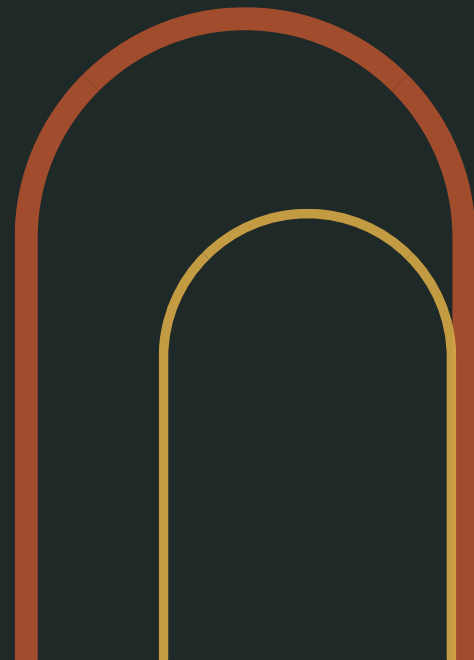


Wisdom Manager

A human-centered service for turning scattered images, songs, documents, and memories into a living collection that feels like someone.

Working concept originated by Will Tygart
Service sketch, researched pricing revision 0.2



01 / THE OPENING

When media becomes abundant, meaning becomes the scarce work.

People already have the raw material of a museum: camera rolls, voice notes, songs, screenshots, letters, unfinished ideas. What they do not have is a trusted person who can decide what belongs, ask what is missing, and shape it into something worth returning to.

“Not a wealth manager. A wisdom manager.”

THE OLD CREATIVE JOB

- Make photographs or other media for one event.
- Deliver a folder.
- Compete on production, speed, and price.
- End the relationship when the files are handed over.

THE NEW CREATIVE JOB

- Curate a life or family's evolving collection.
- Draw out stories and missing chapters.
- Pair artifacts with context, sound, poetry, and sequence.
- Return over time as the collection - and the person - changes.

THE PRODUCT IS NOT THE GALLERY SOFTWARE

The product is the relationship: taste, attention, interviewing, consent, and the courage to say, “This part of your story is missing.”

02 / WHAT THE CLIENT EXPERIENCES

It should feel like being known, not being onboarded.

01 The invitation

The client chooses one room to begin: a project, an era, a person, a place, or a question. The boundary keeps the first collection emotionally clear and operationally small.

02 The listening session

The Wisdom Manager records the origin story: what matters, what still hurts, what is funny now, what must remain private, and who may see the finished room.

03 The private intake

Selected images, audio, writing, and documents enter a private holding space. Nothing from a raw drive is automatically visible.

04 The curatorial map

The manager identifies themes, gaps, tensions, and possible forms: a timeline, gallery, soundtrack, letter, poem, short film, or physical book.

05 The studio sessions

The client responds to prompts and the manager creates new connective tissue: captions, oral histories, missing dates, sequencing, and invitations to family members.

06 The opening

The client reviews every object and every audience setting. Only approved pieces move into the finished private museum or family room.

07 The stewardship

The manager returns on a rhythm - quarterly, seasonally, or around life events - to add rooms, retire pieces, and keep the collection alive.

The emotional promise: "I will help you see the shape of what you have lived, without taking ownership of it away from you."

03 / PRICE THE WORK, NOT THE TITLE

A defensible ladder begins at \$950 and earns a \$24,000 ceiling through scope.

These are modeled launch prices, not observed Wisdom Manager sales. Each number comes from role-hours, direct costs, and a visible reserve for revisions and uncertainty.

ENTRY

COLLECTION PORTRAIT

A focused interview, private inventory, privacy rules, and one curatorial map.

Modeled price: \$950

6 lead hours + \$100 direct cost + 10% reserve.

CORE

FIRST ROOM

One bounded digital exhibition with captions, chronology, source notes, and opening session.

Modeled price: \$5,500

24 lead + 12 support + 4 specialist hours; \$300 direct cost; 15% reserve.

FAMILY

FAMILY EDITION

Several voices, a larger artifact set, deeper narrative work, and a designed digital or print-ready edition.

Modeled price: \$11,500-\$12,000

45 lead + 30 support + 10 specialist hours; \$750 direct cost; 15% reserve.

