

*how to create a*

**BRAND + WEBSITE  
YOUR CLIENTS  
WILL LOVE**

## *Setting the Stage*

Before you even start building your website, you need to think about your website and business as a whole. Here you will be guided through:

- ✓ Defining your business
- ✓ Researching your competitors
- ✓ Thinking big

### **Defining your Business**

Work through the following questions as a way to make sure you understand your own business. This may seem silly, but often times business owners overthink every little aspect of their business, turning a simple service into a complex web that will scare prospects away. When we don't have clarity on what we are presenting to our clients and prospects, it is much more difficult to sign and retain clients.

#### Your Mission Statement

**Instructions:** What is your business's core competency? Explain what your business does and the solution it provides to its customers.

Questions to consider when answering:

- Why is the company in business?
- What are you best at doing?

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## Services and/or Products

**Instructions:** List all of the services and products you offer. Also consider which products and services you should offer.

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## Researching your competitors

Your competition provides valuable insight into your industry and clientele. Before you build your website, we always recommend completing an assessment of how your competitors are positioning themselves online. In this course we are specifically focusing on your website, but you can also use this exercise to make informed decisions regarding your marketing strategy and ongoing positioning.

### Your Competitors

**Instructions:** Who else does what you do or offers similar services/products?

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### Comparing With Competitors

**Instructions:** How is your business different and better than your competitors? Focus on the customer experience. Why are you better than your competitors?

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## Competitor Website Analysis

**Instructions:** Take a look at your competitions' websites. Are there any items that stand out or elements that are consistent across every site?

Elements to consider when answering:

- What language and phrases are companies using?
- Are there common graphical elements on their sites?
- Do certain colors tend to appear most consistently?
- Are items like forms, pdfs, videos, downloads, maps etc, used?

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## Identifying your target market

It is important to understand who makes up your target market (i.e. your customer base). Later, this understanding will help you take your brand message and translate it into authentic posts, discussions and tweets that you will publish through social media. Your business's target market consists of the people who find value in your product or service because it is different and better than existing solutions and who are willing to compensate you for it. If you are already in business, one way to identify your target market is to analyze your current client base.

If you haven't launched your business yet, one way to define your market is to conduct a deep analysis of the problems that exist in the market, how you can solve the problem, and who might be interested in compensating you for your solution. To properly identify your social media marketing goals and to clearly identify how you will convey your brand message to consumers and prospects, you need to identify who is interested in your business.

## Identify Your Target Markets

**Instructions:** Take time to define and understand your markets. Start by writing a list of the types of people who use your service or product. Be as specific as possible with regards to their demographics (gender, race, age, disabilities, mobility, home ownership, employment status) and psychographics (what they enjoy or value, their attitudes or interests). Think about your niche – who do you work best with? Who is in need of your expertise?

Market 1: \_\_\_\_\_

Market 2: \_\_\_\_\_

Market 3: \_\_\_\_\_

Market 4: \_\_\_\_\_

Market 5: \_\_\_\_\_

**Answer the following questions for each market:**

**What are the unmet needs of your target consumers? Do they seek something or someone reliable? Luxurious? Caring? Affordable?**

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How does this demographic make Buying Decisions?

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What key points do you want to make with this audience?

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Your Target Market's View

**Instructions:** How do you want your target market to view your business? Reliable? Luxurious? Caring? Cheap?

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**Thinking big**

Let's stop a second and dream big! In your dream world, how does your business make money? Are you working with high paying clients? Do you have everything automated and only sell programs? Are you blogging? Do you have a newsletter?

**Instructions:** Close your eyes for a minute then write down the dream vision of your business 5 years from now.

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## *Branding For Your Business*

Without brand standards, your entire presence can feel disjoint. This is an integral piece to any marketing and can transform your website from blah to a true masterpiece. We will provide a:

- ✓ Values tool to gain clarity on your person (and business) values
- ✓ Font pairing workbook to select your core business fonts
- ✓ Colors overview and step by step how to choose the colors that define your business
- ✓ Overview of images and overall *feeling* of your brand

## **Identify Your Brand Values**

Your Brand Values is the voice of your company – the brand message helps current and prospective customers (“prospects”) understand why people buy your products and what your business stands for. The brand message is an overview of your business’s promise and describes the experience a customer will have when they interact with your company. Each business should have a brand message, which is a brief statement that encompasses why the brand matters and what it stands for. Often

this message is built off understand your personal values, which then translate into your business values. This message will shape your company's future marketing messages and many strategic decisions.

