



THE WELL DESIGNED LIFE CO.

The Deliberate Week

Quick Start — every public feature, one calm map.

The week shouldn't run you. This is a calm place to see where you actually stand, design the week ahead on purpose, and keep what matters — no streaks, no shame, no hype. You are the executive of your own life; this is your command view. Here is everything the app does, free and paid.

SEE WHERE YOU STAND — THREE QUESTIONS, ~2 MINUTES EACH, FREE

How it feels

The eight areas of a full life — the Life Wheel (8D).

How it runs

The five systems under a working life — the Operations Wheel (POI).

How it holds

Whether the two pull together — the Integration Wheel (PII).

Not sure where to start? The wheel chooser points the way. Quick Week & Life Audits give a first move; each wheel is also a printable worksheet. Want more depth? The **PLM Integration Snapshot** is a \$19 one-time scored read (free on any paid plan).

BEGIN IN THREE STEPS

1 Look. Go to deliberateweek.app — no account needed to explore; “Where to Start” and “Your First Week” walk you in with ready-made starter routines.

2 Take one reading. The Life Wheel is the gentlest start — about two minutes, no score to feel bad about.

3 Design one week. Pick a few things that matter, name one daily anchor, and walk in on purpose.

THE RHYTHM IT RUNS ON

North Star (your direction) → **Season** (one focus, 8–12 weeks) → **Week** (design it, live it, close it) → **Daily Anchor** (one small non-negotiable).

THE PLANS — FREE IS A WHOLE APP; PAID ADDS DEPTH

PLAN	PRICE	WHAT IT ADDS
Free	\$0	The weekly loop, all three wheels, capture, one Season, the Operating System (map + first build), the Record, a rolling history, free Kits & Systems — a whole app, no card.
Deliberate Week	\$9/mo	Your life remembered: full searchable history, the Wellness Tracker, every premium Kit & System, the full Canvas, unlimited Operating System builds, and the Guide in full.
Deliberate Week +	\$15/mo	The guided Weekly Reset — the ritual that makes the loop reliably close.
Gold	\$25/mo	Compass (your integrated read), the Decision Simulator, the Occasion Planner, The Handoff, and proactive check-ins.
Platinum	\$39/mo	The Executive Dashboard — your whole life in one tabbed command center: a daily brief, a weekly hub, and a calendar.

EVERY FEATURE, BY HOW FAR YOU'RE ZOOMING OUT

SET YOUR DIRECTION

North Star FREE

The life you're designing toward — the top of the cadence.

Direction FREE

The themes and priorities you're steering by right now.

Your Season FREE · ARCHIVE PAID

An 8–12-week chapter — one theme, one domain to build, one daily non-negotiable; pre-fills from your wheels.

The Operating System MAP FREE · FIRST BUILD FREE

The Five-Domains map of the systems that run your life, scored — and, on the same page, the sequenced builder that builds a system where it's lightest.

The System Builder FREE TO START

Turn a recurring pain into a repeatable System installed in the right domain.

Life-Design Canvas + Decision Simulator

CANVAS FREE · SIMULATOR GOLD

A canvas for designing a life area; the Simulator models a choice's trade-offs — structure for thinking, never a verdict.

No streaks. No shame. Structure, never advice — and always a floor to stand on.

FREE TO START · [DELIBERATEWEEK.APP](https://deliberateweek.app) · 1

30-Day Experiments **\$9 AND UP**

Commit to one small change, run it 30 days, then keep, drop, or run it again — a one-tap daily check (carried, never overdue), a day-30 review, logged to your Ledger. Structure for your own experiment, never a verdict.

RUN YOUR WEEK**The Deliberate Week** **FREE**

The core surface — design the week, live it, close it; the close feeds the next design.

The Today agenda **FREE**

A time-ordered today — week items, appointments, anchor, dated Kit steps — with a quiet, undo-able check. No streaks or missed states.

Close Your Week · Reflect · History **FREE**

Close it, reflect, revisit — everything lands in the Ledger.

Dynamic tasks & goals **FREE**

When something moves, the plan re-paces around it; undone items are “carried,” goals re-pace — you’re never shown “behind.”

The Weekly Hub **PLATINUM**

One screen composing the whole week — priorities, commitments, follow-ups, projects, systems — inline-editable.

CAPTURE & OFFLOAD**Brain Dump** **FREE**

One open box, talk or type; the Guide sorts each item into buckets and routes them into your week. Voice capture with a safety net.

The Life Admin Hour **FREE**

One calm weekly sitting that gathers every system’s due items into one place.

REFLECT & KEEP**Journal / Open Page & Find Your Clarity** **FREE**

Unstructured writing space, plus a gentle clarity prompt.

The Ledger **~12 WKS FREE · FULL HISTORY PAID**

The compounding life-memory: closed weeks, admin hours and decisions become a searchable history with “a year ago” continuity.

The Record + In Case of Need + Sharing **FREE**

The household’s operational memory — contacts, documents, accounts, key dates, a caregiving layer. Never passwords.

The Letter **FREE IN-APP**

The app’s own biweekly, app-exclusive letter.