HEIRLOOM

HEIRLOOM COLLECTION

A multi-room, multi-format commission with extensive interviews, restoration, design, and family review.

Modeled price: \$23,500-\$24,000

80 lead + 60 support + 24 specialist hours; \$1,500 direct cost; 20% reserve.

The ceiling is not a prestige surcharge. It is credible only when the proposal carries roughly 164 professional hours, specialist work, production expense, and substantial revision risk. Reduce scope before discounting the labor.

04 / ONE ROLE, SEVERAL LABOR MARKETS

Photography alone is too narrow a pricing anchor.

The work combines production, curation, interviewing, writing, design, project management, and sometimes technical delivery. The U.S. Bureau of Labor Statistics (BLS) employee medians below are inputs to a conversion model, not client billing rates.[1]

COMPARABLE OCCUPATION	MAY 2025 EMPLOYEE MEDIAN	MODELED INDEPENDENT SIGNAL
Photographer	\$21.47/hr	\$54/hr
Curator	\$30.49/hr	\$76/hr
Archivist	\$31.03/hr	\$78/hr
Interior designer	\$32.31/hr	\$81/hr
Historian / writer	\$36.90 / \$36.98	\$93/hr
Web developer	\$44.54/hr	\$112/hr
Architect	\$47.73/hr	\$120/hr
Management analyst / project manager	\$48.97 / \$49.19	\$123/hr
Personal financial adviser	\$50.51/hr	\$127/hr
Art director	\$55.22/hr	\$138/hr
Software developer	\$65.38/hr	\$164/hr

Practical synthesis: production support around \$75/hour; lead curator/interviewer around \$125/hour; specialist work around \$150-\$185/hour. These are rate-building anchors, not mandatory prices.

05 / MAKE THE BRIDGE VISIBLE

An employee wage becomes an independent rate through four explicit adjustments.

$$\text{Independent rate} = \text{employee median wage} \times 1.034 \text{ wage update} \div 0.699 \text{ wage share} \\ \times (2,080 \div 1,350 \text{ billable hours}) \times 1.10 \text{ administration/risk}$$

PUBLISHED INPUTS

1.034 wage update. Private-industry wages and salaries rose 3.4% from March 2025 to March 2026.[3] This is an approximate one-year bridge for May 2025 occupational medians.

0.699 wage share. In March 2026, private-industry wages and salaries were 69.9% of employer compensation; benefits were 30.1%.[2]

2,080 hours. Forty hours × 52 weeks. This is only a calendar-capacity baseline.

EDITABLE PLANNING ASSUMPTIONS

1,350 billable hours. Leaves 730 hours for sales, administration, training, leave, and idle capacity. It is a planning choice, not a published industry fact.

10% administration/risk. Covers ordinary uncertainty not captured by benefits or utilization. It is also a planning choice.

Combined multiplier: about 2.51×. Round role rates for proposals; do not pretend the inputs support cent-level precision.

WORKED EXAMPLE: LEAD CURATOR

Management analyst median	\$48.97/hr	$\$48.97 \times 1.034 \div .699 \times 1.541 \times 1.10 =$ \$122.77 , rounded to \$125/hour .
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Do not double-count overhead. If a practitioner replaces the 69.9% compensation factor with their own benefits and operating budget, remove the generic factor. If a package includes a 10-20% scope reserve, do not add another vague contingency on top.

HISTORICAL PRICES

No historical price is used in this schedule, so no inflation adjustment is applied. If an older comparison is added later: **current equivalent = historical amount × (current annual CPI-U ÷ annual CPI-U in the quoted year)**. Use the BLS CPI Inflation Calculator and show both index values.[10]

06 / PRICE EACH PROMISE FROM THE INSIDE OUT

Every package can be audited back to hours, costs, and reserve.

Package price = Σ (role hours × role rate) + direct costs + 10-20% uncertainty reserve

Planning rates used: lead curator \$125/hour; production support \$75/hour; specialist \$150/hour. Direct costs may include scanning, restoration, transcription, printing proofs, hosting, travel, or licensed media.

