







FROM OVERWHELM TO CLARITY

A Simple, Strategic Path Forward

A website process that helps you move forward with confidence.



Choose the Right Level of Support

 Starter Clarity <i>For business owners who need direction, structure, and a strong starting point.</i>	 Conversion Site <i>The most balanced option for businesses ready to turn traffic into discovery calls.</i>	 Full Lead System <i>For businesses ready for a complete lead engine.</i>
<ul style="list-style-type: none"> ✓ Brand/message clarity ✓ 5-7 page custom website ✓ Contact form setup ✓ Mobile-friendly design ✓ Launch support 	<ul style="list-style-type: none"> ✓ Everything in Starter Clarity ✓ Lead capture + lead magnet setup ✓ Scheduling / booking integration ✓ Basic automations ✓ SEO + performance basics 	<ul style="list-style-type: none"> ✓ Everything in Conversion Site ✓ Advanced automations ✓ CRM / email integrations ✓ Landing pages + campaigns ✓ Ongoing optimization support
 <p><i>A strong foundation. Built for clarity.</i></p>	 <p><i>More leads. More bookings. More momentum.</i></p>	 <p><i>A complete system. Built to scale.</i></p>

Investment is tailored after discovery so the support matches your goals, stage, and budget.



Not sure which fit is right?
The discovery call makes that decision easier.

MOST WEBSITES DO NOT FAIL LOUDLY

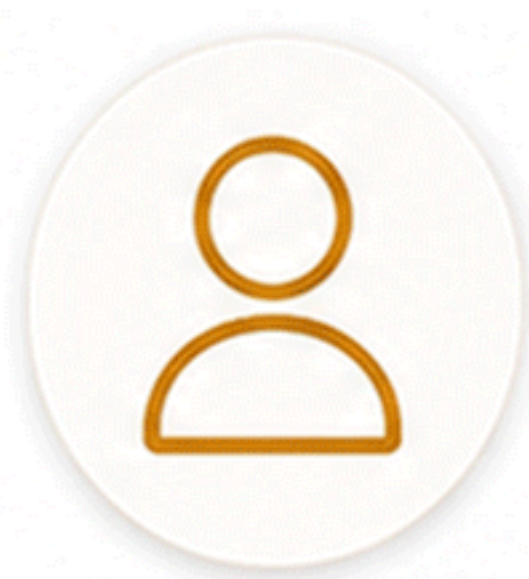
Why Websites Quietly Lose Good Leads

They usually lose trust in small, quiet moments.

Many service-based businesses— especially calm, relationship-based businesses— don't need more noise. They need clarity, trust, and a smoother path from interest to inquiry.



The 5 Quiet Conversion Gaps



1 Unclear First Impression

Visitors cannot quickly tell what you do, who it is for, or why they should stay.



2 Design That Doesn't Feel Like You

The site may function, but it does not reflect the tone, warmth, credibility, or quality of your work.



3 No Clear Next Step

Visitors are interested but are not guided toward a discovery call, inquiry form, or booking action.

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The best websites reduce hesitation before they ask for action.



4 Booking Friction

Forms, scheduling, or contact options feel awkward, long, or disconnected.



5 Missing Trust Signals

No calming proof, no process clarity, no polished structure, and not enough reassurance.

What Better Looks Like



Clear message



Aligned visuals



Simple booking path



Calm confidence



This is exactly what the discovery call helps clarify.

