LEARNING PATH 01

AIM BEYOND TODAY

Skill-to-Client Practice Pack

Supplied briefs, weak examples and practice scenarios.

PRACTISE WITHOUT SEARCHING FOR MATERIAL

Use with the Blueprint Skill Starter Tracks.

START HERE

How to use the Practice Pack

Use these fictional materials instead of searching randomly for examples. Nothing here represents a real client or testimonial. Change names and facts when you create portfolio work, and label spec/practice projects honestly.

The pack is deliberately plain. Your job is to make the material clearer, more useful and more organised using the method in your chosen Skill Starter Track.

TRACK A

Design track · Local Food Vendor brief

FIELD	BRIEF
Business	Sade’s Kitchen (fictional)
Offer	Weekday lunch meals: jollof + chicken ₦X, fried rice + chicken ₦X, ofada rice ₦X, moi moi ₦X, zobo ₦X
Goal	Make weekday lunch choices easy to scan on WhatsApp.
Deliverables	One price list + three status graphics.
Action	Order on WhatsApp.
Constraint	Use one font family, clear hierarchy, simple colours and your own/licensed image.

Exercises: 1) mark the hierarchy; 2) build a six-item price list; 3) adapt one design to feed and status formats; 4) create a three-piece promo set; 5) polish the strongest piece into Project 1.

TRACK A

Design track · Reference-analysis prompts

REFERENCE	WHAT TO STUDY
Reference 1	Headline is larger than the offer; one image; phone number has strong contrast. Ask: what do you notice first?
Reference 2	Prices align in one column; spacing groups dishes; action is isolated at the bottom. Ask: which spacing choice helps most?
Reference 3	One promo card uses one dominant message, one product photo and one action. Ask: what could be removed without losing meaning?

Use your own or licensed example designs. These prompts tell you what to look for; do not copy another brand’s identity or logo.

TRACK C

Writing track · 10 weak product descriptions

ITEM	WEAK STARTING COPY
Dress	“Beautiful quality dress for classy ladies, very nice and affordable. Hurry now!”
Hair oil	“Best hair oil that will grow your hair fast and stop all hair problems.”
Sneakers	“Premium sneakers with amazing quality, suitable for everybody.”
Food tray	“Delicious package for all occasions. Order now.”
Handbag	“Luxury handbag for every occasion. Best quality and very affordable.”
Wig	“Super original wig that will make everybody notice you. Limited stock!”
Phone case	“Strong phone case with premium protection. Perfect for all users.”
Bedsheet set	“Soft beautiful bedsheet for a sweet bedroom. Buy now before it finishes.”
Cake box	“Amazing cake package for birthdays and celebrations. Very yummy and affordable.”
Body mist	“Long-lasting body mist that keeps you fresh all day. Best fragrance ever.”

Rewrite with concrete product facts from a fictional brief. Do not invent medical/performance claims or fake scarcity.

TRACK D

Social Media track · Customer-message scenarios

MESSAGE	TYPE
How much is knotless braids?	Price question
Do you open Sundays?	Hours
I sent a DM since yesterday.	Delayed reply
Can I bring my own attachment?	Service detail
The style you posted—is it available for short hair?	Fit / eligibility
I booked 2pm. Can I come 3pm?	Reschedule
Why is your price higher than the salon down the road?	Price objection
I want to complain about yesterday's service.	Complaint / escalation

Write a routine reply or mark "owner must approve / escalate" where appropriate. Keep tone respectful and do not make promises the business has not approved.

TRACK E

VA & Support track · 12 messy enquiries

TIME	RAW MESSAGE
8:03	“Is black still available size 12?”
8:17	“I paid yesterday pls check”
8:22	“How much delivery to Yaba?”
9:05	“My order hasn’t arrived”
9:11	“Do you have wine colour?”
9:40	“Need 2 pieces today, urgent”
10:02	“Can I change my delivery address?”
10:15	“Pls send account number again”
10:48	“I ordered medium but want large now”
11:06	“Is my package going out today?”
11:31	“Do you take payment on delivery?”
12:10	“I received only one item, I ordered two”

Create a tracker with columns: Customer alias, Request, Status, Next action and Due date. Use made-up identities only; no real customer data belongs in the practice pack.

TRACK E

VA & Support · Workflow scenarios

SCENARIO	TASK
Scenario 1	A customer paid, but the business owner has not confirmed the alert. What status and next action do you record?
Scenario 2	A customer wants to change size after dispatch. What do you reply, and what must be escalated?
Scenario 3	Three customers ask the same delivery question. Draft one approved quick reply.
Scenario 4	A client sends five files named IMG_001.jpg, final2.pdf, new.docx, Screenshot.png and Menu latest.pdf. Rename them clearly.
Scenario 5	An enquiry has no next action and has been sitting for two days. What should the tracker show?
Scenario 6	A prospect asks you to pay a “training fee” before a VA job. What do you do?

TRACK B

Video track · Six-shot phone exercise

SHOT	WHAT TO CAPTURE
1	Exterior/context shot
2	Wide view of the space/product
3	Medium detail shot
4	Action/use shot
5	Close-up detail
6	Closing shot with space for text

Use a safe everyday subject: your desk setup, a shopfront you have permission to film, a cooking process, or a product you own. Shoot vertically, hold each clip steady for 5–10 seconds and avoid identifiable people without permission.

ALL TRACKS

Universal briefs for spec projects

BRIEF	STARTING NEED
Fictional salon launch	A new neighbourhood salon needs a small opening-week campaign. Choose a deliverable that matches your track.
Fictional property listing	A property agent needs clearer information for a two-bedroom apartment listing. Use only fictional property details.
Fictional online fashion seller	A seller wants fewer repeated questions about sizes, delivery and availability.
Fictional food vendor	A lunch vendor wants weekday offers to be easier to scan and order.
Fictional consultant	A solo consultant wants a clearer offer for first-time enquiries.

Pick one that fits your track. Your case study should state the brief, what you did, the output and what you would improve.