



THE WELL DESIGNED LIFE CO.

---

# *The Deliberate Week*

*The Complete Guide*

Your life, deliberately designed · everything the app does, in plain language · [deliberateweek.app](https://deliberateweek.app)

# Contents

---

|                                             |    |
|---------------------------------------------|----|
| How to read this guide.....                 | 3  |
| The big idea.....                           | 3  |
| The method — the rhythm it runs on.....     | 3  |
| The strategy — why it's built this way..... | 4  |
| How to begin (the 60-second version).....   | 5  |
| Every feature, explained simply.....        | 5  |
| Pricing — the whole thing, plainly.....     | 12 |
| Questions people ask.....                   | 14 |
| Appendix.....                               | 15 |

## How to read this guide

This is the full picture of The Deliberate Week — what it is, how it works, every feature, what each one costs, and how to begin. It's written for someone brand new to the app *and* new to this whole idea of "running your life like an operation." No jargon you won't be taught, and nothing you have to read in order.

Here's the shape of it:

- **The big idea** — the whole thing in two minutes.
- **The method** — the simple rhythm the app runs on.
- **The strategy** — why it's built the way it is (and what makes it different).
- **Every feature, explained simply** — grouped by what you're trying to do, each with a plain description, when you'd reach for it, how to use it, a real-life example, and what it costs.
- **Pricing** — free vs. paid, laid out clearly.
- **Questions people ask** — the honest answers.
- **The appendix** — a plain-language dictionary, plus every Kit, System, resource, and one-time purchase, listed out.

Skim the first three sections, then jump to whatever you need. You will not be quizzed.

## The big idea

For a lot of us, the week doesn't *start* — it *arrives*. There's a running list of everything you're supposed to remember, carried around in your head all day, getting heavier by Sunday night. You brace for the week instead of walking into it.

That's not a discipline problem, and it isn't fixed by more motivation. It's a *running* problem. You already run other things in your life with some kind of system — your job, your money, a big project. Your own weeks deserve the same care. Most people were simply never handed the tools to do it.

**The Deliberate Week is a calm place to run your own life, one week at a time.** It does three things:

- **It shows you where you actually stand** — how your life feels, how it runs, and whether the two are pulling in the same direction.
- **It helps you design the week ahead on purpose** — instead of reacting to it for seven days.
- **It keeps what matters** — your routines, your important information, and a quiet memory of how your life has actually gone.

And it does all of that without the things that make most apps exhausting: **no streaks to keep, no badges, no guilt when you miss a day, no hype.** It's a calm container for the work, not another thing demanding your attention.

One line to remember: *you are the executive of your own life, and this is your command view.*

## The method — the rhythm it runs on

Underneath the app is a simple rhythm. You don't have to memorize it, but it helps to see it once, because every feature is a piece of it. It goes from the big picture down to today:

### **North Star → Season → Week → Daily Anchor.**

- **North Star** — the long direction. Who you're trying to be, what your life is pointing at. You set it once and revisit it a few times a year.
- **Season** — a chapter of about 8-12 weeks with *one* focus. Not everything at once — one theme, one area to build, one daily non-negotiable. Seasons are the antidote to trying to fix your whole life in a weekend.
- **Week** — the core loop. You *design* the week (pick the few things that matter), you *live* it, and you *close* it (a short, honest look back). The close feeds the next design, so no week ever starts from a blank page.
- **Daily Anchor** — the one small non-negotiable that keeps a day pointed the right way.

That's the whole cadence: aim (North Star), focus (Season), plan (Week), show up (Daily Anchor).

### **The three questions (how you "see where you stand")**

To design a good week, it helps to know where you're starting from. The app looks at your life through three simple questions — each one is a short, optional check you can take for free:

- *\*How does your life feel\*?* — **across the eight areas of a full life (your health, mind, relationships, work, money, home, growth, and sense of purpose). This is called the Life Wheel\*\*.**
- *\*How does it run\*?* — **the five systems underneath a working life: your time, your logistics, your digital life, your decisions, and your bigger projects. This is the Operations Wheel\*\*.**
- *\*How does it hold together\*?* — *whether the way your life feels and the way it runs\** are actually serving each other. This is the **Integration Wheel**.

Most tools only ever ask the first question. Seeing all three — and especially where they *disagree* — is usually where the real insight is. (If you want the proper names for these, they're in the dictionary at the back. You never need them to use the app.)

## **The strategy — why it's built this way**

A few deliberate choices shape everything, and they're worth knowing up front because they're what make this different from the dozens of other "life" apps.

**Measured, not motivational.** Most apps in this space sell motivation — a hype quote, a streak, a nudge to "crush it." Motivation is a mood; it shows up and then it leaves. This app is built on the opposite bet: you don't need more motivation, you need your life to actually *run*, visibly, on purpose. So instead of cheering you on, it gives you a clear picture and a working system.

**Structure, not advice.** This is the most important line in the whole app, so it's worth being precise: the app helps you *organize, design, and plan* — it never gives you medical, financial, legal, or tax advice, and it never plays therapist. When something genuinely calls for a licensed professional, the app says so plainly and points you

toward real help. It's a discipline the whole product holds, and it's what makes it safe to lean on.

**Calm by design.** No streaks, no badges, no "you're behind," no manufactured urgency. When you hit the edge of what a free plan includes, you'll see a quiet, honest ceiling — never a locked door slammed in your face. Nothing you make is ever deleted; if you leave and come back, it's all still there.