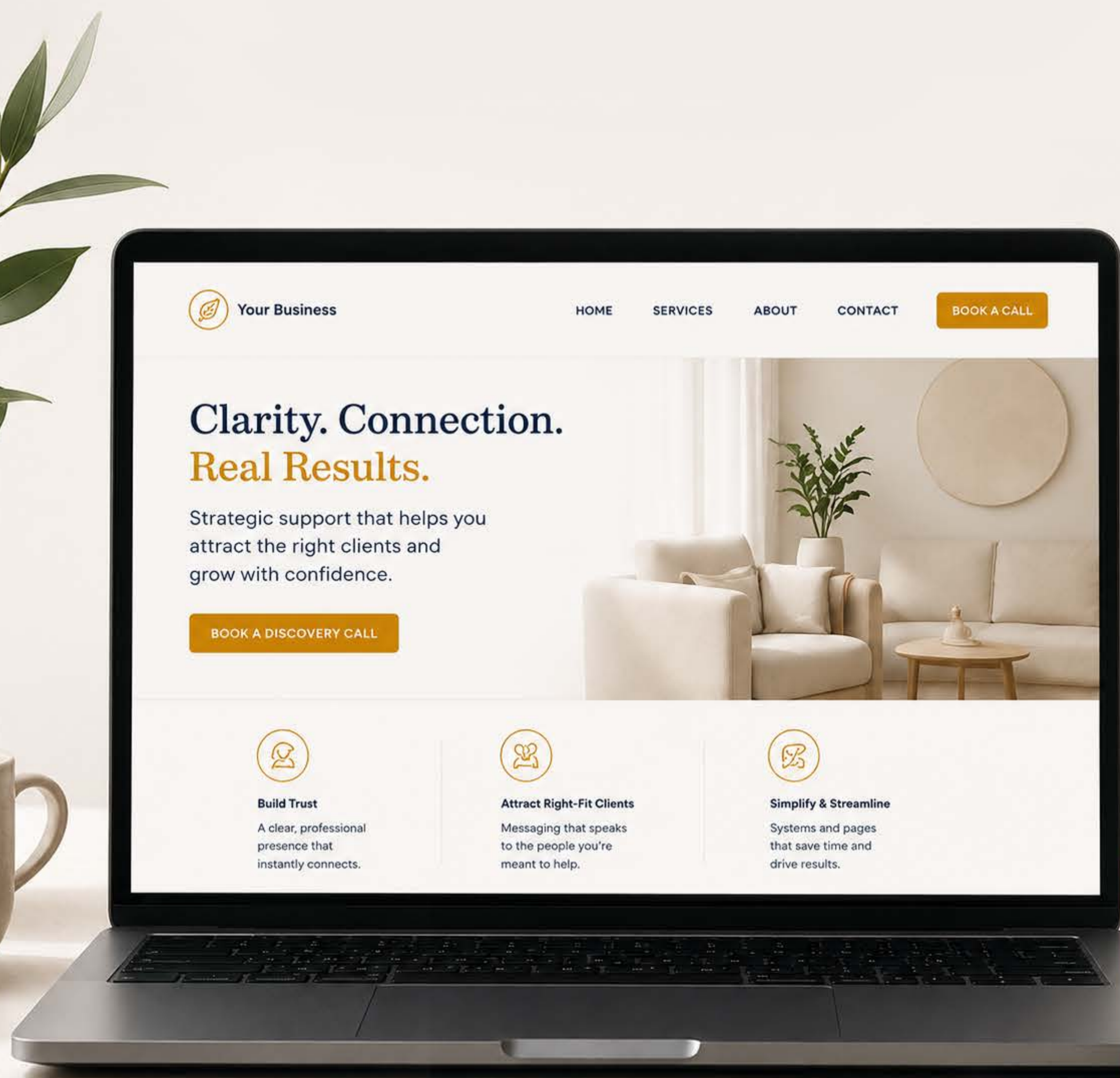


THE CALM, CLEAR PATH TO A WEBSITE THAT WORKS

The Calm Website Roadmap

How service-based businesses build a website that feels aligned, earns trust, and turns interest into discovery calls.

A practical, non-technical guide for business owners who want clarity, confidence, and results from their website.



Book a Discovery Call

Let's talk about your business and goals.

Book Discovery Call

“Your website should feel like you, work for you, and grow with you. Let's build it—on purpose.”



Inside, You'll Discover:



Clarify what your website actually needs



See the common gaps that quietly cost leads



Choose the right level of support with confidence



YOUR DISCOVERY CALL

What Happens Next

A calm, strategic first step — no pressure, just clarity.

Your discovery call is a relaxed, focused conversation designed to help you understand what you need, what you don't need yet, and what level of support makes the most sense. You'll leave with practical guidance, clear options, and confidence in your next step.



1. What We Cover on the Call

1. Your business and goals
2. The kind of clients you want to attract
3. Your current website or starting point
4. What feels overwhelming or unclear
5. The best next step for your brand and lead flow



2. Who This Is For

- ✓ Service-based businesses
- ✓ Private practices
- ✓ Wellness and care-centered brands
- ✓ Consultants and educators
- ✓ Founders who want a site that feels professional and lasting

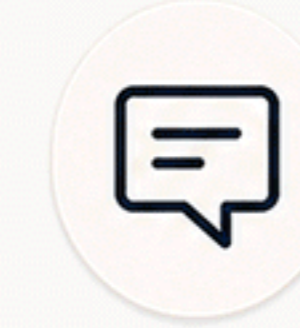


3. Why Clients Choose LeadReady Studio



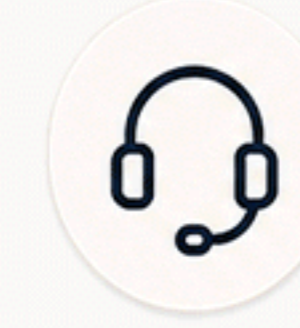
Strategy-first approach

We start with your goals and build from there.



Clear communication

You'll always know what's happening and why.



Reliable and responsive

You'll get fast replies and steady support.



Focused on your results

We design with outcomes in mind — not just aesthetics.



MEET MICHAEL ARENS

Founder. Partner. Your Guide.

You'll work directly with Michael from start to finish. LeadReady Studio blends clean design, practical systems, and thoughtful guidance so your website becomes a useful business tool — not just a pretty page.



Ready to Take the Next Step?

Book Discovery Call →

Get Free Guide

If you simply need direction first, start with the guide. If you want clarity fast, book the call.

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