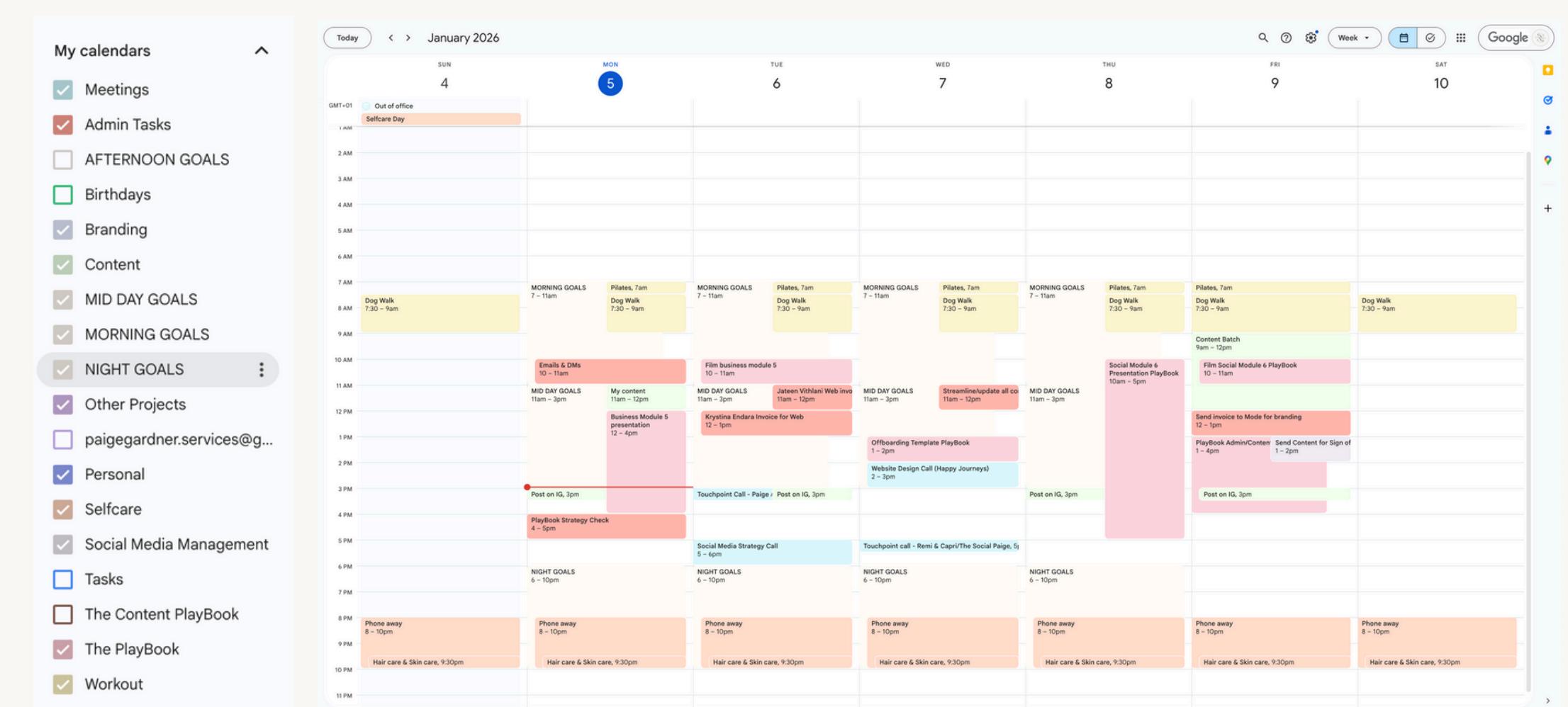
But:

10:00–12:00 Client A content

1:00–2:30 Brand design revisions

3:00–4:00 Emails + admin

You stop when the block ends.