**Your life, remembered.** Most apps forget you the moment you close them. This one is built to *remember* — your weeks quietly accumulate into a record you can look back on ("this season, a year ago"). That memory is part of what makes it worth staying with: the longer you use it, the more it holds for you.

**There's always a floor.** Life has hard weeks. Instead of breaking (or making you feel like you broke), the app lets you "drop to your floor" — reset to the smallest honest version of a week — in one tap. The system bends so you don't have to.

## How to begin (the 60-second version)

If you read nothing else:

- **Go to [deliberateweek.app](https://deliberateweek.app).** You don't need an account to look around.
- **Take one reading.** The Life Wheel is the gentlest place to start — about two minutes, and it gives you a clear picture with no score to feel bad about.
- **Design one week.** Pick a few things that matter, name one daily anchor, and notice what it feels like to walk into a week instead of bracing for it.

That's it. Everything else in this guide is depth you can add whenever you want it.

## Every feature, explained simply

This is the whole app, grouped by what you're trying to do. Each feature gets the same short treatment: **what it is, why it matters, when you'd use it, how to use it, an example, and what it costs.** Skim the headers and read the ones you care about.

A quick note on prices you'll see here: **Free** means free forever, **Member (\$9)** means it's included the moment you have any paid plan, and **Gold (\$25)** or **Platinum (\$39)** mean it belongs to those higher plans. All of that is laid out plainly in the Pricing section — for now, just know most of what follows is free.

---

### Getting oriented

**Start Here** · *Free* A calm welcome that points you to your first move. *Why:* a deep app is friendlier with a front door. *When:* your very first visit. *How:* open it and follow one suggestion. *Example:* you sign up, tap Start Here, and it walks you to your first wheel.

**What Is This? / Before You Begin** · *Free* A short orientation (and a little film) explaining the idea. *Why:* two minutes of context makes everything else click. *When:* before you dive in. *How:* read or watch. *Example:* you're not sure what "design a week" means — this shows you.

**Where to Start** · *Free* A playful chooser: answer 1–3 plain questions and it points you to the right first step. *Why:* removes "so many buttons, where do I begin?" *When:* when

you feel unsure. *How*: pick the option that sounds like you. *Example*: you choose "my week feels chaotic" and it sends you to design a week.

**Your First Week** · *Free* A guided, five-minute walkthrough that builds a *real* small week with you. *Why*: people learn by doing one, gently guided. *When*: right after signing up. *How*: name two or three priorities and one daily anchor; it saves them as your actual week. *Example*: by the end you've already designed your first week without realizing it was a tutorial.

**The 7-Day Challenge** · *Free* A free email course that introduces the method over a week. *Why*: a gentle on-ramp if you're not ready to commit. *When*: at first contact. *How*: sign up and read one short email a day. *Example*: you're curious but busy — the challenge eases you in.

**The Free Guide (the Primer)** · *Free* A short, downloadable guide to living a well-designed life. *Why*: practical ideas you can use even before you use the app. *When*: anytime. *How*: read or download it. *Example*: you send it to a friend who's overwhelmed.

---

## Seeing where you stand

**The Life Wheel** · *Free* A quick check of how life *feels* across eight areas; it draws your shape and names the flattest one. *Why*: you can't design a week without knowing where you're starting. *When*: your first visit, and at the start of each season. *How*: slide eight simple ratings (about two minutes). *Example*: your wheel shows "health" is the flat spot, so that's where your next season points.

**The Operations Wheel** · *Free* A check of how life *runs* — the five systems under a working life. *Why*: feeling fine but constantly dropping balls is a *systems* problem, and this catches it. *When*: when things feel chaotic despite effort. *How*: a two-minute scan (or a fuller version). *Example*: it shows your "time" system is the leak, not your willpower.

**The Integration Wheel** · *Free* A check of whether how life *feels* and how it *runs* are pulling together. *Why*: you can have great systems and still feel off — this finds that gap. *When*: when you're organized but depleting. *How*: answer a short set of questions. *Example*: it reveals your work systems are strong but starving your relationships.

**The Wheels (chooser)** · *Free* One page that helps you pick which wheel to take. *Why*: three choices is one too many at the door. *When*: when you're not sure where to look. *How*: answer "which question fits right now?" *Example*: it starts you with the Life Wheel.

**The Week Audit** · *Free* A five-minute look at where a single week actually went. *Why*: a low-commitment way to spot the leak. *When*: after a week that felt off. *How*: answer a few honest questions. *Example*: you realize meetings ate the time you meant for deep work.

**The PLM Snapshot** · *Free to take* · *\$19 for the full written read* A deeper diagnostic with a written result you keep. *Why*: the free checks whet the appetite; this satisfies it. *When*: when you want a fuller picture. *How*: take it, then unlock the full read. *Example*: you buy the \$19 read and get a page that explains how your purpose, life, and money fit together. (*Free for members and founding members.*)

**Compass** · *Gold (\$25)* Your personal integrated read — how life feels, runs, and holds together, in one calm view, with the trends woven in. *Why:* the three instruments mean more together than apart, and this is where they meet. *When:* whenever you want to zoom out. *How:* open Compass; it reads what you've already logged — no new data entry. *Example:* it tells you, in plain words, that work is high and health is sliding, and where to put your attention this week.

