

Founder & Creative Director of Wix Pro

Over 400 websites with Wix in 18 countries

Several professional awards and featured works

Growing from \$400 per site to \$40,000

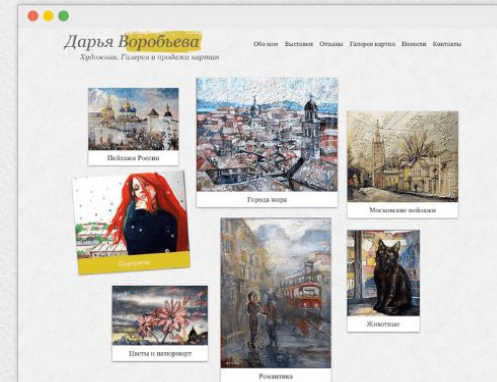
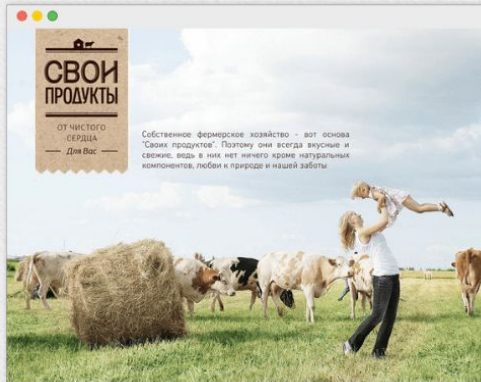
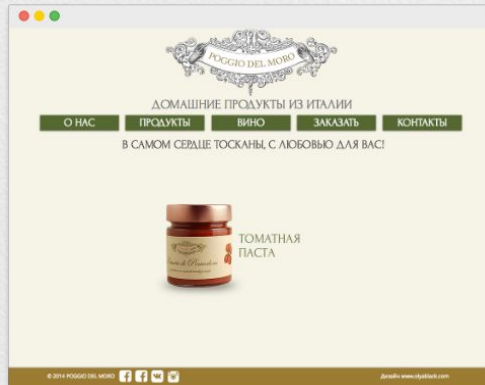
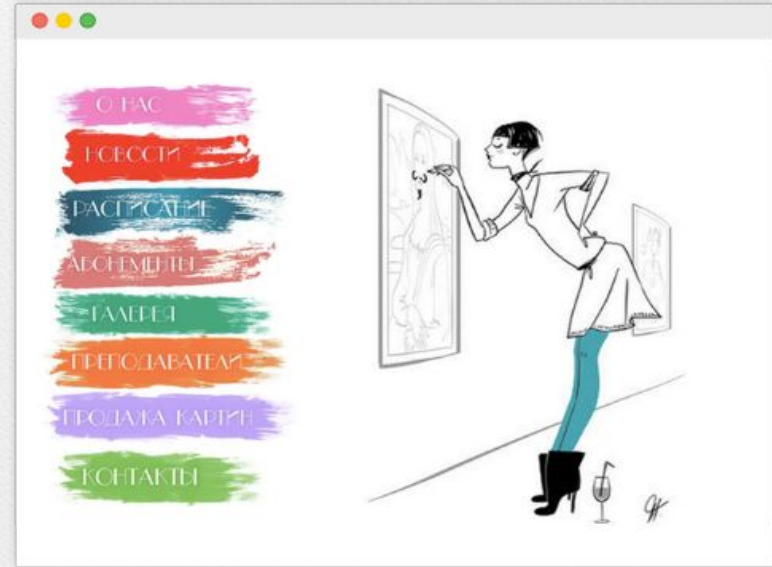
\$0 spent on advertisement

About Me



OLYA BLACK

Back to 2012 we could not do much with Wix, but we had this creative freedom.





Everyone can do a website with Wix.

