

FOR SOLOPRENEURS • FREELANCERS • CONSULTANTS

The Digital Business Blueprint

The 7-stage map from skill to a business you can run from home. With the one question that unblocks each stage.

Skill → Offer → Client → Business → Scale

INSIDE

The three models

Services, Consulting, Coaching, and the trap in each.

INSIDE

Seven stages

One page each, with a worksheet and a done-when test.

INSIDE

The 90-day plan

Week by week, from a customer's name to a paid client.



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Read this in 20 minutes. Use it for 90 days.

I've built websites for more than 2,500 businesses from a desk at home. That is a lot of conversations with people at the very start of something. After a while the pattern is impossible to miss.

The people who get their first paying client within a month are not the most skilled. They are the ones who did seven things in the right order. The people still "working on it" a year later usually skipped stage 1 or stalled at stage 3 or stage 5.

This blueprint is those seven stages, one page each. Every page has the same four parts:

What it is

The stage in plain words, and why people skip it.

The one question

Answer it honestly and the stage is mostly done.

Worksheet

Write in it. Print it if you can. Typing works too.

Done when

A test you can pass or fail. No "kind of done".

THE RULE

Do not move to the next stage until the "done when" test passes. Skipping ahead feels like progress. It is how people end up with a beautiful website and no customer.

The seven stages

01

DISCOVER

Find
your
expertise,
opportunity
and
ideal
customer.

02

DESIGN

Choose
your

Same skill, three businesses.

A designer can build the website (Services), advise on the brand (Consulting), or teach founders to do it themselves (Coaching). Same skill. Three completely different businesses, with different prices, different customers and different traps.

	SERVICES	CONSULTING	COACHING
You	Do the work for them	Tell them what to do	Teach them to do it
They pay for	A finished thing	A decision	A transformation
Best for	Anyone with a skill people already pay for	10+ years of experience in one field	People who can explain, and have a repeatable path
Fastest to	First rupee	High fees	Scale
The trap	Pricing by the hour. Hours are capped, outcomes are not.	Vague advice. "I help businesses grow" sells nothing.	Coaching a topic, not a result. Nobody buys "marketing coaching".
Say instead	"A 5-page clinic website, live in 14 days, ₹45,000."	"I'll tell you which two of your six products to kill."	"Your first ten customers, in eight weeks."

HOW TO PICK

Not by what pays most. By how you like to help. If you'd rather do it: Services. If you'd rather advise: Consulting. If you want them to be able to do it without you: Coaching. You can add a second model later. Start with one.

WORKSHEET

My skill, in one line:

The model I'm starting with, and why:

01

STAGE ONE

Discover: pick a customer, not an idea.

Most people start with an idea. The ones who succeed start with a person. Ideas are cheap and abstract. A person who has already asked you for help is a business waiting to be named.

People skip this stage because it feels too small. "Just one customer?" Yes. One real person, whose problem you can describe in their words, is worth more than a market of ten thousand you've never spoken to.

THE ONE QUESTION

Who asked you for help with this in the last twelve months, and what did it cost them not to have it?

WORKSHEET

Three people who asked me for help (real names):

The one I'll start with, and the problem in their words:

What it costs them not to fix it (money, time, stress, missed opportunity):

Common mistake

Writing a "target audience" description instead of a name. "Small business owners aged 30–45" is not a customer. "Dr. Mehta, who lost two patients last month because his clinic has no website" is.

Done when

You can say one person's name and describe their problem in a sentence they would nod at.

02

STAGE TWO

Design: choose your model and commit.

You've met the three models. Now choose one for this customer. Not forever. For the next 90 days.

The stall here is trying to offer all three at once. "I can build it, or advise you, or teach you." The customer hears indecision and picks none. Choose the one that matches how you like to help and how they want to be helped.

THE ONE QUESTION

For the customer on page 4: do they want it done, decided, or taught?

WORKSHEET

My model for the next 90 days:

Services

I do it

Consulting

I decide it

Coaching

I teach it

The trap for this model (from page 3), and how I'll avoid it:

What I am deliberately NOT offering for 90 days:

Common mistake

Choosing Coaching because it "scales", with no one to coach yet. Coaching scales a path that already works. If you have never done the thing for a paying client, start with Services and earn the path.

Done when

You can say "I do X for Y" in one breath, and it is only one of the three.

03

STAGE THREE

Package: a skill is not an offer.

This is where most people stall, and where a little outside help does the most good. An offer has four parts, and if any one is missing, the customer cannot say yes.

1. The result

Not the activity. "Live website" not "web design".

2. For whom

The person from stage 1, and people like them.

3. The price

A number. Not "depends". Not "let's discuss".

4. The timeframe

When it will be done. Deadlines sell.

"Website design" is a skill. "A 5-page website for a clinic, live in 14 days, ₹45,000" is an offer. One of these gets bought. The other gets "let me think about it".

THE ONE QUESTION

What are the last three things you were paid for, and what result did each person get?

WORKSHEET

Last three paid pieces of work, and the result each client got:

My offer in one sentence (result · for whom · price · timeframe):

Pricing, quickly

Take what the result is worth to them and charge a fraction of it. A website that brings a clinic two patients a month is worth lakhs a year. ₹45,000 is easy.

Never price from your hours

Done when

A friend can repeat your offer back to you, including the price, after hearing it once.

04

STAGE FOUR

Build: one page beats a brand.

The presence you need on day one is smaller than you think. After 2,500 websites, here is the pattern: the people who get their first client in a month put up one page in a week. The people still "working on the site" a year later started with a brand, a logo suite and twelve pages.

One page. Four things on it.

