



Launch Fast Formula Workbook



Launch Fast Formula Workbook

Introduction

This workbook is your practical companion to the Launch Fast Formula. It is designed to help you apply the same strategies taught in the course to your own freelance or design business. Each section includes a short explanation of the key concept, followed by exercises to help you put it into practice.

You do not need to refer to the main course to complete this workbook. Think of this as a self-contained guide that walks you through building a productized design offer, step-by-step. By the end, you'll have clarity on who you serve, what you sell, and how you'll package, price, and promote your service.

Lesson One: Sell a Solution

Overview:

Designers often start by selling their time—hours, tickets, or tasks. But time isn't what clients care about. They care about outcomes. Your goal is to shift from being a service provider to becoming a problem solver. That means packaging your design service into a clear, repeatable solution for a very specific market.

The more targeted your service, the more valuable it becomes. When you solve a clear problem in a specific market—and deliver real business outcomes—you can charge more, work less, and scale faster.

Exercise 1: Choose a Target Market

Choosing the right market is the first critical step. Commit to a market that is not only growing but also has more demand than supply. It goes without saying that it should probably match your design expertise and interests.

Specificity is key here; you're looking for a well-defined market with clear needs that your skills can address.

Understand that your prospects ultimate goal is probably more sales or faster sales. This desired outcome ties back to their business growth, such as acquiring a certain number of customers or hitting revenue targets within a specific timeframe. If you can help them do that, you can charge a lot.

It's key that you offer your design services in a manner that is focused on their business needs rather than arbitrary promises like a certain amount of design tickets per week or a certain amount of design hours per month.

Think like a business-person.

Start by picking one group of people or companies with a shared, painful problem.

Focus on:

- Markets that are growing
- Markets with money
- Markets where your skillset gives you an edge

Target Market: _____ Why this market has a design-related problem worth solving:

Exercise 2: Identify the Pain

List the biggest challenges this market faces related to design or user experience. Your job is to identify pain that slows growth, reduces sales, or creates frustration for your customer.

Top 3 pain points:

1. _____
2. _____
3. _____

Exercise 3: Define the Dream Outcome

What result would this market *love* to have? This is the outcome you'll anchor your offer around.

Their dream outcome (e.g., more signups, higher conversions):

Why it matters to their business:

Exercise 4: List the Obstacles

Next, list every obstacle your market faces in achieving their desired outcome.

These problems may be directly or indirectly related to design, but they all stand in the way of your prospects success.

Get super detailed.

What stands in the way of that dream outcome? These are the problems your offer needs to remove.

Obstacles your product will address:

1. _____
2. _____
3. _____

Lesson Two: Package Your Product

Overview:

Once you know the outcome your market wants, your job is to create a productized service that delivers that outcome. This isn't just about deliverables. It's about creating a clear, structured process that:

- Solves a specific problem
- Has a defined beginning, middle, and end
- Delivers a result in a set timeframe

This is how you stop being a pair of hands and start being a solution provider. Each step in your process should tackle one obstacle that stands in the way of the client's goal.

Exercise 5: Build Your Productized Process

For each problem you've identified, develop a corresponding solution. This approach ensures that your design services are directly tied to the specific needs and challenges of your market.

This step can take a while but it's extremely important. If you find it too difficult to identify solutions, this would be the time to go back and choose a different market.

It's also not a bad idea to go through this exercise with several markets just to see which one resonates with you the most.

Start by turning each problem from Lesson One into a step in your design process. For each step, briefly describe what you'll do and how it contributes to the client's end goal.

Step	Problem	Solution You Provide
1		

2		
3		

Give your process a name (this becomes your branded method): My process is called the _____ Framework.

Exercise 6: Estimate the Timeline

Define and break down the timeline for your service results.

How quickly can your clients expect to see results?

Time is of the essence, and the quicker you can deliver results, the more valuable your service becomes.

Create milestone descriptions to show progress within your set timeline.