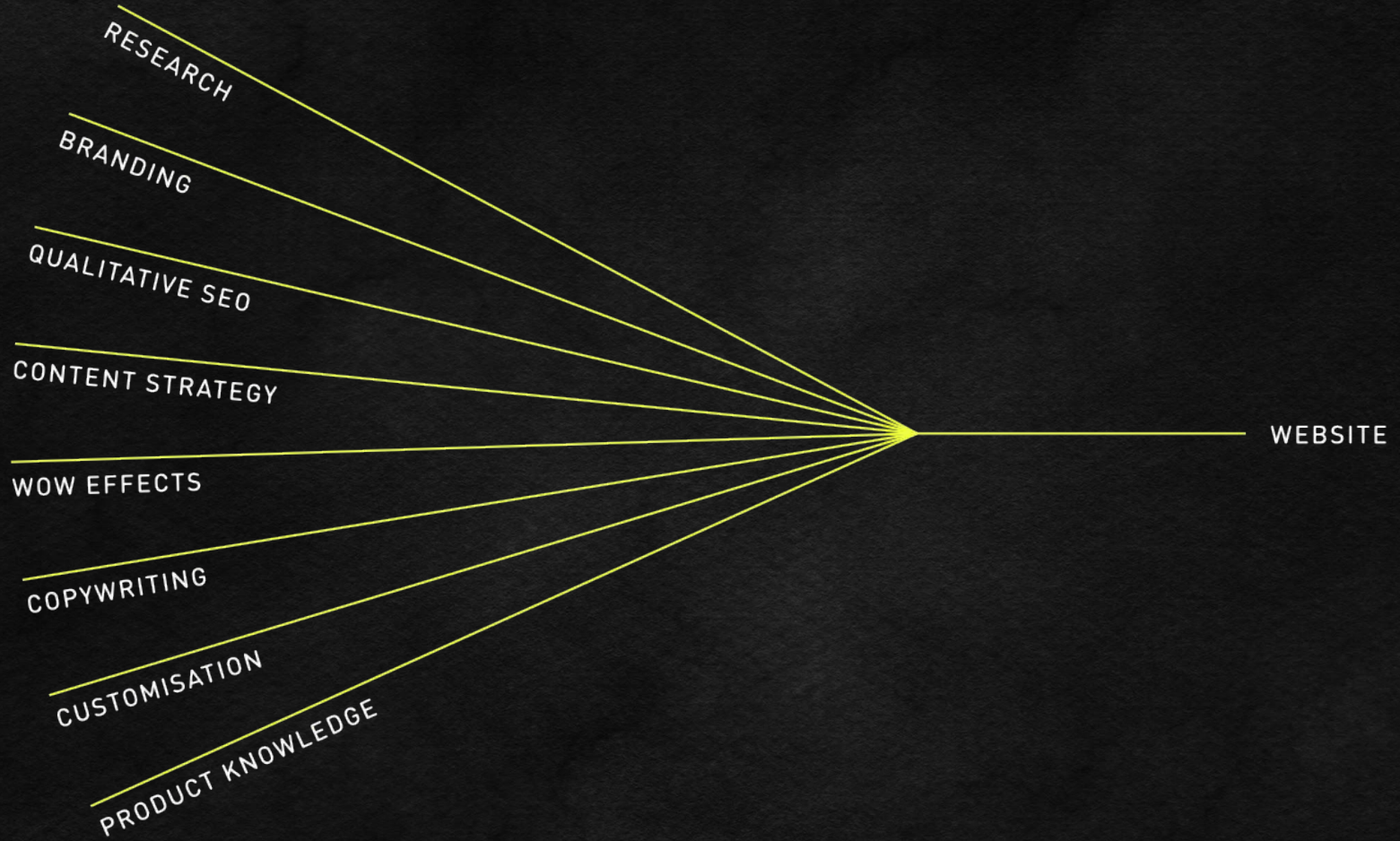
Proverbial Belief

Not everyone can do it professionally and only few can make it
exceptionally good.

A website is the converging
point of **multiple strands**
of expertise.

Steve Younger

No, it is not just dragging and dropping pictures on a canva



WHAT

Understand your client

Understand your client's business

Challenge your client's assumptions

Educate your client

Understand how they create value

Find ways to make that value resonate

Tell a story

Added Value

Wix Today

Creative freedom and wow effects

Easy administration

Advanced SEO tools

Responsiveness

Fully customisable (Velo)

Online business management tools

Continuous Updates and Improvements

Technical Support and Resources

Security

Brand Reputation and Trust

A few
valuable
insights

What story do you want your prices to tell?

Your pricing strategy is the part of your branding. It communicates who it's for and who it's not for

Underpricing seeds **doubt.**

People associate higher prices with higher quality and are willing to pay more for the perceived value.

It took me a few minutes to do this.
But it took me **years to learn** how
to do it in a few minutes.

Each project presents unique challenges, opportunities, and lessons that contribute to **your skill set and expertise**. Don't underestimate it

My prices are based on
the value not your budget.



If you think good design is expensive, you should look at **the cost of bad design**

Dr. Ralf Speth

Clearly communicate the value of personalised professional web design, demonstrating how it enhances user experience, aligns with the client's brand identity, creates trust and boost SEO

13%

It has been discovered that up to 13% price increase usually does not cause customer's indignation or outrage. In case you were in any doubt why wouldn't you try to raise your price by 13% this very day!

Join me for the rest
of my journey.

Thank you!

