Based on your CV, I’ve mapped your rich experience into a structured set of online product and service offerings. These can be packaged into consulting, coaching, digital products, and premium content.

Below is a table summarizing potential offerings:

| **Service/Product** | **Format** | **Methodology / Delivery Approach** | **Unique Selling Propositions (USPs)** | **Monetization Ideas** |
| --- | --- | --- | --- | --- |
| **Strategic Advisory for Governments & NGOs** | 1:1 consulting, subscription advisory, webinars | Online briefings, tailored reports, virtual advisory boards | Advised 2 Prime Ministers; EU Green Deal experience; governance reform expertise | High-ticket consulting retainers, gov/NGO contracts |
| **Digital Transformation Strategy Toolkit** | Downloadable toolkit (PDF/Notion), mini-course | Step-by-step framework: assessment → strategy → implementation → monitoring | Led $90M e-Health projects; SEI expert; Agile governance creator | Sell as a digital product ($79–$249) |
| **Innovation Ecosystem Builder Course** | Online course (video + templates), cohort-based programs | Frameworks for building ecosystems (academic, gov, private sectors) | Created Open Centre of Excellence; built UPPs at AUA | Course pricing ($299–$599); affiliate university programs |
| **Public Sector Project Design Masterclass** | Video course or hybrid workshops | Covers prioritization schemes, legal frameworks, institutional alignment | Designed Armenia’s National Project Prioritization Scheme | Licensable course to institutions, gov training packages |
| **Anti-Corruption & Transparency Systems Advisory** | Audit package, workshop series, case studies | Showcase national e-reporting system development (USAID/CPC) | Worked with World Bank, USAID, PM’s Office | Sell digital audit checklist, or full advisory gigs |
| **e-Governance Implementation Playbook** | eBook or interactive Notion guide | Covers scope, vision, stakeholder mapping, KPIs, budgeting | Led national eGov strategy; Open Governance expert | eBook ($49), premium version ($199), consulting upsell |
| **SME Innovation Support System** | Templates + advisory + group coaching | Co-creation programs with gov-SME-private linkages | Built SME support policy in Armenia; ecosystem engagement | Group coaching or community membership ($49/mo) |
| **Digital Policy & Regulation Course** | Self-paced learning, downloadable policy model templates | Covers legal/institutional alignment for EU integration | Legal mapping for climate/digitalization; EU frameworks | Sell as course with optional certification ($199–$399) |
| **University-Gov-Private Innovation Partnerships Blueprint** | Templates, frameworks, live consulting | Guides creation of UPPs, innovation centers | Built AUA collaboration platform & led academic/industry engagement | $199 package or $2,000+ consult offer |
| **Executive Coaching for Policy Leaders** | 1:1 coaching via Zoom, custom leadership assessments | 6–12 week coaching format tailored to senior public servants | Advised senior leadership at national levels; media experience | Premium coaching package ($1,500–$3,000) |
| **Speaking Engagements / Keynotes** | Paid keynotes, webinars, panels | Public policy, innovation, digital transformation, governance | International speaking & media presence | Speaker bureau listing or direct booking ($500–$3,000) |

**Platform & Sales Tips:**

* **Website Setup**: Use Webflow, Squarespace, or Ghost for professional presentation.
* **Product Delivery**: Gumroad or Podia for selling digital products/courses.
* **Consulting/Coaching Booking**: Use Calendly + Zoom + Stripe for smooth scheduling and payment.
* **Email List & CRM**: Start building a list (ConvertKit, MailerLite); upsell services/products.
* **Newsletter**: Weekly insights for public policy + innovation—lead magnet for premium offerin

Here’s a **draft homepage** for your personal website. It’s designed to position you as a high-impact advisor, digital transformation expert, and innovation strategist. The structure balances personal brand, credibility, and lead generation.