SECTION	WHAT GOES THERE	LENGTH
Who you help	The person from stage 1, in their words	One line
The offer	The sentence from stage 3, price included	One line
One proof	A result, a review, or a before-and-after. One is enough.	Two lines
One way to book you	A calendar link or a WhatsApp button. Not a contact form.	One button

THE ONE QUESTION

If a stranger landed on your page for eight seconds, would they know who it's for, what it costs, and how to book?

WORKSHEET • DRAFT THE PAGE HERE

Headline (who you help + the result):

The offer line:

One proof point I can use today:

Common mistake

A contact form. Forms get ignored. A calendar link or a WhatsApp button starts a conversation. Also: spending three weeks on a logo. Use your name in a clean font.

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Done when

The page is live at a real address and you'd be comfortable sending the link to the person from stage 1.

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05

STAGE FIVE

Launch: your first client already knows you.

This is the stage people avoid, because it means asking. So here is the asking, made small. Your first client will come from someone who already knows you, or from someone they know. Not from ads. Not from a viral post.

Send this three-line message to five people today. It asks for a referral, not a sale, so people answer it.

Hi [name]. I've started helping [who you help] with [the result]. Who do you know who's dealing with that right now?

No link. No price. No deck. If they ask, send the page from stage 4.

THE ONE QUESTION

Which five people will you send the message to before you close this document?

WORKSHEET

Five people, and a tick when sent:

☐☐☐☐☐

The first conversation

Ask about their problem for ten minutes before you mention the offer. Then say the offer sentence once, price included, and stop talking. Silence is where the yes lives.

Done when

Someone has paid you. Not agreed. Paid. Even a deposit counts.

06

STAGE SIX

Systemize: boring wins.

Twenty years from home taught me this: a one-person business rarely dies from a lack of clients. It dies from chaos. Missed follow-ups, rewritten proposals, invoices sent late and chased for months.

Three boring things keep it alive. Set each one up once. They pay you back every week for years.

SYSTEM	WHAT IT IS	FREE TOOL
Proposal template	One document you fill in, never rewrite. Offer, price, timeline, what you need from them.	Google Docs
One calendar link	Nobody emails to find a time. They pick one.	Calendly (free plan)
One invoice flow	Invoice on the day you agree. Half up front. Same template every time.	Razorpay / Zoho Invoice
One follow-up rule	Every open conversation gets a nudge after 3 days, then 7. Written down, not remembered.	A Google Sheet

THE ONE QUESTION

What did you do this week that you'll do again next week? That's the thing to template.

WORKSHEET

The three things I repeat every week:

The one I'll template first, and by when:

Common mistake

Buying a CRM before you have ten clients. A sheet with five columns (name, stage, last contact, next step, date) beats any tool you won't open.

Done when

A new enquiry can go from "hello" to "paid" without you writing anything from scratch.

07

STAGE SEVEN

Scale: more revenue, better margins, then people.

Scale is the stage everyone wants to start at. It only works after the six before it. Once stages 1 to 6 are running, there are exactly four levers, and they go in this order.

	LEVER	WHAT IT MEANS
1	Raise the price	Every third client, raise it 20%. Stop when two in a row say no. Most people are two raises below where they should be.
2	Sell the next thing	A client who paid once will pay again. Retainer, maintenance, the next phase. Cheaper than finding a stranger.
3	Automate the repeat	Anything you did three times by hand: template it, schedule it, or let a tool do it.
4	Then, a helper	Only for work that is documented in stage 6. Hire for the boring parts first, never for sales.

THE ONE QUESTION

If you doubled your price tomorrow, who would still say yes? Those are your real customers. Find more of them.

WORKSHEET

Current price → next price, and the date I'll raise it:

The "next thing" I can sell to an existing client:

The first task I'd hand to a helper:

Common mistake

Hiring to escape chaos. A helper inside chaos makes more chaos. Systemize first, then hire into the system.

Done when

Revenue grew last quarter without your hours growing with it.

The 90-day plan.

Stages 1 to 5 fit in 90 days for almost everyone with a real skill and five to ten hours a week. Here is the pace. Tick each week off.

WEEK	STAGE	SHIP THIS
1	Discover	One customer's name and problem, in their words.
2	Design	One model chosen. The other two written down as "not now".
3-4	Package	The offer sentence. Tested on three people who can repeat it back.
5-6	Build	One page, live, with a booking link. Sent to the customer from week 1.
7-8	Launch	Five three-line messages sent. Every reply answered within a day.
9-10	Launch	First conversations. Offer said out loud, price included, at least three times.
11-12	Launch → Systemize	First paying client. Proposal template and invoice flow set up from that first sale.

IF YOU FALL BEHIND

Go back one stage, not forward. Nine times out of ten, a stall at Launch is a Package problem: the offer isn't clear enough for the other person to repeat. Fix the sentence, then send the messages again.

MY START DATE

Day 90 is:

You can walk this alone. Or not.

Most people who walk the seven stages alone take two to three years and stall at stage 3 or stage 5. Not because they lack the skill, but because nobody is looking at their offer from the outside every week and telling them what to do next.

That is what I do. One 45-minute session a week, on your actual business, for 90 days. I build your website inside the program instead of assigning it as homework, because after 2,500 of them it's faster that way. There's a first-client guarantee: if you attend and ship, and you don't have a paying client by day 90, I keep working with you until you do.

FREE • 30 MINUTES • 1:1

Start with a Launch Call.

We'll map your skill to a model, an offer, and your first three steps. You leave with a one-page Launch Map whether or not we work together. Six a week.

swapnilonline.com/call

Not sure which stage you're at?

The Fit Score tells you in two minutes.

swapnilonline.com/fit

Questions

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Digital Business Consultant • Teacher | Entrepreneur

20 years working from home • 2,500+ websites developed

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