Compelling idea: Aspirational identity: Navigation							
		Header					
	Clear S Sentence or phrase of how	tatement of What Yo		iter			
	Transitional CTA		Direct CTA				
		Stakes					
	Stakes (Cost	Of Not Doing Busine	ess With Us)				
	Item #1 Item #2 Item #3		Item #4 Item #5 Item #6				
		Mission Statement					
		Button					

Service #1	Se	Service #2		Service #3				
The Guide								
lma		About You  Why are you qualified to guide						
	Why a							
		Button						
Testimo		Testimonial #2						
		Or						
Logo 1	Logo 2	Logo 3		Logo 4				
The Plan								
Step #1		Step #2		Step #3				
Explanatory Paragraph								
	⊾∧piailai							
Video								
Button								
Pricing								

## **Junk Drawer**

Footer