



# ACTION GUIDE

Module 3:

# Designing Your Site



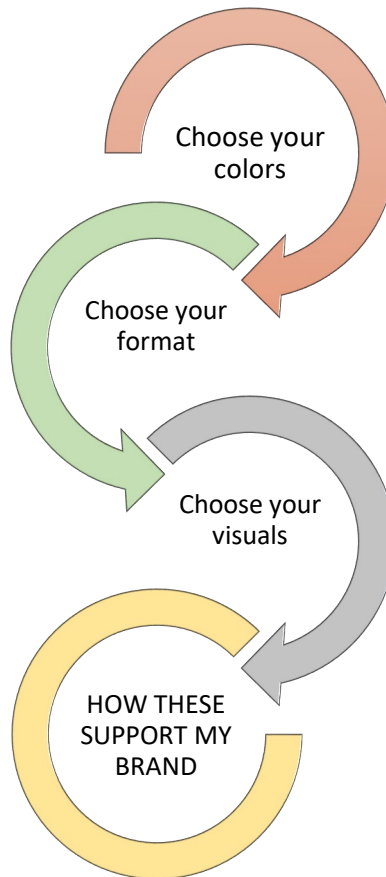
*Complete this action guide and the accompanying exercises to speed up the process of physically creating a website*

Your Company Name: \_\_\_\_\_

Tagline/Slogan: \_\_\_\_\_

Date: \_\_\_\_\_

## ACTION PLAN: Create A design plan that melds story with design





## CLARIFYING YOUR DESIGN

Create an overall web design plan that most accurately represents who you are—and helps attract who you are really speaking to.

My Web Design Plan

☐ Story ☐ Branding ☐ Message

### My Logo

- Do I have a logo?  
☐ Yes ☐ No
- Do I need a logo?  
☐ Yes ☐ No
- Does my logo give people a clue to:
  - Who I am  
\_\_\_\_\_
  - What I do  
\_\_\_\_\_
- Do the shapes in my logo support this message and mood?  
☐ Yes ☐ No
- Do the colors in my logo support this impression?  
☐ Yes ☐ No









### What do people dislike about current solutions

I have:



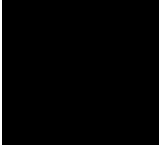



- Researched the meaning of color (e.g. Green=ecology, nature, cash)
- Thought about the images and shapes I am using in my logo
- Decided what I need it to “say” to peoples’ subconscious minds:  
\_\_\_\_\_  
\_\_\_\_\_
- Researched design costs
- Researched logo designers
- Ascertained and budgeted design fees
- Set high and low price range limits
- Hired a logo designer
- Ensured the work is “work for hire” with all rights going to me
- Specified that my unique logo design will not be used on any other project
- Double-checked the formats it will be delivered in
- Designed my logo myself
- Set a deadline for creation/delivery
- Approved my logo design



## My Website Colors

HEX VALUES	RGB:	CMYK:
<b>Background:</b>  (Use  to drop in your color) # _____	Red _____ Green _____ Blue _____	Cyan _____ Magenta _____ Yellow _____ Black _____
<b>Boxes/Sidebars:</b>  (Use  to drop in your color) # _____	Red _____ Green _____ Blue _____	Cyan _____ Magenta _____ Yellow _____ Black _____
<b>Buttons:</b>  (Use  to drop in your color) # _____	Red _____ Green _____ Blue _____	Cyan _____ Magenta _____ Yellow _____ Black _____
<b>Bars:</b>  (Use  to drop in your color) # _____	Red _____ Green _____ Blue _____	Cyan _____ Magenta _____ Yellow _____ Black _____



<b>Text:</b>  # _____ (Use  to drop in your color)	Red _____ Green _____ Blue _____	Cyan _____ Magenta _____ Yellow _____ Black _____
<b>Headlines:</b>  # _____ (Use  to drop in your color)	Red _____ Green _____ Blue _____	Cyan _____ Magenta _____ Yellow _____ Black _____
<b>Subheads:</b>  # _____ (Use  to drop in your color)	Red _____ Green _____ Blue _____	Cyan _____ Magenta _____ Yellow _____ Black _____

**Emotional Resonance Pattern**

My website reminds people of...

Makes them think of...

Evokes a/an \_\_\_\_\_ mood

Has an atmosphere of \_\_\_\_\_

Website overall mood and visual message:

Best format: (e.g. *old fashioned blog; slick full page; etc.*)



Examples of websites I like:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## EXERCISES: MY “WHY”

*Use these mini-exercises to crystallize the focus and point of your offer and Story so you can better plan the emotional resonance of your design.*

■ My Mission:

\_\_\_\_\_

■ My main theme

\_\_\_\_\_

■ “Snapshot” of who I am telling my story to:

His/Her details (age, income, etc.)

Similarities between us:

Differences between us:



His/Her pain point or barrier he/she just can't seem to get past:

His/Her goal, dream or next step he/she can't seem to take:

■ Who shouldn't work with me

"Someone who..." \_\_\_\_\_

■ My own epiphany or Transformational Point:

When I (*realized/couldn't/saw...*)

■ Why it matters to the right reader

\_\_\_\_\_

■ What I do—and why it is unique

\_\_\_\_\_

\_\_\_\_\_

■ What **specific, single** pain point it will address

\_\_\_\_\_



- What solution I am the ideal person to help him/her find

- How I do it