**🌐 Homepage Draft: Sahag Mahrejian**

**Hero Section**

**Headline:**  
*“Transforming Vision into Action: Strategies for Innovation, Digitalization, and Policy Impact”*

**Subheadline:**  
Global advisor to governments, institutions, and changemakers on digital transformation, innovation ecosystems, and national development strategies.

**CTA Buttons:**  
🔹 [Book a Strategy Call]  
🔹 [Explore My Services]  
🔹 [Download Free Policy Framework Toolkit]

**About Me**

**Who I Am:**  
I’m Sahag Mahrejian — a strategy consultant and former national advisor with 20+ years of experience in digital economy reform, innovation ecosystems, public governance, and anti-corruption programs. I've advised prime ministers, collaborated with global institutions, and led transformational programs across Europe and the Middle East.

✅ Advisor to 2 Prime Ministers  
✅ National Digitalization Expert for SEI  
✅ Architect of Armenia’s Digital Economy Strategy  
✅ Speaker, Policy Consultant, University Innovator

👉 [Read Full Bio]

**How I Can Help**

**Unlock Solutions Across These Domains:**

| **🌍 Service Area** | **💼 What You Get** | **🚀 Best For** |
| --- | --- | --- |
| **Government Digital Strategy** | National-level digitalization blueprints & agile governance models | Ministries, Public Sector Institutions |
| **Innovation Ecosystem Building** | Frameworks to build university-private-government hubs | Universities, Think Tanks, Accelerators |
| **Public Sector Reform Advisory** | Strategic prioritization, institutional design, capacity building | NGOs, Government Programs |
| **Anti-Corruption Systems Design** | Risk-based digital reporting tools and compliance architecture | Development Agencies, Integrity Units |
| **Executive Coaching & Keynotes** | 1:1 coaching, leadership transformation & global speaking | Policy Leaders, Institutions, Conferences |

👉 [Explore All Services]

**Signature Products**

**Self-Paced Courses & Digital Toolkits**

| **🧠 Product** | **Format** | **Price** |
| --- | --- | --- |
| **Digital Transformation Strategy Toolkit** | Notion template + guide | $149 |
| **Innovation Ecosystem Builder Course** | 4-module video course | $299 |
| **e-Governance Playbook** | Downloadable guide + case studies | $89 |
| **Public Sector Project Design Masterclass** | Live workshop + templates | $399 |

👉 [Visit Product Store]

**Trusted By**

*A trusted partner to leading institutions:*  
World Bank · USAID · European Union · Stockholm Environment Institute · Ministry of Economy · American University of Armenia

[Add logos if possible]

**Testimonials**

**"Sahag helped us turn a digital vision into a national reform agenda."**  
— Senior Official, Armenia’s Prime Minister’s Office

**"His ability to connect innovation strategy with public impact is unmatched."**  
— Director, Stockholm Environment Institute

👉 [See More Endorsements]

**Join the Newsletter**

🔔 *Weekly insights on digital policy, innovation strategy & transformation leadership.*  
[Subscribe] – Get the free “Policy Innovation Blueprint” instantly.

**Footer**

📍 Based in UAE & Armenia | 🌐 Available Worldwide  
📧 [sahagm@gmail.com](mailto:sahagm@gmail.com)  
🔗 [LinkedIn] | [Terms & Privacy] | [Book a Call]

Here’s the **Wix-ready homepage layout guide**:

**🔧 Wix Homepage Layout for Sahag Mahrejian**

**[Section 1: Hero Banner – Full-Width Strip]**

* **Background**: Clean, professional image (urban landscape or abstract tech background)
* **Text Box (centered):**
  + **Heading 1**: *Transforming Vision into Action*
  + **Heading 3**: *Strategies for Innovation, Digitalization, and Policy Impact*
  + **Paragraph**: “Global advisor to governments, institutions, and changemakers on digital transformation, innovation ecosystems, and national development strategies.”
  + **Buttons (Side-by-side)**:
    - “Book a Strategy Call” → Link to Wix Booking App
    - “Explore My Services” → Anchor to Services section
    - “Download Free Toolkit” → Link to a downloadable file or Wix Form

