

Freebie

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Define your dream business and easily visualize
your unique vision into a tangible design

by the roar

Hey girl!

Thanks for downloading this freebie! I am confident that this freebie will serve you well in your design journey.

I created this pdf-file with these goals in mind:

- You'll have a clear vision for your website so you are able to make confident design decisions on your own or with a designer.
- You'll become aware of your natural strengths so you differentiate yourself easily from competitors.
- You'll become a magnet for dream clients, so you can do what you do best and have lots of fun running your business.

Have fun!!

Warmly, Dianta

about you

1. What is your motivation for designing a new website? Do you want to be taken more seriously in the market? Are you going to launch a new product? Or do you like to celebrate a good year with a new website? Or maybe you are changing direction?

2. How do you know when the design process was a success? What do you like to achieve with a new website? Do you like to change misconceptions about your company? Maybe you miss out on customers because you have changed direction?

3. What is currently going well? What do you do better than your competitors? What makes your company unique? Why do customers come to you?

4. What inspires you the most? What do you love to do? Why does this specific project, product or service motivates you so much?

5. What values do you find important when running your business? This is perhaps the most important question. Why do you do what you do? This is about the drive that pushes you to get through if things get hard. Ask yourself: *what is important when running my business?*

The business

6. Imagine that your company is a person. How would you describe her personality? View the list of adjectives on the next page for inspiration!

7. Which clothing brand would she wear? Roxy, Zara, Free People, Nike, etc.

8. What problem(s) does your ideal customer have that you solve?

9. How does your product or service change in his or her life? What advantage do you offer? How do they feel when their problem is solved with your product or service?

10. How do you want people to see your company? What should they think and feel when they look at your website? Describe this in 3 words:

11. Now describe your company in 1-2 sentences. Name your product or service, what your customer will get and which benefit they will have. *For example: My colorful storybook helps your little one fall asleep quickly and calmly, so you can relax and enjoy your evening.*

brand adjectives

Abundant	Dashing	Fresh	Natural	Simple
Active	Dazzling	Friendly	Nice	Sincere
Adaptable	Delicate	Fun	No-nonsense	Sleek
Adorable	Delightful	Functional	Noble	Smart
Adventurous	Dependable	Generous	Nostalgic	Soft
Ambitious	Detailed	Gentle	Odd	Soothing
Appealing	Determined	Glamorous	Open	Sophisticated
Approachable	Direct	Graceful	Optimistic	Sparkling
Artistic	Disciplined	Grounded	Organic	Spiritual
Assertive	Diverse	Happy	Organized	Stable
Athletic	Dramatic	Harmonious	Original	Steady
Authentic	Dreamy	Helpful	Outspoken	Streamlined
Balanced	Dynamic	High-end	Passionate	Still
Beautiful	Eager	Hip	Peaceful	Stimulating
Bold	Earthy	Historic	Playful	Striking
Brave	Easygoing	Honest	Pleasant	Strong
Bright	Edgy	Honorable	Plentiful	Stunning
Brilliant	Educated	Humble	Poised	Sunny
Bubbly	Efficient	Humorous	Positive	Supportive
Buoyant	Elegant	Idyllic	Powerful	Sustainable
Busy	Enchanting	Impactful	Practical	Sweet
Calm	Enduring	Industrial	Precise	Systematic
Caring	Energetic	Informal	Professional	Theatrical
Casual	Enthusiastic	Innovative	Proud	Thoughtful
Charming	Environmental	Inspiring	Quality	Timeless
Cheerful	Ethical	Intelligent	Quick	Traditional
Chic	Excellent	Intense	Quiet	Tranquil
Classic	Exciting	Intentional	Quirky	Trustworthy
Clear	Expensive	Intuitive	Radiant	Typical
Clever	Expert	Joyous	Realistic	Unconventional
Comfortable	Expressive	Keen	Reasoning	Understated
Communicative	Fabulous	Kind	Rebellious	Unique
Community	Faithful	Heartfelt	Reflective	Unusual
Confident	Familiar	Knowledgable	Relaxing	Urban
Consistent	Fashionable	Lasting	Reliable	Versatile
Contemporary	Favored	Light	Reserved	Vibrant
Convenient	Fearless	Likable	Retro	Vintage
Cool	Festive	Lively	Romantic	Warm
Cooperative	Fierce	Logical	Rustic	Welcoming
Cosy	Fine	Lovely	Secure	Whimsical
Courageous	Flamboyant	Loyal	Sensitive	Wild
Creative	Flowing	Luxurious	Serene	Wise
Current	Focused	Mature	Serious	Witty
Cute	Formal	Mindful	Sharp	Youthful
Daring	Fragile	Modern	Silly	Zestful