**The Executive Dashboard** · *Platinum (\$39)* One screen that composes your whole life each morning — your week, your direction, your systems, what needs you — like a chief of staff's briefing. *Why:* a full life needs a single pane of glass. *When:* each morning, or when running a complex season. *How:* open it and read the top-to-bottom brief. *Example:* you start the day already knowing your one next move instead of scrambling.

**The Wellness Tracker** · *Member (\$9)* The single place to log the eight dimensions — a 30-second daily check, plus trends, history, and export. *Why:* wellbeing is a trend line, not a snapshot, and this is where the line lives. *When:* as often or as rarely as you like. *How:* tap your eight quick ratings; it feeds Compass. *Example:* over a month you can see your energy quietly recovering. (*Optional wearable sync — Apple Health / Google Fit — is Platinum.*)

---

## Setting your direction

**North Star** · *Free* Where you name the long direction of your life. *Why:* everything else needs something to point at. *When:* onboarding, revisited a few times a year. *How:* write a sentence or two about who you're becoming. *Example:* "A calm, present parent who does meaningful work" becomes the thing every season serves.

**Your Season** · *Free (one active season) · archive at Member* An 8-12 week chapter with one focus, one area to build, one daily anchor. *Why:* focus beats doing everything at once. *When:* every couple of months. *How:* set the theme (the app can point it at your flattest wheel area). *Example:* your "steady mornings" season builds one habit instead of ten.

**The Operating System** · *Free* The overview of the five life domains at a glance — the hub over Systems and the System Builder. *Why:* it's the map of how your life runs. *When:* when you want to see the whole machine. *How:* open it to see coverage across domains. *Example:* you notice your "digital" domain has no systems yet.

**The Build Layer** · *Free (first plan) · unlimited at Member* Turns a goal into an installed, sequenced plan. *Why:* a goal without a plan is a wish. *When:* when a goal keeps stalling. *How:* pick a goal; it lays out steps on a timeline. *Example:* "get organized for taxes" becomes four dated steps.

---

## Designing and running your week

**Your Week / Design Your Week** · *Free (account to save)* The core loop: set intentions, plan the week, close it. *Why:* this is where intention becomes a real week. *When:* weekly, ideally the same quiet time each week. *How:* choose a few priorities and lay out the days. *Example:* Sunday evening you pick three things that matter and the week suddenly has a shape.

**Set Your Intentions** · *Free* Name what this week is actually for, before it starts. *Why*: a week with a point resists the chaos. *When*: at the start of the week. *How*: write a word or a few priorities. *Example*: "protect two deep-work mornings" becomes the week's spine.

**The Daily Anchor** · *Free* One small daily non-negotiable. *Why*: it's the smallest unit of follow-through. *When*: daily. *How*: name the one thing. *Example*: "a ten-minute walk before the laptop opens."

**The Weekly Reset** · *Deliberate Week* + (\$15) A guided close-and-reset the Guide runs with you. *Why*: the reset is the keystone habit that makes the loop actually close. *When*: weekly. *How*: follow the guided sequence. *Example*: fifteen honest minutes on Sunday and you never fall off the week.

**Reflect / Close Your Week** · *Free* A short, honest look back that feeds next week's design. *Why*: the close is where learning happens. *When*: end of the week. *How*: answer what worked, what didn't, what to carry. *Example*: you notice Fridays are always over-planned and lighten the next one.

**Drop to Your Floor** · *Free* One tap resets the week to the smallest honest minimum you'd set for yourself. *Why*: the system should bend, not break, on hard weeks. *When*: when a week goes sideways. *How*: tap it; the week shrinks to your pre-set floor. *Example*: a sick kid derails everything and you drop to "feed everyone, rest, one work must-do."

**The Life Admin Hour** · *Free* One weekly sitting that gathers all the small recurring tasks into a single hour. *Why*: admin scatters a week when it's loose. *When*: once a week. *How*: work the gathered list in one go. *Example*: bills, forms, and emails all get handled Sunday at 4 instead of leaking across seven days.

---

## Capturing what's in your head

**Brain Dump** · *Free* One open box: pour everything out, and the Guide sorts it into the right homes. *Why*: an overloaded mind can't plan. *When*: when your head is full. *How*: type or talk; review where things landed. *Example*: a 3-minute dump becomes sorted tasks, calls, and notes.

**Universal Inbox** · *Free* Always-on capture — forward an email, snap a photo, paste a note. *Why*: nothing should live only in your head or slip the cracks. *When*: continuously. *How*: send things to it as they come. *Example*: you forward a school email and deal with it during Life Admin Hour.

**Email Replies** · *Free* Reply to an app email and it files as a note on your latest week. *Why*: capture without opening the app. *When*: on the go. *How*: just reply to the email. *Example*: you jot "call the dentist" as a reply and it lands in your week.

**The Handoff** · *Gold* (\$25) Transfer a whole responsibility — with all its context — to someone in your household, so ownership truly moves. *Why*: sharing the mental load only works if the *whole* thing moves, not just the task. *When*: when you're carrying something someone else could own. *How*: hand off a system or responsibility with its details attached. *Example*: your partner takes over "the kids' schedule" and actually has everything they need.