We welcome you to use the [Value Assessment Tool](#), available [Here](#).

Once you have completed your Values Assessment, write your top 5 values below:

Value 1: \_\_\_\_\_

Value 2: \_\_\_\_\_

Value 3: \_\_\_\_\_

Value 4: \_\_\_\_\_

Value 5: \_\_\_\_\_

We recommend our clients use their own values as their business values as a way to create an authentic presence.

## Font pairing to select your core business fonts

Below are some common (and beautiful) font pairings. Some Google Fonts are unavailable on the Enfold Theme, however there are plugins to upload additional fonts to your website.

[All of the Google Fonts in Enfold are listed Here.](#)

Below are some font combinations that always pop.

- ✓ [Canva.com](#) also has a tool to select Font Combinations if you would like to play around with different options. I highly recommend this tool if you want to see more examples of font combinations.



## Lato & Merriweather

A few days ago, I was listening to an interview with a young girl who founded an internet startup. She hired a team to build a fairly simple web app through which she offered her service. The interviewer asked her, “Do you mind sharing – how much did it cost to build your website?”

## Playfair Display & Source Sans Pro

Contrary to popular belief, design is not ethereal. It’s not about shades of blue and the size of your logo – it’s the science of connecting visitors with what they need to see to purchase from you.

## Montserrat & Roboto

Your site must behave like a brochure. You can allow your customers to explore, but you must make sure that they’re led down a path that spurs them to interact with your business. There are a million places for a customer to get lost along the way. The more you can limit these places, the better your site will convert.

## Alegreya & Open Sans

If you've never spent ample time with an entrepreneur, you might doubt your own ability to create a successful business. When you spend time with entrepreneurs – think of that friend, relative, or mentor who started his own business – it makes you believe that you can do the same.

## Fira Sans & Lato

If you've never asked a girl out, you might give up before asking one to go on a date. But after you've asked a girl out, you feel on top of the world – and you'd do it again in a heartbeat.

## Cardo & Lato

It all changes once you begin to make tiny amounts of progress. Just try it, even if it's just for a single week. You'll begin to trust in yourself that it'll all work out. Each tiny goal you reach will set the stage for the next. And before long, you'll be well on your way to where ever you need to be.

## OSWALD & LORA

A man by the name of Ross Ulbricht built a multi-billion dollar internet company before he was 30. Then, he was sentenced to prison for life. Without parole. Ulbricht was an outlaw, but from the outside, he didn't look like it – he lived with some roommates in a rented apartment, he had a Master's degree, his bed was always made in the morning, and he liked to play music.

## MONTERRAT & VOLLKORN

I know a fairly wealthy entrepreneur whose daughter played a popular video game called The Sims. One day, he discovered that she was using a cheat code to increase her ingame bank account, and he forced her to do manual labor around the house to make up for “the money she didn’t actually earn”.

## Lora & Average

In college, I took courses on entrepreneurship. Each student had to come up with a business idea. Mine was “a simple content management system for creating personal websites – with all of the excess removed”. It would have a few prebuilt themes, beautiful font combinations, and an utterly simple and calming UI.

\*Combinations originally from [TheClientClass.com](http://TheClientClass.com)

## Accent Fonts

In addition to font combinations for headers and body, I also recommend finding an accent font for special elements, quotes, and additional text on your site. This is accent font is often script.

Examples include:

Over the Rainbow	Dawning of a New Day
<p>waves flung themselves at the blue evening.</p>	<p>She stared through the window at the stars.</p>

<p>Engagement</p> <p><i>Silver mist suffused the deck of the ship.</i></p>	<p>Cedarville Cursive</p> <p><i>The spectacle before us was indeed sublime.</i></p>
<p>Amatica SC</p> <p>ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.</p>	<p>Lovers Quarrel</p> <p><i>Then came the night of the first falling star.</i></p>

Once you have selected your fonts, download the font files from Google Fonts.

