

Client Winning Websites & Blogs

Launch well. Get known. Attract fans.

TRACK-YOUR-PROGRESS CHECKLIST

MODULE 1 – START SMART

Complete these tasks before shopping for your web designer:

Done ✓	Task	Notes
	Download the Module 1 Action Exercise called <i>Creative Brief</i> . Keep the document open to fill in as you complete Module 1.	
	Download and read through the Learning Guide for Module 1 – Start Smart . View the <i>Video of Example Sites</i> online.	
	Decide on your Target Launch Date and enter it on your <i>Creative Brief</i> . Aim for 4 – 16 weeks into the future based on your pace to get all the content ready for your site. (This can be changed if you need to. It's just a target for now.)	
	Decide whether you want a blog website or a static website. Enter your goals and intentions for your site onto your <i>Creative Brief</i> .	
	On your <i>Creative Brief</i> , answer the 4 questions about your target market, what they most want, and what will motivate them to invest.	
	Enter your Unique Benefit Statement (UBS) and/or tagline onto your <i>Creative Brief</i> .	
	Enter your keywords for your target market onto your <i>Creative Brief</i> .	
	Decide on your company name, then reserve the same domain. See recommended domain registrars on <i>My Cutting Edge Resource Rolodex</i> online.	
	If you do not have a logo/logotype, hire a designer to create one. See <i>My Cutting Edge Resource Rolodex</i> online.	
	If you do not yet have professional headshots, schedule your photo shoot with a local photographer. View the <i>Example Video for Headshots</i> online.	
	View the <i>Example Video for Headers</i> online.	
	On your <i>Creative Brief</i> , enter all the elements of your brand: your company name, domain (and which registrar you used), and the status of your logo and headshots.	

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Now shop for, interview, select and contract with your web designer.

Done ✓	Task	Notes
	See the referrals for web designers in <i>My Cutting Edge Resource Rolodex</i> online. View their portfolios.	
	Contact your top three choices for web designers to schedule interviews. Send them your Creative Brief before the call.	
	Choose and contract with one designer based on: technical coding, design and communication skills, price and turnaround. Get on their wait list now. Be sure they are clear about what you want.	

Remember, it's critical to complete most of the tasks and to write most of the content for your site *before* your designer begins work (unless they are creating a logo/logotype for you). This means all of the tasks for Modules 1 & 2 and most of the tasks for Module 3 should be completed *first*.