BEFORE YOU HIRE A WEB DESIGNER

Hiring a designer is so exciting-but if you want your project to go smoothly and actually reflect your vision, there are a few things to prep first.

Let's make sure you're ready to get the most out of your investment!

HAVE BRAND PHOTOS READY

| Visuals matter. A beautiful website needs high-quality photos to match. You don't need a full brand shoot, but plan to have: |
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| HeadshotsWorkspace or lifestyle shotsProduct/service images (if applicable) |
| Pro tip: Natural lighting > fancy equipment. |

KNOW YOUR OFFERS

| Clarity = confidence. Your w | ebsite should highlight | exactly what you do | and who you serve. |
|------------------------------|-------------------------|---------------------|--------------------|
| Before hiring a designer, ma | ke sure you've got: | | |

| \bigcirc | Clear service names |
|------------|--|
| \bigcirc | Pricing or starting points |
| \bigcirc | A basic client journey (ex: inquiry -> booked) |



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| No need for perfection-but your designer needs words to work with! Start by jotting down: Your About section Your offer details A short call-to-action P.S. I'll have a deliverables for you to fill out! GET CLEAR ON YOUR BRAND VIBE If you can describe your brand in 3 words, you're golden. Examples: calm, earthy, aligned Also helpful: A mood board A Pinterest inspiration board Your preferred fonts/colors (if any) P.S. I provide a Pinterest guide! | | |
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