## Making decisions

**The Life-Design Canvas** · *Free to try* · \$19 (or any paid plan) to save & compare A visual space to lay two or three possible paths side by side and see what each lifts and costs. *Why*: big choices deserve more than a mental list. *When*: at a fork or a season change. *How*: sketch the options across the eight areas and your time, money, and energy. *Example*: "take the job / stay / go part-time" laid out so the trade-offs are visible.

**The Decision Simulator** · *Gold (\$25)* A deeper, guided way to think a real decision through — think of it as a "*Monte Carlo for a decision*," minus the fake numbers. It asks what's missing from your reasoning, maps the plausible paths (what each would cost, what would have to be true, what to watch), gives each a *reasoned* likelihood in plain words (never an invented percentage), and then names the single thing the whole decision hinges on — letting you flip an assumption and see how it all shifts. *Why*: the gift of a simulation is seeing the *range* and the *one variable that matters*, not a false certainty. *When*: at a genuinely weighty fork. *How*: name the decision and your variables, answer its questions, read the paths, stress-test the key one. *Example*: it shows your "take the job" decision hinges almost entirely on whether the commute is really temporary — so that's the thing to get certain about. (*Structure and reasoning only — it never chooses for you, never predicts, and routes money/legal/medical questions to licensed help.*)

**Decisions (the log)** · *Free* A record of decisions and the reasons behind them. *Why*: so you don't re-litigate the same call three times. *When*: after you decide something that matters. *How*: jot the decision and why. *Example*: six months later you remember *why* you said no.

---

## Keeping and remembering

**The Record** · *Free* Your life's directory — the important details, in one calm place. *Why*: the things that hold a life are easy to lose track of. *When*: ongoing, passive. *How*: file details under familiar sections. *Example*: insurance, key contacts, and account *locations* (never passwords) all in one spot.

**In Case of Need** · *Free* The part of the Record your people would need if something happened to you. *Why*: "can my family find everything?" is a real question with a calm answer. *When*: one section at a sitting. *How*: fill the essentials — where papers live, who to call. *Example*: your emergency contacts and where the will is kept, ready but private. (*Pointers only — never Social Security numbers, card numbers, or passwords.*)

**Sharing / Support Access** · *Free* Choose who can see parts of your Record. *Why*: readiness means the right people can reach it. *When*: when you want a trusted person to have access. *How*: grant scoped access. *Example*: your sister can see the emergency essentials, nothing else.

**The Ledger** · *Free (recent ~12 weeks)* · *full history at Member (\$9)* The running record of your weeks, hours, and entries — your life, quietly remembered. *Why*: memory over time is the whole payoff of staying with it. *When*: passive; it compounds. *How*: it fills itself as you close weeks. *Example*: "this season, a year ago" shows you how far you've come.

**Patterns** · *Free (basics) · deeper at Member* Trends across your own data over time. *Why:* to see the shape of your life, not just today. *When:* every so often. *How:* open it and read what's recurring. *Example:* every third week runs hot — now you can plan for it.

**Your Year, Well Designed** · *Free* An annual recap, with optional shareable cards. *Why:* reflection, and a little quiet pride. *When:* yearly. *How:* open the recap. *Example:* a calm year-in-review you actually want to read.

---

## Reflecting (the calm, human layer)

**The Journal** · *Free* A hub for journaling, an open page, goals, a vision board, and a habit tracker. *Why:* the human layer, not a tracker to grind. *When:* daily or weekly, optional. *How:* write freely, or use an optional prompt. *Example:* a two-line entry on a heavy day.

**Reflect on Your Mood** · *Free (trends at Platinum via the Wellness Tracker)* A light mood log. *Why:* noticing is the first step. *When:* when you want to check in. *How:* log how you're doing. *Example:* you spot that Sundays are quietly anxious.

**Find Your Clarity** · *Free* A guided written-reflection sequence for when you're stuck. *Why:* a way through, in your own words. *When:* at a foggy moment. *How:* answer led questions one at a time. *Example:* fifteen minutes and the knot loosens.

**Take Stock** · *Free* A structured taking-stock of where things stand. *Why:* a fix on your current position between seasons. *When:* when you feel adrift. *How:* work through the prompts. *Example:* you realize it's time for a new season.

**Need a Nudge** · *Free* Small optional suggestions to take into the week. *Why:* momentum sometimes needs one light push, not a program. *When:* when the week needs a lift. *How:* add one suggestion, or none. *Example:* "reach out to one person you miss."

---

## Ready-made help: Kits, Systems & Playbooks

*(Every one is listed with a one-line description in the Appendix. Here's what each family is.)*

**Kits** · 13 free · 6 premium (\$19 each, or the Kit Pass \$49; all included with any paid plan) Toolkits for a hard or transitional season — a move, a new baby, caregiving, a job change, a loss. *Why:* transitions break your normal systems, and a Kit hands you a structure to lean on. *When:* when something big is happening. *How:* install it; it lays out tasks across "right now / this week / ongoing," keeps the few facts worth saving, and even drafts the hard messages for you. *Example:* the Move Kit turns a hundred scattered tasks into an ordered list so nothing is remembered too late.

**Systems** · *All free to install* Repeatable routines for forever — a weekly meal plan that builds its own grocery list, a cleaning loop, a bills-and-renewals calendar. *Why:* the right routine, set up once, stops costing you energy every week. *When:* when a part of life should just run. *How:* install one; it surfaces its next step inside Your Week. *Example:* the Food system plans the week from meals you actually eat and writes the grocery list itself.

