

Prep *Guide*

A timeline-based checklist to help you confidently prep, plan, and organize your website content with ease.



Website in a Week

[THE STATEMENT SITE SPRINT]

This prep guide breaks everything into manageable pieces — so you don't feel like you need to do everything all at once. Use this checklist to stay on track, plan ahead, and make the most of our time together.

You'll also receive email reminders for each phase, and your Client Portal has everything you need.

Let's do this step by step.

SUMMARY TIMELINE: YOUR PREP AT A GLANCE

START ASAP	Complete Creative Prep Form
WEEKS 1-2	Plan & Draft Website Content Upload Branding + Visuals
DUE 5 DAYS BEFORE SPRINT	Submit Tech & Access Form
2-5 DAYS BEFORE SPRINT	Final Checks & Uploads

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WEEK 1 - GROUNDWORK & FIRST DRAFTS

★ CREATIVE DIRECTION

☐ Complete the Creative Prep Form

Step 02 in your Portal – Helps me understand your vision, goals, and style direction

★ BRANDING & VISUALS

☐ Upload your logos, fonts, brand guide, and any photos

Step 03 in your Portal – there's a doc inside to help you organize everything

☐ Planning a new photoshoot? (*optional*)

If you're planning a new photoshoot, try to book it this week so your images are ready in time.

★ START PLANNING & WRITING WEBSITE CONTENT

☐ Outline your 5 core pages

(e.g. Home, About, Services, Contact, Freebie)

Organize your content in one Google Doc or split it by page (Home, About, etc.).

→ Follow the folder structure inside your shared copy folder for easy organization.

→ You'll find the Copy Roadmap inside your copy folder if you need help with structure and writing

☐ Start writing

Even if it's messy! The goal this week is to get your ideas down

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WEEK 2 - REFINE & ADD THE EXTRAS

★ REFINE YOUR COPY

- ☐ Fill in missing sections or expand on your drafts
- ☐ Add page intros, calls-to-action, and blurbs where needed

★ CONNECTION & CREDIBILITY PIECES

- ☐ **Add your testimonials**
(text, photo, video — anything you've got!)
- ☐ **Prepare Your Freebie / Lead Magnet (optional)**
If you'd like to offer a freebie (like a guide, checklist, quiz, or training) on your website to grow your email list, now's the time to finalize it.
 - *Confirm your freebie content is complete (PDF, doc, video, etc.)*
 - *Add a link and upload the final file in your shared Google Drive folder*
- ☐ **Add your terms, disclaimers, and privacy policy**
Please upload these in a separate Google Doc for quick access.

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WEEK 3 - FINALIZE & SUBMIT

★ FINAL CONTENT UPLOAD

☐ **Upload your latest copy drafts**

Portal Step 04 - Be sure to label them clearly or drop them in the correct shared Drive folder

★ SUBMIT THE TECH & ACCESS FORM

☐ **Gather your Domain login, booking link, email platform, etc.**

Portal Step 05 - Must be submitted at least 3 days before your sprint begins

★ SHOWIT

☐ **You don't need a Showit account yet!**

I'll design everything in my own account. Once we're ready for handoff, I'll send you a referral link so you can sign up and get your full free month.

Once everything's in, I'll handle the rest and we'll officially kick off on your scheduled sprint date.

If anything feels unclear, overwhelming, or you just need to check something — please reach out! I'm here to support you every step of the way.

Can't wait to bring your new website to life

This is a beta round — I'm always open to feedback! If something feels unclear or you have suggestions to improve the experience, don't hesitate to reach out.



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