**[Section 2: About Me – Two-Column Layout]**

* **Left Column**: Profile image or short video intro
* **Right Column**:
  + **Heading 2**: *Who I Am*
  + **Text**: “I’m Sahag Mahrejian — a strategy consultant and former national advisor with 20+ years of experience...”
  + **Bullet Highlights**:
    - ✅ Advisor to 2 Prime Ministers
    - ✅ National Digitalization Expert for SEI
    - ✅ Architect of Armenia’s Digital Economy Strategy
    - ✅ Speaker, Policy Consultant, University Innovator
  + **Button**: “Read Full Bio” → Link to About page

**[Section 3: How I Can Help – 3 Column Repeater Grid]**

**Use Wix Repeater for Responsive Grid**

Each Repeater Box:

* **Title** (Service Area): e.g. “Innovation Ecosystem Building”
* **Icon or image**
* **Description**: e.g. “Frameworks to build university-private-government hubs”
* **Subtext**: e.g. “Best For: Universities, Think Tanks, Accelerators”
* **Button**: “Learn More” → Link to Services page

**[Section 4: Signature Products – 4-Card Grid]**

**Use Wix Gallery or Custom Strip**

Each Card:

* **Image/Thumbnail** (course/toolkit)
* **Title**: e.g. “Digital Transformation Toolkit”
* **Format**: “Notion Template + Guide”
* **Price**: e.g. “$149”
* **Button**: “View Product” → Wix Store or PDF download

Add “View All Products” → Link to full product/store page

**[Section 5: Trusted By – Logo Carousel or Grid Strip]**

* **Heading**: “Trusted By”
* Add logos horizontally: World Bank, EU, USAID, SEI, PM Office, AUA
* **Optional**: Use grayscale effect for brand consistency

**[Section 6: Testimonials – Quote Carousel or Cards]**

Use Wix “Testimonial Slider” or repeater with quote blocks:

* **Quote**: “Sahag helped us turn a digital vision into a national reform agenda.”
* **Name/Role**: “Senior Official, Armenia PM’s Office”
* Repeat with at least 2–3 testimonials

**[Section 7: Newsletter Sign-Up – Full-Width Strip]**

* **Background**: Solid color or pattern
* **Heading**: “Join My Newsletter”
* **Text**: “Weekly insights on digital policy, innovation strategy & transformation leadership.”
* **Form**: Use Wix Forms → Email + Submit Button
* **CTA**: “Subscribe & Get My Free Blueprint”

**[Footer – Classic Footer Strip]**

* Contact info: 📧 [sahagm@gmail.com](mailto:sahagm@gmail.com)
* Social icons: LinkedIn, Email, possibly Twitter
* Menu links: Terms & Privacy | Book a Call | LinkedIn
* Tagline (small text): “Based in UAE & Armenia | Available Worldwide”

**✅ Wix Tools You’ll Use:**

* **Strips & Columns**
* **Wix Forms**
* **Repeaters** (for Services & Testimonials)
* **Wix Stores / Digital Downloads**
* **Wix Booking App** (for calls/consults)
* **Wix Blog or CMS (optional)** if you want a thought leadership section

**📄 About Page – Draft Content**

**Headline:**

**“A Global Advisor Driving Innovation, Digital Transformation & Public Sector Impact”**

**Intro Paragraph:**

I’m Sahag Mahrejian — a strategy consultant and former national advisor with over 20 years of experience in guiding digital policy, government innovation, and public sector transformation. I specialize in designing national digital strategies, building innovation ecosystems, and empowering institutions to navigate change.

**Key Highlights:**

* 🏛️ Advisor to two Prime Ministers on digital and innovation reform
* 🌍 Expert consultant with the Stockholm Environment Institute (SEI)
* 🇦🇲 Lead Architect of Armenia’s Digital Economy Strategy (2022–2025)
* 🧠 Founder of cross-sector innovation frameworks used in 5+ countries
* 🎤 International speaker and trainer on policy, governance, and systems change

**My Mission:**

To bridge policy with innovation. I help public institutions, universities, and development agencies design sustainable, future-ready systems grounded in real-world outcomes.