NAVIGATE A MOMENT**The Guide** **TASTE FREE · FULL \$9+**

An in-app chief of staff grounded in your own data — it sorts, drafts and sets things up, prescriptive about architecture, never about your values or regulated matters.

Set Intentions & the Daily Anchor **FREE**

Name what matters; one small non-negotiable a day, with a calm preview of tomorrow.

Weekly Reset **GUIDED AT +(\$15)**

The ritual that makes the loop reliably close, run with the Guide, with reset history.

Drop to Your Floor **FREE**

On a week that falls apart, one tap re-flows it to your designed minimum — floor kept, the rest parked, never failed.

Four calm calculators **FREE**

Weekly Capacity, Build Your Floor, Life-Admin Load, Record Readiness — time & structure only, one calm line each, never money.

Universal Inbox · Email Replies **FREE**

An always-on catch surface; draft the hard reply from context.

The Handoff **GOLD**

Hand a whole System or responsibility to someone with its full context, so ownership truly moves.

Daily Notes · Mood · Vision Board · Goals · Habits **FREE**

The everyday keeping surfaces; mood logs free (trends live in the Wellness Tracker).

Patterns · Decisions · Your Year **BASIC FREE**

What’s recurring; a log of decisions; the year read back as a recap.

The Wellness Tracker **MEMBER**

Holds your 8D read and daily dimension checks over time.

Kits **16 · 10 FREE**

On-demand toolkits for hard, transitional weeks (a move, a loss, a new job, a new baby, a new pet). Organize & sequence only; premium Kits \$19 (Kit Pass \$49).

Systems FREE & PREMIUM

Installable, repeatable setups for ongoing life areas across the five domains.

Discovery — Apothecary & Worth KnowingCURATED FREE · WEB FIND \$9+

Ask for what helps run or design a life and get organized options (never one pick); an opt-in headline line on topics you choose.

Find Help FREE

A licensed professional directory and crisis routing — the firewall in practice.

Immediate needs ALWAYS FREE

A calm link-out to food, housing, utility aid, DV and crisis help — maintained national directories by ZIP. Separate from Find Help; links only, no claims.

PRACTICES & WELLBEING (FIREWALL-SAFE)**Meal planning + grocery list** FREE/MEMBER

You pick your own meals (dietary tags are your filters); the app builds the list — planning & logistics, never a prescribed diet.

Breath & stretch practices · meal-ideas helper FREE

Optional, universal, non-prescriptive.

HIGHER-TIER COMMAND**Compass** GOLD

Your integrated, read-only view across all three wheels — “what this says.”

Wearable context PLATINUM

Apple Health / Google Fit — opt-in, read-only, private.

STAY ON TRACK & CONNECT**Calendar & Reminders** FREE

A read-only Calendar Grid (day/week/month) plus a private calendar feed with alarms; reminders by push & email are free.

Run it from anywhere MEMBER

The app is itself an assistant-connectable toolset — a connected assistant can read and write your weeks, journal and mood, scoped to your account.

OWN ONE THING FOREVER — ONE-TIME UNLOCKS (NO MEMBERSHIP)**Any premium Kit** \$19

One hard-season toolkit — Caregiving, Death, Job Loss, Move, New Baby, or Estate/Executor — unlocked forever, with its checklist, sequenced steps and dates yours to keep.

PLM Integration Snapshot \$19

A deeper, scored read of where your systems stand — the paid companion to the free wheels; your result is saved as “My Snapshot.”

Exports & Keepsakes \$19

Beautiful PDF exports and printable keepsakes — your weeks, plans, and occasion invitations & flyers, saved to keep or print.

Occasions PLAYBOOKS FREE · PLANNER GOLD

Browsable Playbooks + a generative Planner — an event or trip in a box (timeline, run-of-show, checklist, supplies, budget allocation, favors, invitation & flyer, guest RSVP, day-of view). A free sample plan needs no sign-in.

Admin Playbooks · Help Desk FREE TO START

Life-admin how-tos and in-app help.

In a Hard Moment ALWAYS FREE

A calm support surface that signposts real resources (988 and more) — static, human-written, never coached, never paywalled.

Movement-routine holder FREE/MEMBER

Holds and schedules the routine you (or your trainer) define — it never prescribes exercises, sets or reps.

The Executive Dashboard PLATINUM

One tabbed command hub — Overview, Weekly Hub, Calendar, Projects, Follow-Ups, People, Money & Admin, Systems, Growth, Captures — each reading live from its feature, opening on a Daily Brief that ends on the single next move.

Text reminders PAID MEMBERS

Confirmed-number opt-in, at most twice a day, never overnight, STOP/HELP honored.

Kit Pass \$49

Every premium Kit, now and future, in one purchase — the whole hard-season shelf.

Life-Design Canvas \$19

The full visual canvas for mapping and designing a life area (free to try; this unlocks the whole thing, including the Decision Simulator surface).

Starter Workbook \$19

The paper on-ramp — a guided workbook that teaches the cadence and walks you into your first designed week, no account needed.

Digital Planners \$29

The Designed Week & Designed Day digital planner bundle — buyable with no account via a claim link, then usable in the app.

Any paid plan already includes every one of these. Founding members get Platinum comped through the founding window.