dream client

12. Describe your dream client. These are the people who appreciate what you do and make no unreasonable demands. They pay on time, love your work and recommend you to others. Have someone in mind yet? Describe him or her below very specifically, so you can tune your message in a way that it will resonate with him or her.

Name

Gender

Age

Marital status

Location

Job

Income

Education

Interests

favorite...

Books

Magazines

Blogs

Websites

Quotes

Brands

Shops

Social Media accounts

Hashtags



tips + guidelines

Wow good job! That was some serious thinking. Now you can translate your vision into a visual concept with **Pinterest**. Below you find some guidelines and tips to create a solid Pinterest board for your website. You can use this board as your own reference during the design process or you can share it with a designer. Either way, this board will be helpful during your business journey to keep your vision consistently on brand.

1. Before you start pinning, look at your questionnaire and see if some keywords jump out. Maybe you used some words more than once? Write down these words or circle them on the page with the adjectives. Try to narrow it down to 3-5 words. Keep these words in mind when you are pinning.
2. Maybe you already have a website inspiration board with a million pins? Thanks great! But maybe this looks a bit cluttered? So it's best to start fresh and create a new board.
3. You can categorize the board into a couple subcategories, for example: colors, fonts, textures, patterns and one board for things that simply spark joy.
4. Try to look at pins that aren't about web design, but rather find inspiration in other fields like home styling, fashion or nature. Looking at other web designs can feel a bit daunting, so keep it fresh and fun finding random pictures that inspire you.
5. Be very, very critical before you pin a picture to your board. Ask yourself what it is about the pin that you really like.
6. Change the pin description and write what you love about the pin. Do you like the color, fonts, layout or overall feel of the picture? This is a reminder for yourself and great information for your designer.
7. Try to pin quality and keep the number of pins between 25-30 for your board. This way your entire board will look beautiful and cohesive.
8. When you're done pinning check if your board reflects your vision. You can click 'organize' and easily move, copy or delete pins.
9. If you like to take it up a notch, you can create a mood board! Choose 6 pictures that stand out and absolutely fit your vision. Create your mood board easily and for free with **Canva**.
10. Pinning for your website is super fun, but it can be a bit overwhelming right? If you can't decide on something or if you have a question, please send me a message. I am happy to help you!

design checklist

Now that you have all this clarity you can make confident design decisions. To make sure that you cover all your basics, I included the Design Checklist below. My advice is to read this checklist before you start your creative process. This way you'll be prepared so all design elements represent your unique message in the end.

- I have a professional logo that reflects my business vision and brand adjectives
- My logo is unique, simple and timeless
- I have chosen 3 fonts for my website that are clear to read and match my brand
- I have a distinctive and timeless color palette that fits my target audience
- In my color palette I have a softer colors for backgrounds and a bold color for details
- The pictures for my website look profesional and are on brand
- The pictures show what I do and are relevant to what I sell
- I am in one of the pictures that's on my home page
- I used some but not a lot of stockphotos, definitely not the free overused ones
- My website texts have the right tone of voice that appeals to my dream customers
- I didn't use technical terms and my content is easy to understand
- The content is easy to digest and I avoided long pieces of text
- The layout of my website is clean and contemporary
- The overall look and feel of my website fits my vision and goals

free feedback

Maybe you are struggling with something? Let me help you free of charge! Send your answers to dianta@theroar.nl tell me your struggles and I'll send you some feedback to get you back on track.

I hope you enjoyed this freebie and that you are excited to create a stunning new online home!

Have you checked out my website templates yet? Maybe you'll find a website that fits your vision perfectly. Take a look and let me know if you have any questions? Wishing you all the best and lots of fun in your creative journey!

Many thanks, Dianta

[shop templates](#)

by the roar