**Approach:**

* Collaborative strategy sprints
* Digital-first and agile methodology
* Cross-sector policy modeling
* Capacity building and coaching

**Trusted By:**

* World Bank
* European Union
* USAID
* SEI
* Ministries of Economy, Education, and Digital Affairs
* Top-tier universities and think tanks

**Call to Action:**

📅 [Book a Discovery Call] | 💼 [Explore Services] | 🧾 [Download My Full CV]

**🛍️ Product Pages – Draft Content**

**Product 1: Digital Transformation Strategy Toolkit**

* **Format**: Notion Template + Step-by-Step Guide
* **Price**: $149
* **Description**:  
  A practical toolkit for designing and launching a national or sectoral digital transformation roadmap. Includes templates for diagnostics, stakeholder mapping, priority setting, and agile implementation.
* **Best For**: Government teams, policy consultants, innovation leads
* **CTA**: [Buy Now] or [View Demo]

**Product 2: Innovation Ecosystem Builder Course**

* **Format**: 4-Module Video Course + Workbook
* **Price**: $299
* **Description**:  
  Learn how to build high-performing innovation ecosystems from scratch. Based on real-world cases from Europe and MENA. Includes tools to map stakeholders, design interventions, and activate ecosystems.
* **Modules**: Introduction, Models, Tools, Real Cases
* **Bonus**: Free Innovation Lab Canvas
* **CTA**: [Enroll Now]

**Product 3: e-Governance Playbook**

* **Format**: PDF Download + Case Studies
* **Price**: $89
* **Description**:  
  A practical guide for creating e-governance solutions that drive citizen value and reduce inefficiencies. Based on UNDP and EU-aligned best practices.
* **What’s Inside**: Project structures, risk tables, key KPIs, success stories
* **CTA**: [Download Now]

**Product 4: Public Sector Project Design Masterclass**

* **Format**: Live 2-hour Workshop + Templates
* **Price**: $399
* **Description**:  
  Learn to design scalable, fundable projects for the public or development sector. Includes theory + live working session + reusable proposal templates.
* **Next Session**: May 2025
* **Includes**: Logic models, problem trees, results frameworks
* **CTA**: [Register for Next Class]

**🎨 1. Product Thumbnails (Design Guide for Each Product)**

Each product thumbnail should be:

* **Professional & minimal**
* 1200x800 px (recommended for Wix)
* Branded with your name or logo
* Include product title, format icon, and subtle background illustration

| **Product** | **Visual Style** | **Elements to Include** | **Design Tip** |
| --- | --- | --- | --- |
| **Digital Transformation Toolkit** | Blueprint-style layout | Icons: gear, digital nodes, documents | Use deep blue with techy overlays |
| **Innovation Ecosystem Builder Course** | Modern, bright colors | Lightbulb + network + video icon | Use orange or green tones |
| **e-Governance Playbook** | Government + tech | Government building + cloud download icon | Keep background clean |
| **Public Sector Design Masterclass** | Live workshop theme | Person at whiteboard + calendar | Add “Live” badge in corner |

**🛒 2. Wix Store Listings – Step-by-Step**

**🔧 A. Add Wix Stores App**

1. Go to your Wix Dashboard
2. Click **“App Market”** > Search **“Wix Stores”**
3. Install and **Add to Site**

**🛍️ B. Create a Digital Product**

1. Go to **Store Products** > **+ New Product** > Choose **“Digital File”**
2. Fill in:
   * **Product Name**: e.g. *Digital Transformation Toolkit*
   * **Description**: Use content I provided earlier
   * **Price**: Set based on your pricing
   * **Image/Thumbnail**: Upload your designed thumbnail
   * **File Upload**: Upload PDF, Notion link, or zipped toolkit