---

**Occasion Playbooks** · *All free* Timeline checklists for *events* — a dinner, a trip, a wedding — plus the exact questions to ask a venue or caterer before you sign. *Why*: they make you the informed person in the room. *When*: when you're hosting or planning something. *How*: open the playbook for your event. *Example*: the wedding playbook hands you what to ask a photographer before you book.

---

## Looking outward

**Discovery (the hub)** · *Free* The "look outward" home — resources, headlines, and licensed help in one calm place. *Why*: an inward system still needs good outward doors. *When*: when you need something from the wider world. *How*: browse its three facets. *Example*: you pop in for a book and a help directory.

**The Resource Apothecary (+ Ask the Apothecary)** · *Curated shelf Free · the web-powered "find" is Member (\$9)* Describe what you need and it returns organized *options* — things made by the Well Designed Life Co. first, then carefully chosen picks, then (on a paid plan) a wider web search. *Why*: search is noise; this returns a few good options with judgment. *When*: when you're hunting a tool, book, or system. *How*: browse the shelves, or describe what you want. *Example*: "something to help me focus" returns a short, sane list. (*For anything regulated — supplements, medications, investments — it returns general categories and a directory to a licensed professional, never a personalized pick.*)

**Worth Knowing** · *Free (opt-in)* The day's headlines in only the few topics you choose, gathered once a day. *Why*: stay current without the doomscroll. *When*: a daily glance. *How*: pick your topics. *Example*: you follow "personal finance" and skim four headlines, done.

**Admin Playbooks (the Help Desk)** · *Free to start* Plain, step-by-step playbooks for the annoying-but-necessary life-admin chores. *Why*: most admin is unfamiliar, not hard. *When*: when you don't know how to start a task. *How*: open the playbook for the chore. *Example*: "how to dispute a medical bill," step by step.

---

## The Guide (the app's built-in help)

**The Guide** · *A taste Free · full at Member (\$9) · proactive at Gold · reads your history at Platinum* Think of it as a *chief of staff*, not a coach. It works from your own information — it can sort a brain dump, draft a week or a season for your approval, compose your morning brief, and point you to your next move. *Why*: a system is far more useful when something helps you *run* it. *When*: throughout the week, whenever you're stuck or want a hand. *How*: ask it, or let it help inside a feature. *Example*: you paste a messy list and it hands back a sorted, sensible plan. (*It organizes and builds — it never diagnoses, treats, or gives medical, financial, legal, or tax advice. When a licensed professional is the right call, it says so.*)

---

## Support and safety

**In a Hard Moment** · *Free, always on, never paywalled* A calm page that points straight to real support. *Why*: safety should never be behind a paywall or an AI. *When*:

a genuinely hard moment. *How*: it's one tap away everywhere; it lists real resources and simple grounding. *Example*: on a bad night, it puts a crisis line and a breath in front of you immediately.

**Find Help** · *Free* A directory that routes each need — a therapist, a financial planner, a lawyer, a dentist, eldercare — to authoritative, licensed finders. *Why*: the firewall's real "refer out" — structure, not advice, with somewhere to actually go. *When*: everyday, and in a hard moment. *How*: pick the kind of help; it points to reputable directories. *Example*: you need a therapist who takes your insurance and it sends you to the right finder.

**Help / How Do I...** · *Free* Plain how-to answers about using the app. *Why*: quick, unglamorous help. *When*: when a feature isn't obvious. *How*: search your question. *Example*: "how do I close my week?"

**Contact** · *Free* Reach a real person. *Why*: sometimes you just need to ask. *When*: anytime. *How*: send a message. *Example*: a billing question gets a human reply.

**The Letter** · *Free to read (in the app)* A short, app-exclusive note every couple of weeks. *Why*: a calm reason to return that isn't a task. *When*: biweekly. *How*: read it in the app. *Example*: a small idea that reframes your week.

## Pricing — the whole thing, plainly

Here's the honest shape of it: **the free tier is a whole app on its own**. You can see where you stand, design and close your weeks, capture what's in your head, keep one Season and a rolling history, browse Kits and install Systems — with no card and no clock. Paid plans add *depth*: your life remembered over a longer time, a Guide that does more of the work, and ways to share the load at home.

One rule that makes it simple: **any paid plan includes everything below it, and every one-time purchase, automatically**. A \$9 member already owns every premium Kit, the Canvas, and the Wellness Tracker — you're never charged twice.

### The plans

| PLAN | PRICE | WHAT IT ADDS                                                                                                                                                                                                                                                                                                                                                                    |
|------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Free | \$0   | A whole app: the weekly loop, all three wheels (your latest result), Brain Dump & Inbox, North Star & Direction, one current Season, the Record & In Case of Need, a rolling ~12-week history, Drop to Your Floor, the Week Audit, the journal, free Kits & Systems, the Life Admin Hour, basic Patterns, a taste of the Guide, one Build plan, the Letter, and the free guide. |