PACKAGE	ROLE-HOURS	SUBTOTAL + DIRECT	RESERVE	CALCULATED / PUBLIC
Collection portrait	6L	\$750 + \$100	10% = \$85	\$935 / \$950
First room	24L + 12P + 4S	\$4,500 + \$300	15% = \$720	\$5,520 / \$5,500
Family edition	45L + 30P + 10S	\$9,375 + \$750	15% = \$1,519	\$11,644 / \$11.5-\$12k
Heirloom collection	80L + 60P + 24S	\$18,100 + \$1,500	20% = \$3,920	\$23,520 / \$23.5-\$24k

INCLUDE IN THE SCOPE

- Number and length of interviews
- Artifact count and condition
- Number of voices and reviewers
- Revision rounds
- Delivery formats and copies
- Travel, hosting, and retention period

TRIGGER A CHANGE ORDER

- New room or life chapter
- Material increase in artifact count
- Extra family interviews
- Restoration beyond allowance
- Additional revision round
- Public exhibition or rights clearance

Do not sell unlimited emotional labor. Define the number of sessions, reviewers, revision rounds, artifact count, and response windows in writing.

07 / THE MARKET ALREADY SPANS FOUR FIGURES TO FIVE

A \$24,000 ceiling exists nearby - but only for deep, custom work.

Current adjacent offers show at least three distinct markets: guided keepsakes, professional memoirs, and bespoke heirloom commissions.

OBSERVED COMPARISON	PUBLISHED PRICE	WHAT IT ESTABLISHES
No Story Lost: 2 / 4 / 6 interview hours	\$1,099 / \$1,649 / \$2,199	Accessible, productized story books with interviews, audio, photos, and hardcover output. [6]
Oral History Made Easy: project management / mentorship	€55/hr / €58/hr	A direct 2026/27 specialist consultancy comparison outside the U.S.; useful for structure, not as a dollar anchor.[11]
Memoir Maker: edit / interview-led / senior-writer	\$4,000 / \$8,500 / from \$11,250	A current U.S. ladder from manuscript service to deeper interview-led heirloom work.[7]
Scribian memoir / corporate history	\$13,000-\$20,000 / \$22,000-\$24,000	Bespoke narrative, interviews, photos, multiple revisions, custom design, and physical production. [8]
Interior design	\$100-\$500/hr; \$2,000-\$12,000 flat	Clients already buy bounded discovery, design, visualization, coordination, and revision.[4]
Architecture	\$125-\$250/hr; \$2,000-\$20,000 plans	High-trust custom planning supports professional rates and project pricing.[5]

FREELANCE EDITORIAL FLOOR

The Editorial Freelancers Association's 2026 survey reports project management at \$65-\$75/hour; other consulting at \$87.50-\$135; memoir developmental editing at \$60-\$75; memoir copyediting at \$49-\$55; research at \$47.50-\$60; fact-checking at \$60-\$72.50; and transcription at \$1.50-\$1.75 per audio minute or \$52.50-\$57.50/hour.[9]

USE THE EVIDENCE CAREFULLY

These are comparisons, not proof of demand for a new profession. The EFA says it neither sets nor advises rates, and respondents vary by expertise, location, turnaround, and work type. Angi figures are consumer cost-guide ranges, not occupational standards. Scribian's guide has no publication date; treat it as a currently accessible listing, not a timed market average.

WHAT THE EVIDENCE SUPPORTS

A credible public ladder from about \$950 to \$24,000 - provided each step names the labor, artifacts, review burden, direct costs, and limits that justify it.

08 / PUBLISH THE CAPACITY BEHIND THE RETAINER

Ongoing care should buy a visible amount of attention.

Light stewardship Quarterly refresh, light captioning, one short check-in	\$350-\$450/ mo	Roughly 2-3 lead hours, or an equivalent mix of lead and support time; direct costs excluded.
Active stewardship Monthly additions, one interview or working session, review queue	\$700-\$900/ mo	Roughly 5-6 blended hours; unused capacity and rollover policy must be explicit.
Family residency Multiple contributors, regular sessions, one evolving room	\$1,500- \$1,800/mo	Roughly 10-12 blended hours; new full rooms and major production remain separate projects.