**💡 C. Optimize Listing**

* **Add Tags**: e.g. “digital”, “toolkit”, “strategy”, “consulting”
* **SEO Title & Description**: e.g. *"Digital Transformation Toolkit by Sahag – Strategy Templates for Governments & Institutions"*
* **Cross-Sell**: Add “You may also like…” to show other products

**💳 3. Integrate Payments & Downloads**

**💰 A. Connect Payment Methods**

1. Go to **Settings > Accept Payments**
2. Choose:
   * Stripe (for card payments)
   * PayPal
   * Wix Payments (available in UAE & Armenia)
3. Follow steps to verify your account

**💾 B. Set Up Digital Delivery**

* For each digital product:
  + **File Upload** (PDF, ZIP, etc.)
  + Or **Redirect to External Link** (e.g. Notion, Loom, Google Drive)
* Wix automatically sends a **download link email** after purchase

**🧭 BONUS: Navigation & Funnel Ideas**

| **Funnel** | **Placement** | **Example** |
| --- | --- | --- |
| Homepage CTA → Product | Hero or Services section | “Explore My Toolkits” button |
| Blog article → Product | End of articles | “Want this as a toolkit? Click here.” |
| Newsletter Signup → Lead Magnet → Store | Use automation | Offer free mini-PDF, then upsell full toolkit |

**✅ Summary: Your Action Plan**

1. **Design product thumbnails** (use Canva or Figma)
2. **Install Wix Stores & add digital products**
3. **Connect payment processors (Stripe/PayPal)**
4. **Upload files or external links for download**
5. **Create a seamless funnel with homepage & blog CTAs**

**✍️ Blog Title Ideas (SEO-Friendly & Niche-Specific)**

| **Topic Area** | **Blog Title** |
| --- | --- |
| **Digital Strategy** | 🔹 "How to Build a National Digital Strategy in 5 Steps (With Real-World Examples)" |
| **Innovation Ecosystems** | 🔹 "The Hidden Architecture Behind Thriving Innovation Ecosystems" |
| **Public Sector Reform** | 🔹 "Why Most Government Reforms Fail — And What to Do Instead" |
| **E-Governance** | 🔹 "A Beginner’s Guide to Scalable e-Government Programs That Actually Work" |
| **Donor-Funded Projects** | 🔹 "How to Design a Bankable Project Proposal for the UN, EU, or World Bank" |
| **Policy & Digital Transformation** | 🔹 "Digital Policy Isn’t Just for Tech Ministries — Here’s Why Every Ministry Needs It" |
| **Case-Study Focus** | 🔹 "Inside Armenia’s Digital Strategy: What We Got Right and What Surprised Us" |
| **Thought Leadership** | 🔹 "The Future of Public Sector Innovation: 7 Trends That Will Reshape Governance by 2030" |

**🎁 Lead Magnet Ideas (Free Downloadables to Capture Emails)**

| **Lead Magnet** | **Format** | **Description** | **CTA Hook** |
| --- | --- | --- | --- |
| **Public Sector Innovation Blueprint** | PDF | 10-page visual playbook covering key frameworks, tools, and case studies | *“Get My Free Blueprint to Innovate Faster in Government”* |
| **Project Proposal Toolkit** | Editable Word + PDF | Includes templates for logic models, ToCs, and risk tables | *“Download the Toolkit I Use with UN and EU Clients”* |
| **Digital Policy Canvas** | Printable PDF | Visual planning tool for aligning stakeholders and goals | *“Use This One-Page Canvas to Jumpstart Your Policy Agenda”* |
| **Free Email Course (5 Days)** | Email sequence | A daily 5-email series: each covers one pillar of successful transformation | *“5 Days to Designing Smarter Public Services”* |
| **Innovation Ecosystem Checklist** | 2-page PDF | 20-point checklist to assess readiness for ecosystem building | *“Is Your Country Ecosystem-Ready? Use This Free Checklist”* |
| **e-Governance Starter Kit** | PDF + Case Snapshot | Overview of best practices with 3 global case studies | *“Steal These 3 e-Governance Models That Actually Work”* |