- ✓ Click to <https://fonts.google.com/>
- ✓ Search for your font names
- ✓ Click the Red and White circle with a + to add the Font Family to your list
- ✓ A bar will appear at the bottom of your screen reading "X Families Selected"
- ✓ Click this and then the Download arrow to download your fonts!
- ✓ On your computer, open your Control Panel (windows) > Appearance and Personalization > Fonts and copy and paste the downloaded font files (these will probably be TrueType font files).

Though you most likely won't need these fonts to be uploaded to your website, having them on your computer allows you to customize Canva, PicMonkey, Powerpoint presentations, etc so every piece of marketing collateral aligns with your brand standards.

## Core Business Fonts:

Take note of your core business fonts here:

Header Font: \_\_\_\_\_

Main Font: \_\_\_\_\_

Accent Font: \_\_\_\_\_

## Your Brand Colors

Colors overview and step by step how to choose the colors that define your business. It can be difficult to choose colors for your business. With a rainbow of combinations available, this step is essential to your business (and to your website design project).

The goal of choosing colors for your business is to get customers and prospects to remember your colors and associate them with your business.

### Start with just Two Brand Colors.

When choosing these two colors, select colors with a similar tone. These two colors will be used in all of your marketing.

- ✓ [ColourLovers.com](https://www.colourlovers.com) offers fabulous color palettes as a starting point, as does [Canva.com](https://www.canva.com). In Canva, you can actually upload an image and the tool will pull out colors for a color palette.
- ✓ Another favorite tool is [Paletton.com](https://www.paletton.com). Here you can easily visualize color combinations that share a similar tone.

### Add an Accent Color

This accent color will POP from the other elements on your page. It should stand out because it is different from your 2 brand colors (brighter, darker, etc). Often times you

will see this accent color as the color of a button on a site or a hovered link, for example.

- ✓ Again, to choose your accent color, I recommend checking out [ColourLovers.com](http://ColourLovers.com). However, now that you have your main brand colors use the [Search Tool](#) and enter the hex code to see combinations that other designers have used.
- ✓ Let's be honest, Pinterest also has an incredible selection of color palettes that you can use for inspiration.

Core Business Colors:

Take note of your hex colors for your core business colors here:

Brand Color 1: \_\_\_\_\_

Brand Color 2: \_\_\_\_\_

Accent Color: \_\_\_\_\_

Additional Colors in Color Palette: \_\_\_\_\_

## Images and Feel of Your Brand

Your website is a digital brochure for your business. You want it to evoke an emotional response to your brand and images are one of the guiding forces behind telling your story. As your brand is building a unique look and feel, you want to find images that are consistent with the brand and work hand in hand with your values.

In your images, include:

- ✓ High quality (sometimes just cropping an image can achieve this)
- ✓ People (who resemble your target market)
- ✓ Show emotion
- ✓ Are unique
- ✓ Have similar colors, sizes, tones, filters, etc.

I highly recommend including real photos of yourself and your team to add authenticity to your website.

## Your Website Images

**Instructions:** Before you actually build your website, you should have a sense of what types of images you want to include and where you can find them. Now is a great time to rename the images, as well, so they can provide SEO benefit once they are loaded to your website.

**Describe the types of visuals you want to see on your website.** Think about your values and brand colors when brainstorming. Examples include nature, teamwork, seasons or weather, close-up individual objects, etc.

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Start with setting out to find 5-10 images that fit your description above. [Please review this blog post on where to find free images](#) if you do not plan to purchase images from Shutterstock or have a photographer take personalized photos for you.

**Instructions:** Write down the image name and if there is a product or service that it most closely represents or in what instances you see yourself using the image or one similar.

Image 1: \_\_\_\_\_

Image 2: \_\_\_\_\_

Image 3: \_\_\_\_\_

Image 4: \_\_\_\_\_

Image 5: \_\_\_\_\_

Image 6: \_\_\_\_\_

Image 7: \_\_\_\_\_

Image 8: \_\_\_\_\_

Image 9: \_\_\_\_\_

Image 10: \_\_\_\_\_

## *Your Website Content*

We aren't quite at setting up your website yet! Before you even create that first page of your site, it works best to know what pages you need and already have the content for those pages. Here you will:

- ✓ Workbook to select the must-have pages on your site
- ✓ Templates for About, Services, and Product Pages
- ✓ Calls to action on your pages

### **Must-Have Pages on Site**

Let's think about some of the pages you should have on your website. Your site should convey information about your business, your products or services, your team, contact information, and create a dialog that makes site visitors feel comfortable reaching out to you. You don't necessarily need a page for each of these, however. We've built fantastic websites for clients who wish to have a very simplistic navigation and who use different words and phrases to communicate these thoughts.

