

# 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:

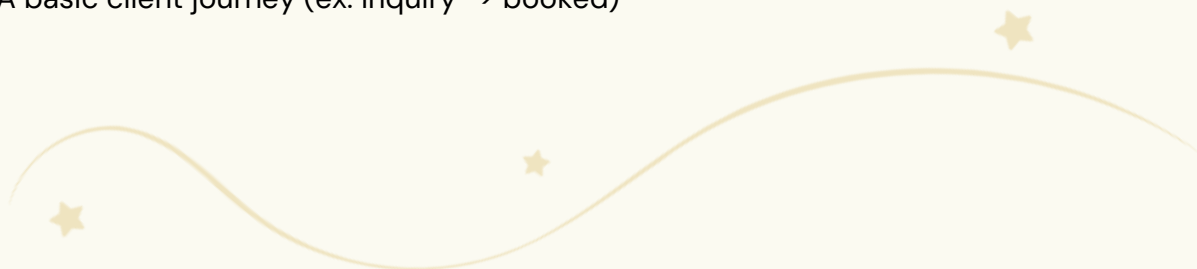
- ☐ Headshots
- ☐ Workspace or lifestyle shots
- ☐ Product/service images (if applicable)

Pro tip: Natural lighting > fancy equipment.

## KNOW YOUR OFFERS

Clarity = confidence. Your website should highlight exactly what you do and who you serve. Before hiring a designer, make sure you've got:

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



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## WRITE OR OUTLINE YOUR WEBSITE COPY

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!



If you're ready to make your dream site a reality? Let's chat