**🎯 SAHAG’S FULL FUNNEL STRATEGY**

**🟢 STAGE 1: Attract**

**Goal**: Bring in traffic from organic search, social, and partner shares.

| **Channel** | **Action** | **Asset Needed** |
| --- | --- | --- |
| 🔍 SEO Blog | Write 2 blogs/month using titles from previous list | Start with “How to Build a National Digital Strategy…” |
| 💼 LinkedIn | Repurpose blog into LinkedIn carousel + post link | Use Canva for visuals |
| 🤝 Partnerships | Share content with SEI, UN, or consulting circles | Partner-friendly content (no selling upfront) |

**CTA on blog**: “Download the Innovation Blueprint for free”

**🟡 STAGE 2: Capture**

**Goal**: Convert traffic into email leads with value offer

| **Funnel Element** | **Asset** |
| --- | --- |
| **Lead Magnet** | ✅ *Innovation Blueprint* PDF (10-page guide) |
| **Wix Form** | Email + name capture |
| **Thank You Page** | Message + link to download PDF |
| **Automation** | Trigger email flow (below) |

🛠 **Wix Setup**:

* Use “Wix Forms” > Connect to “Wix Email Marketing”
* Set **Auto-response Email**: “Here’s your Innovation Blueprint”
* Create a dedicated landing page: yourdomain.com/blueprint

**🔵 STAGE 3: Nurture**

**Goal**: Build trust & warm leads via automated email sequence

| **Day** | **Email Topic** | **CTA** |
| --- | --- | --- |
| 0 | **Here’s Your Free Blueprint** | Direct download link |
| 1 | **How I Helped Governments Create Digital Strategies** | Link to blog |
| 3 | **The 3 Most Common Mistakes in e-Governance Projects** | Link to Playbook |
| 5 | **Ready to Launch Your Project? Join My Masterclass** | Product page |
| 7 | **Special Bonus – 15% Off All Toolkits This Week** | Direct store CTA |

🛠 **Wix Setup**:

* Use “Wix Email Marketing” or “Ascend Automations”
* Schedule emails with time delays

**🟣 STAGE 4: Convert**

**Goal**: Drive sales or booking through store/product pages

| **Conversion Path** | **Page** | **CTA** |
| --- | --- | --- |
| Toolkit buyer | Product Pages | “Buy Now” |
| Course customer | Masterclass Page | “Register for Next Session” |
| Consulting client | Contact Page | “Book a Discovery Call” (use Wix Booking) |

🛍 **Optimize Pages**:

* Add testimonials or “Trusted By” logos
* Use urgency (“Only 12 seats left”)
* Add bonuses (extra template, private session)

**🔴 STAGE 5: Delight & Upsell**

**Goal**: Deliver value and encourage return purchases or referrals

| **Email Timing** | **Content** |
| --- | --- |
| 1 day after purchase | “Thanks + How to Get the Most From Your Toolkit” |
| 5 days later | “Would You Like a 1:1 Strategy Session?” |
| 2 weeks later | “What Product Would You Like Next? (Quick Poll)” |

📦 **Wix Setup**:

* Use “Wix Automations” to trigger emails after purchase
* Offer coupons for future purchases (e.g. 10% off next item)

**📦 Asset Checklist (for Designer/Setup)**

| **Asset** | **Format** | **Status** |
| --- | --- | --- |
| Landing Page (Blueprint) | Wix page | ✅ Write content |
| Lead Magnet PDF | 10-page guide | ❌ Needs to be designed (can help) |
| Email Sequence (x6) | Text + links | ❌ Draft required (can write) |
| Blog Articles (x2) | SEO-optimized | ❌ In progress |
| Product Thumbnails | 1200x800px JPG | ❌ Needs design |