| PLAN                                 | PRICE                             | WHAT IT ADDS                                                                                                                                                                                                                                                                                  |
|--------------------------------------|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Deliberate Week</b><br>("Member") | <b>\$9/mo</b> or <b>\$90/yr</b>   | Everything remembered over time: full searchable history + export, your Season archive, wheel trends, deeper Patterns — plus the <b>Wellness Tracker</b> , every premium Kit and System template, the full Life-Design Canvas, exports, and the <b>Guide in full</b> (acting inside the app). |
| <b>Deliberate Week +</b>             | <b>\$15/mo</b> or <b>\$150/yr</b> | The <b>Weekly Reset</b> — the guided close-and-reset the Guide runs with you, with history and an optional nudge.                                                                                                                                                                             |
| <b>Deliberate Week Gold</b>          | <b>\$25/mo</b> or <b>\$250/yr</b> | <b>Compass</b> (your integrated read), the <b>Decision Simulator</b> , a Guide that <b>checks in first</b> , <b>The Handoff</b> , and gentle drift flags.                                                                                                                                     |
| <b>Deliberate Week Platinum</b>      | <b>\$39/mo</b> or <b>\$390/yr</b> | The <b>Executive Dashboard</b> (your digital chief of staff), optional <b>wearable context</b> (Apple Health / Google Fit), and a Guide that <b>reads your tracked history</b> .                                                                                                              |

*Plans are cumulative — each includes everything in the ones before it. Annual saves you about two months.*

### One-time purchases (never a subscription; included in any paid plan)

Prefer to own one thing instead of subscribing? These are yours forever, no membership required.

| PURCHASE                        | PRICE | WHAT IT UNLOCKS                                                          |
|---------------------------------|-------|--------------------------------------------------------------------------|
| A single premium Kit            | \$19  | That Kit, forever.                                                       |
| The Kit Pass                    | \$49  | Every premium Kit, now and in the future.                                |
| The PLM Snapshot<br>(full read) | \$19  | The full written result of the deeper diagnostic.                        |
| The Life-Design Canvas          | \$19  | Save canvases, compare paths, keep the history, export.                  |
| Exports & Keepsakes             | \$19  | Printable editions of a plan, the Record, a canvas, or a year in review. |
| The Starter Workbook            | \$19  | A twelve-page printable workbook: your compass and five weekly spreads.  |

| PURCHASE             | PRICE | WHAT IT UNLOCKS                                                |
|----------------------|-------|----------------------------------------------------------------|
| The Digital Planners | \$29  | Designed digital planning templates (buyable with no account). |

## The Founding Member offer (early users)

While the app is new, you can get **full Platinum access at a founder's price**: a one-time **\$15** unlocks everything through **November 30, 2026**. When it ends, you simply move to the free plan — nothing you made is ever deleted. (There's also a private founding code shared with friends and family; if you have one, it grants the same through October 31, 2026.)

## Which plan is right for me?

- **Just curious, or on a budget?** Stay **Free** — it's a genuinely complete app.
- **Using it every week and want your history and a working Guide?** **Deliberate Week (\$9)** is the sweet spot.
- **Want the guided weekly reset ritual?** Add + **(\$15)**.
- **Want the daily integrated read, decision tools, and to share the load at home?** **Gold (\$25)**.
- **Want to be briefed each morning like an executive?** **Platinum (\$39)**.

*(There's also a human side to the ecosystem — one-on-one services and practitioner training — for people who want hands-on help or want to do this work for others. That's a separate world from the app; if you're curious, everything starts with a free consult.)*

## Questions people ask

**Is it really free?** Yes. The free tier is a whole, working app — not a trial that expires. Paid plans add depth, but you can use the core forever without paying.

**Do I need an account to try it?** No. You can take a wheel and look around with no account. You only need one to *save* your work (so it's there next week and on any device).

**Will it nag me? I've quit apps over streaks.** No. There are deliberately **no streaks, badges, or guilt** — ever. Miss a day, a week, a month; the app just picks up calmly where you left off. That's a core promise, not a setting.

**Is my information private?** Yes. Your entries, journal, and Record are private to you, behind a privacy wall — staff can only ever see anonymous, operational metadata, never your content. For the Record, the app deliberately stores *pointers* (where documents are, who to call), never passwords, card numbers, or Social Security numbers.

**Is this financial, medical, or legal advice?** No — and that line is on purpose. The app **organizes and plans; it never advises** in those areas. When something genuinely needs a licensed professional, it says so and points you to real, reputable help through the Find Help directory.

**What happens if I miss a week (or a month)?** Nothing bad. There's no penalty and nothing to "restart." On hard weeks you can even **Drop to Your Floor** — one tap resets to the smallest honest week. The system is built to bend.

**Can I use it on my phone?** Yes. It works in any browser, installs to your phone's home screen like an app, and even works offline after your first visit. Native iOS and Android apps are on the way.

**What's the difference between the Wellness Tracker, Compass, and the Executive Dashboard?** The **Wellness Tracker** is where you *log* how you're doing (quick and daily). **Compass** *reads* everything and gives you one integrated picture (it doesn't collect data). The **Executive Dashboard** is the widest view — it composes your whole life, work and personal, into a morning brief.

**Do I have to use all of it?** Not at all. Most people live in a handful of features — design a week, take a wheel now and then, capture what's in their head. Everything else is depth you add only if and when you want it.

**What's a "Kit" versus a "System"?** A **Kit** is for a *moment* that ends (a move, a loss) — it hands you a plan, then its job is done. A **System** is for *forever* (a weekly meal plan, a bills calendar) — you install it once and it keeps running. The dictionary at the back has both.