Evidence gap — facility residencies: the rate research found no observed market rates for wisdom-manager residencies in retirement facilities or similar institutions. The \$1,500–\$1,800/mo figure above is modeled from role-hours, not observed in the market. An earlier \$2,000–\$5,000/mo recommendation was an inference, not evidence. Do not quote residency pricing as an established rate — validate it with paid pilots first.

HOW ANOTHER PRACTITIONER LOCALIZES THE SCHEDULE

- 01

Replace the wage anchor.
Use a verified local or state occupational wage for the closest role, and record its date.
- 02

Keep the conversion visible.
Update the compensation share, billable capacity, and risk allowance only when better evidence or real operating history exists.
- 03

Adjust scope before discounting rate.
Fewer interviews, artifacts, formats, and revisions preserve sustainability better than invisible underpricing.
- 04

Reprice after three paid projects.
Compare estimated and actual lead, support, specialist, revision, and admin hours. Replace assumptions with observed delivery data.

Accessibility without self-erasure: maintain a smaller entry product, phased rooms, or sponsored/community slots. Do not make the practitioner finance affordability through unpaid labor.

09 / A NEW ROLE FOR ARTISTS

The artist moves from maker of assets to steward of meaning.

Photographers, filmmakers, designers, writers, and musicians already know how to notice. The opportunity is to turn that creative attention into a repeatable, trustworthy service.

WHAT TRANSFERS

- + Visual taste and sequencing
- + Comfort with emotion and ambiguity
- + Story instinct
- + Editing without flattening a person
- + Making an experience feel intentional

WHAT MUST BE LEARNED

- + Oral-history interviewing
- + Consent and audience boundaries
- + Secure artifact handling
- + Metadata and provenance
- + Family dynamics and referral limits

A SIMPLE SESSION RHYTHM**1****Notice**

What carries energy? What does the client keep circling back to?

2**Ask**

What happened just before this? Who is absent? What changed afterward?

3**Shape**

Choose the form that serves the story, then return control to the owner.

A CODE OF PRACTICE, NOT JUST A PORTFOLIO

The Wisdom Manager is not a therapist, estate lawyer, or data custodian by default. The role needs clear referral boundaries, written permissions, defined retention, and a promise never to train on or reuse a family's material without specific consent.

10 / SAFETY IS PART OF THE PRODUCT

No raw drive should ever become a public gallery.

A screenshot containing a password is not an edge case. It is the clearest proof that convenience without curation is unsafe.



EVERY OBJECT NEEDS

- **Provenance:** where it came from and, when known, when it was created.
- **Context:** why it matters and whose perspective the caption represents.
- **Audience:** private, named family, invited circle, or public.
- **Consent:** who approved it and whether another person is represented.
- **Status:** held, approved, displayed, revised, or retired.

NON-NEGOTIABLE CONTROLS

- No automatic publication from cloud storage.
- Secret and sensitive-data scan before review.
- Human visual inspection of every display asset.
- Owner preview of the exact room before opening.
- One-action withdrawal from any shared view.
- Clear source deletion and retention choices.

Trust test: The client should always be able to answer three questions: What do you have? Who can see it? How do I remove it?

THE DESIGN PRINCIPLE

Automation may organize and suggest. Only a person can authorize what a life means in public.

11 / THE FIRST CLIENT IS WILL

Build one private room: *Books for Bots - The Lost Storefronts.*

The first proof should use a story that already has visual evidence, unfinished edges, and personal meaning. It should be small enough to finish and rich enough to reveal what the service actually needs.

WEEK 1 Boundaries Choose audience, privacy rules, source locations, and what stays out.	WEEK 2 Story Interview Will about the NoHo idea, the storefronts, the robot imagery, and what he hoped it could become.	WEEK 3 Room Sequence the verified images, dates, prompts, captions, and surviving Books for Bots work.	WEEK 4 Opening Review the exact private gallery, revise it, and note every point of friction.
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USE NOW • The verified Books for Bots storefront images. • The known prompt and creation context. • The public series that emerged later. • Will's present-day narration of what the idea meant.	HOLD UNTIL VERIFIED • Songs, until their actual storage location and ownership details are confirmed. • Dates inferred only from filenames, unless labeled as approximate. • Any asset not visually reviewed. • Any public opening; the pilot is private by default.
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WHAT THE PILOT MUST PROVE

- + The room feels more meaningful than a folder or chronological feed.
- + The human prompts uncover at least one story that was not already in the files.
- + The approval path catches unsafe or unwanted material before display.
- + The work produces a repeatable brief, intake, review, and opening ritual.
- + Will wants to return to it - and knows which room he wants next.

