SAMPLE · FICTIONAL CLIENT HOURLY CONSULTING · $59/hr

Session Recap: Sewickley Stems Flower Shop

60-minute strategy session · Topic: Valentine's Day planning · Owner: "Priya S." (fictional)

What we discussed

- Last February, pre-orders sold out in four days and walk-ins waited 45 minutes on February 14.
- Online ordering exists but isn't linked from Instagram or Google.
- The shop wants to grow corporate orders (offices sending flowers to staff).

Decisions made

Decision	Why
Open pre-orders January 15 with a cap of 220 arrangements	Matches last year's capacity plus 10%
Add three fixed "grab-and-go" designs for walk-ins	Cuts wait time; can be made the day before
Pitch corporate bundles to 25 nearby offices	Fills slower days Feb 10–12

Action items

	Task	Owner	Due
☐	Link online ordering from Instagram bio and Google Business Profile	Priya	Jan 5
☐	Draft corporate bundle email and one-page price list	Aristeia (follow-up hour)	Jan 8
☐	Photograph the three grab-and-go designs	Shop staff	Jan 10
☐	Announce pre-orders to the email list and social media	Priya	Jan 15

What you get

Every session ends with a written recap like this one, sent the same day, so nothing discussed gets lost. Book an hour for a quick question, a plan review or help with a one-off project.

This sample uses a fictional business. Names, figures and findings are illustrative; any resemblance to a real business is coincidental. Real reports are built from verified sources, which are cited.