**What if I cancel?** Your data is never deleted. Paid features simply lock, and everything you made stays put — if you subscribe again later, it all unlocks exactly as you left it.

**Where do I start?** Take the **Life Wheel** (two minutes), then **design one week**. That's the whole on-ramp. If you'd like the app to choose for you, tap **Where to Start**.

## Appendix

The detail, for when you want it. A plain-language dictionary first, then the full lists — every Kit, every System, every Playbook, the resources on the shelf, and the one-time purchases.

### A. The dictionary (every term, in plain words)

- **Personal Life Management (PLM)** — the idea the whole app is built on: running your personal life with the same care and structure a business runs on.
- **North Star** — your long-term direction; who you're becoming. Set once, revisited a few times a year.
- **Season** — a chapter of about 8–12 weeks with one focus. The unit between your North Star and your week.
- **The Weekly Loop** — design the week → live it → close it → the close feeds the next design. The core rhythm.
- **Daily Anchor** — one small daily non-negotiable that keeps a day pointed the right way.
- **The Life Wheel** — the quick check of how life *feels* across eight areas. (Its formal name is the *8D* — the Eight Dimensions.)
- **The Eight Dimensions (8D)** — the eight areas of a full life: health & body, mind & emotion, relationships, work & craft, money, home & environment, growth & learning, purpose & meaning.

- **The Operations Wheel** — the check of how life *runs* across five systems. (Its formal name is the *POI*.)
- **The Five Domains** — the five operating systems of a life: Time Architecture, Life Logistics, the Digital Command Center, Decision Systems, and Life Project Management.
- **The POI (Personal Operations Index)** — your score on how well those five systems are running.
- **The Integration Wheel** — the check of whether how life *feels* and how it *runs* hold together. (Its formal name is the *PII*.)
- **The PII (Personal Integration Index)** — your score on how well your systems actually serve your life, across four "zones."
- **The Composite Lifestyle Index** — your overall score across the eight dimensions.
- **The Operating System** — the in-app overview of your five domains, and the hub over Systems and the System Builder.
- **A Kit** — a toolkit for a *moment* (a move, a loss, a new job) that ends. Hands you ordered tasks, a few records, and drafted messages.
- **A System** — an installable routine for *forever* (meals, cleaning, bills). Runs on a rhythm and surfaces its next step in Your Week.
- **An Occasion Playbook** — a timeline checklist plus what-to-ask questions for a one-off event (a dinner, a wedding, a trip).
- **The Build Layer** — turns a goal into an installed, sequenced plan.
- **The Ledger** — the running memory of your weeks, hours, and entries over time.
- **Drop to Your Floor** — a one-tap reset to the smallest honest version of a week, for hard weeks.
- **The Life Admin Hour** — one weekly sitting that gathers the small recurring tasks into a single hour.
- **The Guide** — the app's built-in help; a "chief of staff, not a coach" that works from your own data. Organizes and drafts; never advises.
- **The Record** — your life's directory of important details (pointers, never passwords).
- **In Case of Need** — the part of the Record your people would need in an emergency.
- **The Handoff** — moving a whole responsibility, with its context, to someone else in your household.
- **Compass** — your personal integrated read: feel, run, and hold, in one calm view.
- **The Executive Dashboard** — the widest, morning-brief view of your whole life; your "command view."
- **The Wellness Tracker** — where you log the eight dimensions; the daily pulse that feeds Compass.
- **The Firewall** — the app's core rule: it gives *structure*, *never advice*, and refers regulated needs to licensed professionals.
- **The PLM Snapshot** — a deeper paid diagnostic with a written result you keep (\$19; free for members).

- **The Apothecary** — the app's resource shelf: things made by the Well Designed Life Co., a curated set from others, and a described-need search.
- **Founding Member** — the early-user offer: full Platinum access for a founder's price during the launch window.

## B. Every Kit (19)

Kits are for a season that has a beginning and an end. Each lays its tasks across *right now / this week / ongoing*, keeps a few key facts, and drafts the hard messages for you.

**The six premium Kits** — \$19 each, or all with the Kit Pass (\$49); included with any paid plan:

- **Caregiving** (*the flagship*) — someone you love needs you; carry it without drowning.
- **Death** — losing someone; the aftermath, carried gently.
- **Job Loss** — laid off; steady the ground, then rebuild.
- **Move** — moving house; the hundred small tasks, in order.
- **New Baby** — welcoming a baby; carry less, not more.
- **Estate / Executor** — named as executor; the paperwork of a life, in order.

**The thirteen free Kits** — free with any account:

- **Path** — at a fork; think clearly, decide well, then move.
- **Arrival** — you've landed somewhere new; build your new normal.
- **Overloaded Season** — everything at once; triage to what truly can't slip.
- **New Job** — starting strong; set up the role and the life around it.
- **Return** — coming back from leave or time away; ease in, don't drown on day one.
- **College** — the college launch, from decision to move-in, organized.
- **Retirement** — designing the life after the work.
- **Mid-life** — a season of questioning; turn restlessness into a deliberate reassessment.
- **Rebrand Yourself** — realign how you show up with who you are now.
- **Starting Over** — build the new chapter on purpose.
- **In Case of Need** — get your own affairs findable, one calm section at a time.
- **New Pet** — bringing home a puppy or kitten; the setup, the first week, the dates.
- **Pet Health** — the care calendar: vet visits, vaccinations, flea & tick, the numbers to hand.