12 / THE BEST NEXT MOVE

Do not build the platform yet. Build the room.

The magic is not proven by a landing page, a feature list, or a large import. It is proven when one person walks through one finished room and says: “Yes. That is what this meant.”

BUILD

- One private Books for Bots room.
- One listening-session guide.
- One artifact record with provenance, audience, consent, and status.
- One review-and-opening ritual.
- One post-pilot field note: what broke, what mattered, what to keep.

DO NOT BUILD

- A public marketplace.
- Automatic Drive synchronization.
- A certification program.
- A broad family-history platform.
- A permanent rate card before paid work reveals the real revision burden.

Make one room beautiful, safe, and true. Then let that room teach us what the service is.

THE PITCH IN ONE SENTENCE

A Wisdom Manager helps a person or family turn scattered media into a living collection - by listening for the story, curating what belongs, finding what is missing, and protecting the owner's final say.

Assumptions carried in this sketch: the first experience is private and digital; the practitioner is an independent creative professional; technology supports but does not replace human review; and the rates are modeled recommendations, not evidence of willingness to pay.

13 / EVIDENCE BEHIND THE SCHEDULE

The observed facts and the planning assumptions remain separate.

1. **[1] U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics, May 2025.** National median hourly wages for the occupations used as anchors. bls.gov/news.release/ocwage.t01.htm
2. **[2] U.S. Bureau of Labor Statistics, Employer Costs for Employee Compensation, March 2026.** Private-industry wages and salaries were 69.9% of employer compensation; benefits were 30.1%. bls.gov/news.release/eccec.nr0.htm
3. **[3] U.S. Bureau of Labor Statistics, Employment Cost Index, March 2026.** Private-industry wages and salaries increased 3.4% over the year. [BLS Economics Daily, May 8, 2026](#)
4. **[4] Angi, "How Much Does an Interior Designer Cost?" updated July 9, 2026.** \$100-\$500 hourly; \$2,000-\$12,000 flat fee; initial meetings \$200-\$800. [Angi cost guide](#)
5. **[5] Angi, "How to Hire an Architect," updated July 9, 2026.** \$125-\$250 hourly; \$2,000-\$20,000 for plans-only projects. [Angi architect guide](#)
6. **[6] No Story Lost, product page accessed September 19, 2026.** \$1,099 / \$1,649 / \$2,199 for packages with 2 / 4 / 6 one-hour interviews, photos, audio, digital copy, and hardcover book. [No Story Lost package page](#)
7. **[7] Memoir Maker launch release, May 25, 2026.** The Story \$4,000; The Legacy \$8,500; The Heirloom from \$11,250. This is a company-issued press release, not independent market research. [Memoir Maker release](#)
8. **[8] Scribian Pricing Guide, publication date not stated; accessed September 19, 2026.** Memoirs \$13,000-\$20,000; corporate histories \$22,000-\$24,000; additional revision round \$500. [Scribian pricing guide](#)
9. **[9] Editorial Freelancers Association, 2026 Rate Chart.** More than 1,100 respondents reported 2025 work. EFA says it does not set or advise rates. [EFA 2026 Rate Chart](#)
10. **[10] U.S. Bureau of Labor Statistics, Charts and Applications.** The CPI Inflation Calculator converts current and historical dollar values. [BLS CPI Inflation Calculator](#)
11. **[11] Oral History Made Easy, Consultancy Fee Schedule 2026/27.** Project management €55/hour; one-to-one oral-history mentorship €58/hour. This non-U.S. schedule is a direct specialist comparison, not a U.S.-dollar anchor. [Oral History Made Easy fee schedule](#)

Interpretation rule: published wages, survey ranges, and listed prices are observed inputs. Billable hours, administration/risk allowance, role mix, direct costs, reserves, rounded package prices, and retainers are planning assumptions for testing.

All web sources were accessed September 19, 2026. Prices can change. Recheck source pages before using this schedule in a proposal. None of the cited sources endorses Wisdom Manager or this pricing model.