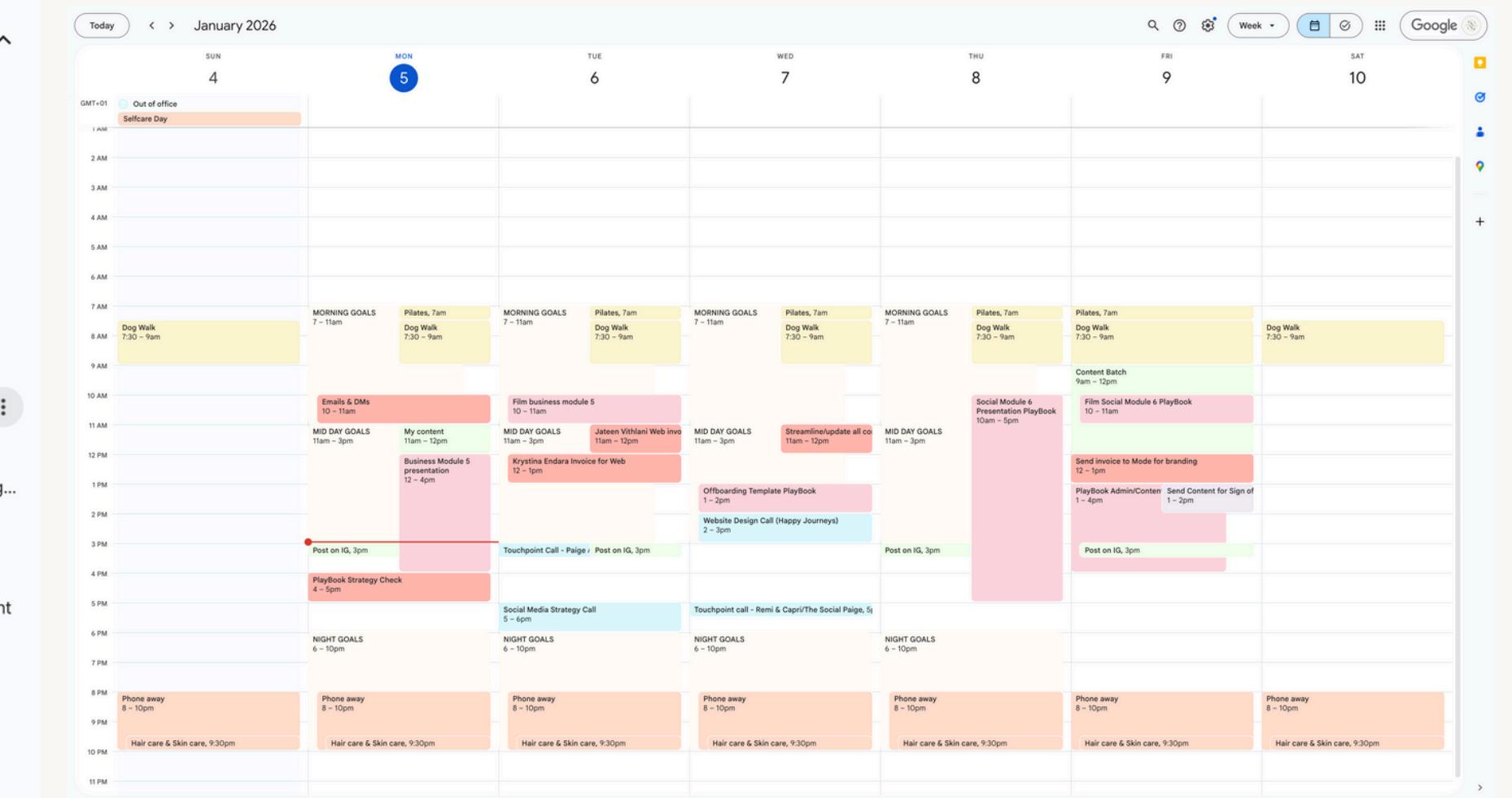


ADMIN DAY

- Emails / DMs
- Invoices / Contracts
- Website updates
- Systems cleanup
- Backend work

My calendars

- Meetings
- Admin Tasks
- AFTERNOON GOALS
- Birthdays
- Branding
- Content
- MID DAY GOALS
- MORNING GOALS
- NIGHT GOALS
- Other Projects
- paigegardner.services@g...
- Personal
- Selfcare
- Social Media Management
- Tasks
- The Content PlayBook
- The PlayBook
- Workout



BUSINESS GROWTH

- Content creation
- Marketing strategy
- Offers
- Analytics
- Learning a new skill

BOOKINGS PER MONTH

WITH A TEAM

- 1 Website
- 1 Full Branding
- Oversee 10 SMM clients

WITHOUT

- 1 Mini Brand Identity
- Manage 5 Social Media Clients

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10-15 minutes to action this

1. Spot the friction

Where do you feel the most overwhelm right now?

(Scheduling, clients, payments, admin, website)

2. Audit your tools

List what you use for scheduling, projects, payments, and your website.

Next to each, write: keep / fix / replace.

3. Pick ONE system to improve

Which system would make the biggest difference if cleaned up?



Paige.

Turn the Paige
AND FOLLOW THE PLAYBOOK

NEXT UP: BUILDING A SUPPORT SYSTEM