## C. Every System (31)

Systems are for forever. Each installs once and *produces* one useful thing on a rhythm, surfacing in Your Week. All free to install; membership unlocks the full premium template library inside them. Organized by the five domains:

**Time Architecture — how the week is shaped (8):** Family Schedule · Ideal Week · Time Audit · Learning & Curiosity Rotation · Rhythms & Reflection · A Morning System · A Weekly-Planning System · A Deep-Work System.

**Life Logistics — how the household runs (13):** Food · Home & Cleaning · Grocery & Pantry · Home Maintenance · Wardrobe & Packing · Trip · Hosting & Entertaining · Connection · A Household-Admin System · Gifting & Occasions · A Meal System · A Bills & Renewals System · Dining & Reservations.

**Digital Command Center — how the digital life is held (4):** An Inbox System · A Files & Notes System · Inbox & Files · Security & Accounts.

**Decision Systems — how choices get made once (4):** A Decision-Log System · A One-In, One-Out System · Default Decisions · Commitments Queue.

**Life Project Management — how the longer work moves (2):** A Goals & Quarterly-Review System · Life Project Runner.

*The Well-Run Home starter collection* bundles six of these — Food, Home & Cleaning, Grocery & Pantry, Family Schedule, Home Maintenance, and Wardrobe & Packing — the routines a household needs first.

## D. Every Occasion Playbook (11)

All free. Each is a timeline checklist plus the exact questions to ask before you spend money:

A weekend away · A work trip · A family trip · A dinner at home · A kids' party · A holiday at home · A shower · A reunion · A wedding · A milestone party · An anniversary dinner.

*(The heavier ones — a wedding, a dinner party — carry full question sets for venues, caterers, and photographers, so you're the informed party in the room.)*

## E. The Apothecary — the shelves

The Apothecary has two shelves. "**Our Shelf**" is made by the Well Designed Life Co. (linked directly, no commission). "**The Curated Shelf**" is a small, honest set of things made by others (a few links earn a small commission, which never decides what's recommended). Nothing here is medical, financial, or legal advice, and no object "treats" anything.

### Our Shelf — the Well-Designed-Life resources:

*Newsletters (free):*

- **The PLM Letter** — the ideas behind the whole method.
- **The Operator's Desk** — an operator's manual for modern work.
- **The Balanced Edit** — a weekly edit on living well across the eight dimensions.
- **The Letter** — a biweekly note written only for the app.

*Free diagnostics:*

- **The Week Audit** — where does your week leak? (~5 min.)
- **The Operational Gap Diagnostic (POI)** — the gap between the systems you run at work and at home (~15 min).
- **The 8D Lifestyle Assessment** — the whole life across eight dimensions (~30 min).
- **The PLM Integration Diagnostic (PII)** — do your systems actually serve your life? (30 items.)

*Free guides:*

- **The Architecture of a Holding Week** — the structure behind a calmer seven days.
- **The First Fifteen** — one fifteen-minute first move for each of your two lowest dimensions.
- **The Operating Week** — a week designed around the single domain your POI flagged lowest.
- **The PLM Starter Kit** — a primer on the whole method; the on-ramp before the textbook.

*From The Well Designed Life Co. (products):*

- **The Designed Week** — the undated 12-month planner with the Sunday reset built in (\$20-\$30).
- **The Designed Day** — the daily companion; pairs with The Designed Week (\$15-\$25).
- **A Life Is an Operation** — the book that makes the founding argument (\$15-\$20).
- **One Designed Week** — one week to try, on one page (free).
- **A Deliberate Week — Starter Workbook** — five weeks and your compass (\$10).
- **The Deliberate Week — Notion Edition** — the whole method as a free Notion system.

**The Curated Shelf — categories** (a few honest picks from others in each): Focus & Deep Work · Writing & Ritual · Rest & Sleep · Space & Environment · Reading · Ritual & Reset · Gifts. Books include *Four Thousand Weeks*, *Atomic Habits*, *Essentialism*, *The 7 Habits of Highly Effective People*, and more — each chosen for a reason, not to fill a page.

## **F. The one-time purchases, in detail**

For people who'd rather own one thing than subscribe. All are included automatically with any paid plan, and anything you buy is yours permanently.

- **A single premium Kit — \$19.** Unlocks one premium Kit (Caregiving, Death, Job Loss, Move, New Baby, or Estate/Executor) forever.
- **The Kit Pass — \$49.** Unlocks *all* premium Kits, now and any added later. The value pick if you'll face more than two heavy seasons.
- **The PLM Snapshot (full read) — \$19.** The full written result of the deeper diagnostic — how your purpose, life, and money integrate.
- **The Life-Design Canvas — \$19.** Save your canvases, compare more than one path, keep the history, and export.
- **Exports & Keepsakes — \$19.** Printable editions of a plan, the Record, a canvas, or a year in review.
- **The Starter Workbook — \$19.** The twelve-page printable workbook — your compass and five weekly spreads — for people who think best on paper.
- **The Digital Planners — \$29.** Designed digital planning templates, buyable with no account (delivered by a claim link).

*The Deliberate Week · The Well Designed Life Co. · Free to start at [deliberateweek.app](https://deliberateweek.app)  
· Structure, never advice.*