We already took a look at your competitors' websites, now it is time to start identifying other websites that a special 'something' that you wish to emulate. What pages do these websites have? Are they using any page naming mechanisms that you could tweak to fit your own business?



**Instructions:** What pages do your competitors have? Are there any businesses that are doing things differently?

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**Instructions:** How are your favorite websites presenting their information? Do all the services fall on one page or is there a separate page for each offering? Do they follow any different naming mechanism for their pages?

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If you are having trouble of thinking of any terminology beyond seemingly 'standard' pages, that is okay. Two examples of drastically different ways to communicate your story are on [TheBonfireCollective.com](http://TheBonfireCollective.com) and [BethPhotography.com](http://BethPhotography.com). Erik, the owner of The Bonfire Collective helps businesses tell their story. He designed his content to tell a story in itself and wanted his emphasis to be on his Philosophy. The portfolio is where his services are explored in the most detail, though The Bonfire Collective does also have a Capabilities page. Erik is a great example, as well, of the fonts, colors, and images he chose to capture the emotion behind his brand.

Beth on the other hand wanted her site redesigned to be very easy to navigate to her galleries. Her blog posts don't just talk about the moments she has had the honor to document, they go deeper. So, we decided to name the blog Stories. Unlike Erik, Beth has minimal content on the site and allows her images to speak on her behalf.

**Instructions:** List off the pages you will have on your site and any notes about the content.

Home: \_\_\_\_\_

About: \_\_\_\_\_

Contact: \_\_\_\_\_

Additional Page 1: \_\_\_\_\_

Additional Page 2: \_\_\_\_\_

Additional Page 3: \_\_\_\_\_

Additional Page 4: \_\_\_\_\_

Additional Page 5: \_\_\_\_\_

## About Page Template

You will start noticing a trend with these sections. Far too frequently, business owners have told their story too many times, that parts are missed out or it seems rehearsed. The truth of the matter is that your about page is like a cover letter. It can either just exist, or it can make your entire business pop! What makes an about page pop? It is authentic, personal, and tells your story.

**Instructions:** Follow the guide below to begin formatting your About Page.

Write your updated About page below thinking about:

- Who you are talking to
- Your values (you can actually share these)
- Show yourself (hire a photographer for a headshot)
- Tell your story (which can also make a great blog post)
- Show readers why they can trust you
- Don't make it all about you!
- Read your description – does it come across how you speak?

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## Services Page Template

When writing your services pages, it can be easy to just jot down the features what you offer rather than the actual benefits.

“Each is a **feature**-a factual statement about the product or service being promoted. But **features** aren't what entice customers to buy. That's where **benefits** come in. A **benefit** answers the question 'What's in it for me?,' meaning the **feature** provides the customer with something of value to them.”  
[\[Entrepreneur.com\]](http://Entrepreneur.com)

Your services pages should be written in such a way that they speak directly to your target market and show them why they can't live without working with you.

Instructions: For each service you offer, answer the following:

**Who is the ideal client for the service?** In other words, what kind of person is the service designed for? Go beyond the easy answer such as defining a market. Instead, look to be as narrow as you can. There may be a slightly different persona for each service.

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**What is the real value of the service to the client?** This one is always hard to quantify. Try to think of this as a benefit beyond the obvious. What can individuals do in their life that they weren't able to do before? Is there an emotional benefit?

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**What is unique or different about your services vs. your competitors' offering?** These differences could be process related, team expertise related, time to completion related, etc. It's easy for someone to provide a generic answer such as "we're more experienced," so you will have to ask follow-up questions. How are we more experienced? Can we tangibly show how we're more experienced?

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**What is the cost of NOT having the signing up for your services?** This is a little more of the fear factor. What can go wrong for a client who doesn't implement it? What do they risk if they forgo using you?

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**How is the service delivered?** This is a simple process question. What can your clients expect when they work with you with this service?