Lay out the timeline clearly—what milestones can they expect along the way?

Fast service equals higher value, so define how you'll showcase this rapid path to success.

Clients want to know how long your process takes. Set realistic timeframes, then break them into weekly milestones.

Total estimated time to complete: _____

Milestones:

→ Week 1: _____

→ Week 2: _____

→ Week 3: _____

→ Week 4: _____

Exercise 7: Write Your Value Proposition

Clients don't want to hear about deliverables. They want to hear about results. Use the template below to write a one-sentence offer that clearly communicates what you do, for whom, and why it matters.

"I help [target market] get [desired result] in [timeframe] without [common frustration] using my [process name]."

Your offer: _____

Example: "I help SaaS startups increase conversion rates by 25% in 30 days without redesigning their whole site using my 3-Step UX Boost Framework."

Exercise 8: Identify Proof and Objections

What might stop someone from buying your offer? List those objections. Then write down what proof you can use to reduce doubt.

Top objections your prospects may have:

1. _____

2. _____

Proof or reassurance you can offer:

1. _____

2. _____

Lesson Three: Stack Your Value

Overview:

Even a strong offer can get ignored if it doesn't feel valuable. This lesson focuses on "value stacking"—the art of making your offer feel irresistible. You'll use tactics like bonuses, guarantees, and scarcity to remove objections and drive action.

When you package your service with extras and lower the risk to your customer, the perceived value goes way up—and so can your price.

Exercise 9: Add Bonuses

Think about small, useful extras you can include that make your offer feel like a deal. These can be templates, audits, guides, or small add-ons that support your core offer.

Bonuses you can include:

1. _____
2. _____
3. _____

Exercise 10: Create a Guarantee

Design a guarantee that eliminates fear and builds confidence.

What's your promise to your clients?

A strong guarantee reverses risk and builds trust.

Describe the conditions and assurances of your satisfaction-based refund.

Detail the terms of your "We-hit-Your-Goal" guarantee, setting clear success criteria.

Whether it's a satisfaction-based refund or a commitment to achieve their goals, your guarantee should be bold, reassuring, and named to reflect its strength and reliability.

What promise can you make that lowers risk for the client?

Choose one or both:

- Satisfaction-based refund
- Outcome-based guarantee (e.g., "If we don't improve conversions, I'll keep working until we do.")

My guarantee is:

Exercise 11: Create Scarcity and Urgency

Outline your strategy for seasonal promotions.

Deadlines can spur action.

Name your promotional campaign and set a clear deadline for urgency.

How will you create a sense of urgency with your offer?

By introducing seasonal promotions and clear deadlines, you're telling your prospects that now is the time to act.

Plan and name your promotional campaigns to make them timely and compelling.

People buy when they feel the offer is limited or time-sensitive. Define your scarcity (limited availability) and urgency (limited time).

Scarcity: How many clients can you take on per month?

Urgency: What deadline, promotion, or reason can you give them to act now?

Exercise 12: Add Optional Subscriptions

Like adding a sport package to a new car, think about how add-ons can enhance your core offer.

Whether it's premium one-on-one access or a flexible subscription model, these add-ons let clients tailor your service to their needs.

Plan how these add-ons can be personalized or adjusted to meet individual client needs.

The goal here is that you have your proprietary process but you can customize it to different needs based on these add-ons

Can you offer ongoing services or higher-touch support? Consider:

- Ongoing monthly support
- 1-on-1 strategy sessions
- Slack/email access

Subscription Add-Ons:

Final Reflection: Your Launch Plan

You've now built a productized design service that solves a real problem in a specific market, delivers a clear outcome, and stacks value to make it irresistible.

In one paragraph, describe how you will launch this service. Include your target market, what you'll offer, how you'll find clients, and what your first outreach or promotion will look like.

My launch plan:

You're ready to sell a solution—not just a skillset. Use this workbook as a launchpad, and revisit it often as your offer evolves.