

Fiverr Sales Operations: The Master Manual

- [Website Redesign Sales Scripts](#)
 - [Reference Chat - Website Redesign \(Fiverr\)](#)
- [Phase 1: Understanding the Fiverr Ecosystem](#)

Website Redesign Sales Scripts

Reference Chat – Website Redesign (Fiverr)

Client

Hello Jehan! I wanted to update my current website to compete better with my competitors. My website is aurawithinus.com and my comps are Innerlightaura.com, Igniteyouraura.com, idoauras.com. Possible to get what your initial concept for a re-do of my site? Thanks!

Me

Hy there

Me

How are you

Client

Hi!

Me

Let me have a look.

Me

<https://aurawithinus.com/page-sitemap.xml>

<https://aurawithinus.com/post-sitemap.xml>

Me

Do we need all the pages that we currently have on our website while redesigning the website

Client

No we don't need everything - we can make it more efficient. You can see with ignite your aura and I do aura. It's very simple with minimal pages. We can highlight events inclusive of corporate, weddings, birthdays. I want to mainly focus on private events.

Me

can you please enlist all the pages that you need for the website and I will let you know accordingly and in terms of design yes absolutely we can do a lot better and match our competitors.

Me

Looking forward to hear from you.

Client

How it works, blog, book, pop-ups, weddings, corporate experience, contact (should be embedded throughout though)

Me

Okay got it. And do you have the budget allocated for the project. If so please do let me know I will craft the best possible plan for you. So It has all of the necessary pages and features.

Client

I was thinking like \$350-400 similar to your second package since it's about 5 or so pages.

Me

Sorry the blog is not included in that package and top of that what I am thinking we might need the Homepage About us Page (Crucial) and Testimonials as well that is necessary what I would say for proper navigation of the website .

Client

Okay I don't get any traffic on those pages currently from my analytics which is why I wanted to embed those on main page

Client

I don't think it needs to be elaborate

Me

Actually in terms of google structure those pages are must have especially Home About. And traffic will come why not.

Client

Okay sounds good

Me

The cost could be around 700 to 800 USD. And if I have your go ahead I will craft the complete offer for you and we can get started really looking forward to get started

Client

Can you do a mockup first? I'd like to see what you are thinking. Colors, layout, etc.

Me

Hey! I don't usually do mockups upfront, but the design will definitely align with your vision and preferences. I've got good experience in this niche, so no worries there — we'll make sure the colors, layout, and overall vibe match what you're looking for. Once I have your go-ahead, I can start putting everything together for you!

Client

Okay...The \$700-800 is double what I expected but I do want quality. How does that differ from your highest package? If you check out altha.com her about and how she started is on main page. I'd like to keep it as minimal as possible.

Me

Innerlightaura.com, Igniteyouraura.com, idoauras.com

Just for the understanding which one of the above website you like the most in terms of design.

Me

Thanks for clarifying! About the package, it's specifically tailored for your website needs. Our design style is modern, minimal, and luxurious, and the project includes around 8 pages along with blog functionality. It's a really niche design, which is why it doesn't fit into the generic \$650 scope.

As for the design inspiration, which one of Innerlightaura.com, Igniteyouraura.com, or idoauras.com do you like the most? This will help me get a better feel for your preferred style and direction.

Totally get that you want to keep it minimal like altha.com, especially with the about/how she started section on the main page—that's definitely doable. Once I have these details, I can make sure the proposal fits exactly what you want.

Client

I think altha.com for sure. The other sites I wanted to provide to give an idea of our comps

Me

Got it, we'll definitely include the About Us section right on the homepage like altha.com to keep it nice and minimal.

Now, between Innerlightaura.com, Igniteyouraura.com, and idoauras.com, which design vibe do you feel matches your style the most? This will help me nail down the look and feel for your site.

Once you confirm that, I can create a plan that fits your vision perfectly and get everything rolling!

Client

Probably idoauras.com as it's mainly focused on events and minimal like altha.com. We will do individual bookings but not as much as Igniteyouraura.com.

Me

Got it, let me craft the offer for you based on the style of idoauras.com with that minimal, event-focused vibe like altha.com.

Really looking forward to getting this done for you! I'll send over the formal offer shortly so we can get started.

Phase 1: Understanding the Fiverr Ecosystem