



JCTURNER CONSULTING GROUP LLC

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Sample Proposal: Website Alignment with Business Plan

Note: The following proposal is provided as a sample deliverable to illustrate the type of strategic recommendations we prepare for clients. It is based on real-world consulting work, but identifying details have been adjusted for confidentiality.

Project Context

This proposal was prepared for a client operating as a solo founder, home-based business, launching multiple service lines (notary, courier, life coaching, travel planning, business consulting) under a phased growth model. The client had developed a solid business plan, but their website did not yet reflect the updated strategy.

The purpose of this proposal was to identify gaps in the existing website and recommend specific improvements to align the online presence with the client's phased launch plan, target market, and marketing priorities.

Key Issues / Gaps Identified

- The site emphasized general business consulting but did not clearly present the multiple service lines or phased rollout.
- "Free Consultation" was present, but service tiers, pricing, and transparency were lacking.
- Target markets (veterans, mobility-impaired, etc.) were not clearly represented.
- Limited social proof: few testimonials, no outcome metrics, weak financial credibility.
- Operational clarity ("how services are delivered, what to expect") was absent.

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Recommendations

Homepage & Messaging

- Add phased services roadmap (Phase 1: Mobile Notary & Courier; Phase 2: Life Coaching & Travel; Phase 3: Business Consulting).
- Highlight target audiences (veteran-friendly, accessible services) with icons/callouts.
- Add success metrics/outcomes for credibility.

Services Pages

- Create separate service-specific pages with detailed descriptions, pricing, delivery methods, and testimonials.
- Include transparent pricing/package tiers.
- Add service-specific contact/consultation forms.

About / Journey Page

- Expand founder story, mission, and phased launch plan.
- Add timeline milestones.

Case Studies / Testimonials

- Add at least one case study with measurable client results.

Blog / Resources

- Publish posts aligned with service lines and target markets.

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Calls to Action

- Add strong CTAs (“Book Notary,” “Schedule Coaching Session”) to each service page.

Service Delivery Process

- Add “How it works” sections for each service to clarify expectations.

Visual Branding

- Use consistent visuals/icons and simplify navigation by service.

Mobile & Accessibility

- Optimize mobile responsiveness and emphasize accessibility messaging.

Trust & Credibility

- Display certifications, commissions, affiliations, and insurance.

High-Priority Actions (Quick Wins)

1. Separate, service-specific pages with “How it Works,” pricing, and CTAs.
2. Update homepage to show current vs. upcoming phases.
3. Add trust markers (certifications/testimonials) prominently.

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4. Strengthen "About / Journey" page to align with mission and phased plan.

Value & Impact

By implementing these changes, the client will:

- Build clarity and trust with prospects by showing exactly what's offered now vs. what's coming.
- Increase conversion rates through clear service pages and CTAs.
- Strengthen brand credibility with testimonials, case studies, and certifications.
- Align online presence with their business plan and growth strategy.

This sample illustrates how Consult J.C. Turner helps entrepreneurs bridge the gap between their business plans and customer-facing brand identity. Each proposal is tailored, actionable, and rooted in both strategy and execution.

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