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**Do clients typically have other services from you when they come in for this specific service?**

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### Structure for your Services Pages

Rather than simply listing the features of your services, the goal is to think in terms of the benefits and create an emotional response. Take a look at the answers you just wrote down – is there a way to turn this into a story?

Use of Storytelling Copy:

- Opening
  - Highlight the Pain
- Conflict
  - The journey as the user tackles the pain
- Dialogue
- Solution
  - Share specific results
  - Utilize case studies

Goal: Highlight the benefits & be conversational

## Product Page Template

Take a look at some of the hottest products on the market. How are they discussed? Just as with the services pages, the products that really stand out and have phenomenal descriptions, are often the ones that form an emotional connection with the reader. Rather than listing the features, they dive into the benefits of the product and make you feel like you can't live another day without it.

The goal of your product pages should be to make them easy to skim and to highlight key attributes of the product.

**Instructions:** For each product you offer, answer the following:

**Who is the end user of the product vs who makes the purchasing decision?** Many times, the person doing the purchasing is not actually the person who will use the product. You want to make sure your product page copy speaks to the person purchasing, while marketing can entice the user.

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**Write an "elevator" speech for the product.** What 15 words best describe your product?

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**List 3-5 bullets about the product.** These will be used within the product description so the page is easy to skim.

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**What questions are often asked about the product?** Within your description you can be sure to touch on some of these questions.

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**Do you have any reviews of your products?**

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## Product Page Structure

On product pages, especially for complex products, you want the copy to become more technical as viewer scrolls down the page:

- Product Name
- Brief Description
- Overview
  - Soundbites
  - Top 3-5 benefits for each product

- Features List
  - Full technical scope of product
- More details
  - Technical information
  - What else product works with
  - Demo's
  - Etc

Goal: Again, highlight some of the benefits, but move quickly into the technical specs of the product.

## **Calls to Action on Your Website**

The use of CTA's or calls to action on your website can transform if from a "brochure" to a marketing masterpiece that actually works for you. When you are clear about the goal of your website, you can start to implement calls to action that help capture leads, increase conversions, and more. In this section, we will be highlighting some of the different CTA's that you can implement for your business and the resources that you will need to complete them.

This exercise is meant to get you started, as the goal of the course is to help you build a beautiful site quickly. Many of the techniques and CTA's here require additional marketing collateral and integrations.

### **Email Subscribers**

Pop ups and fly-ins are a great way to highlight your email list. Provide a benefit the individual can receive from signing up for the list and make sure you actually provide quality information.

You can set the email to go out monthly, but even weekly email blasts can be effective (again, make sure you are sending out valuable information).

The one issue here is that you may want to have multiple email segments rather than sending everyone the same information. Growing your email list through eBooks or



Webinars (below) can be that you are able to tag the subscribers based on their initial interest.

If you are just starting out, MailChimp can be a great tool to manage your email newsletter. With the free account (up to 2,000 subscribers) you can also use their automation tools. [Convertkit](#) (affiliate) is another great tool if you really want to dive into email marketing and creating landing pages.

**Instructions:** Brainstorm 5 specific topics you can use as free information to give away to your email list.

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## eBook Downloads

eBooks are fairly common nowadays and your target market has probably been “trained” to enter their contact information (name and email) for a free download.

What you will need to do is create the free download or multiple free downloads for your website, a landing page for each, and then either a link to the landing page or a form for immediate download that you can add to complementary blog posts and articles. We actually enjoy using PowerPoint to build the eBooks because of the ease to format pages. (TIP: resize the slides to be 8”x11”). You can also utilize Canva, Word, or Adobe Illustrator to name a few.

**Instructions:** What topic can you begin writing about tomorrow? Are there any topics that you have extensive knowledge or where your experience has differed from other experts?

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## Webinar Registrations

Lastly, webinars create a great way for you to share information with your target market and to showcase your personality. We like to work with people we know, so doing a webinar can help to bridge that gap.

At the end of the webinar, take time to sell to the listeners. If you have provided value, they will be interested in learning more or jumping right into working with you!

**Instructions:** Which of the email newsletter topics you brainstormed about would you feel comfortable turning into a webinar? It often makes sense to do a webinar on the same topic as an eBook because you have already started the process of gathering information.

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