



GROWTH AND PLANNING

Service packaging canvas

A canvas for turning a loose collection of services into a clearer offer with an audience, problem, outcome, scope, proof, and price logic.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

Your services are hard to explain or keep expanding during sales.

WORK THROUGH THE CHECKLIST

- ☐ 01 **Name the audience**

- ☐ 02 **Define the problem**

- ☐ 03 **Describe the outcome**

- ☐ 04 **Set the scope**

- ☐ 05 **Name proof and constraints**

- ☐ 06 **Choose the package logic**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.