# Get
# SKETCHY
# ASSIGNMENT

## 1. What functionality do you need:

Circle the ones that apply:

Blog | Contact Form | Order Form(s) | Shop | Booking Form | Portfolio

Photo Gallery | Music Player | Calendar | Video Gallery | Mailing List Form

Other: _____

Other: _____

Other: _____

## 2. Look up two websites by people in your industry/genre. What pages are in their navigation?

_____

_____

_____

_____

_____

Give yourself TEN minutes max, and write out the kind of pages you see below:

_____

_____

_____

_____

_____

_____

_____

_____

_____

*Sidenote here: DON'T GET SUCKED INTO THE COMPARISON TRAP HERE. It's important not to get into self-doubt and change your whole plan based on what you see. You are making a website that's tailored to what YOU do, and one you're actually going to finish. You can always iterate and improve, but you'll never launch your site if you go into a tailspin over your competitors' websites (or careers!)

**3. What's the first and #1 thing you want people to DO on your website?**
Ex: Sign up for a coaching session. See and buy my product.
Write it here:

_____

_____

_____

**4. What needs to be in your navigation?**
**List all the pages you think you might need on your site.**

| | |
|---|---|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Now, slash! If you have over 5 items, it doesn't mean you'll NEVER get to the other pages, but you ARE going to only put 5 max in your navigation.

These are the same 5 you are going to work on this weekend. Simplify, simplify, simplify!

**5. How do you want to lead your user through your site?**

Think about the journey your website visitor will go through when they see your site. What's the first thing they're going to see? How are they going to be led to the most important parts of your site?

List the 3 most important parts of your website:

1) _____

2) _____

3) _____

These are going to be the sections of your homepage.

### 6. How do you want to build trust?

Circle all that apply
Portfolio | Testimonials/Reviews | Media Logos | Sales Facts/Case Studies | Story | Process

### 7. How do you want to "close the sale" (either in a product or an opt in?)

Circle all that apply
Opt in form | Online Store | Sales Page | Booking Form | Process Page w/ Contact Form

### 8. How do you want people to reach you?

_____

_____

_____

_____

_____

### 9. What are you gonna give away fo free?
List one type of content you can commit to sharing on the regular:

_____

(ex: Prints, emails, blog posts, style guide, workout tips)

**Now, we are going to sketch out 3-5 pages/layouts for your site.**
**You can use the shapes below to start or you can use your own journal/paper.**

Things To Remember

- LESS IS MORE. Images = good. Tons of text = bad.
- If it stresses you out too much to make a pencil outline of all this, SOME PEOPLE like to do this planning with flashcards or post it notes. This way, you can easily rearrange items
- It's 100% cool to duplicate elements on your website. Repetition is good!
- Some things, like your blog, will be harder to customize with most themes. While most themes come with a great blog template, if you are a blogger, you want to consider the blog template FIRST before choosing a theme. Plan your dream blog layout in this exercise, and that will help you pick a theme later ;)
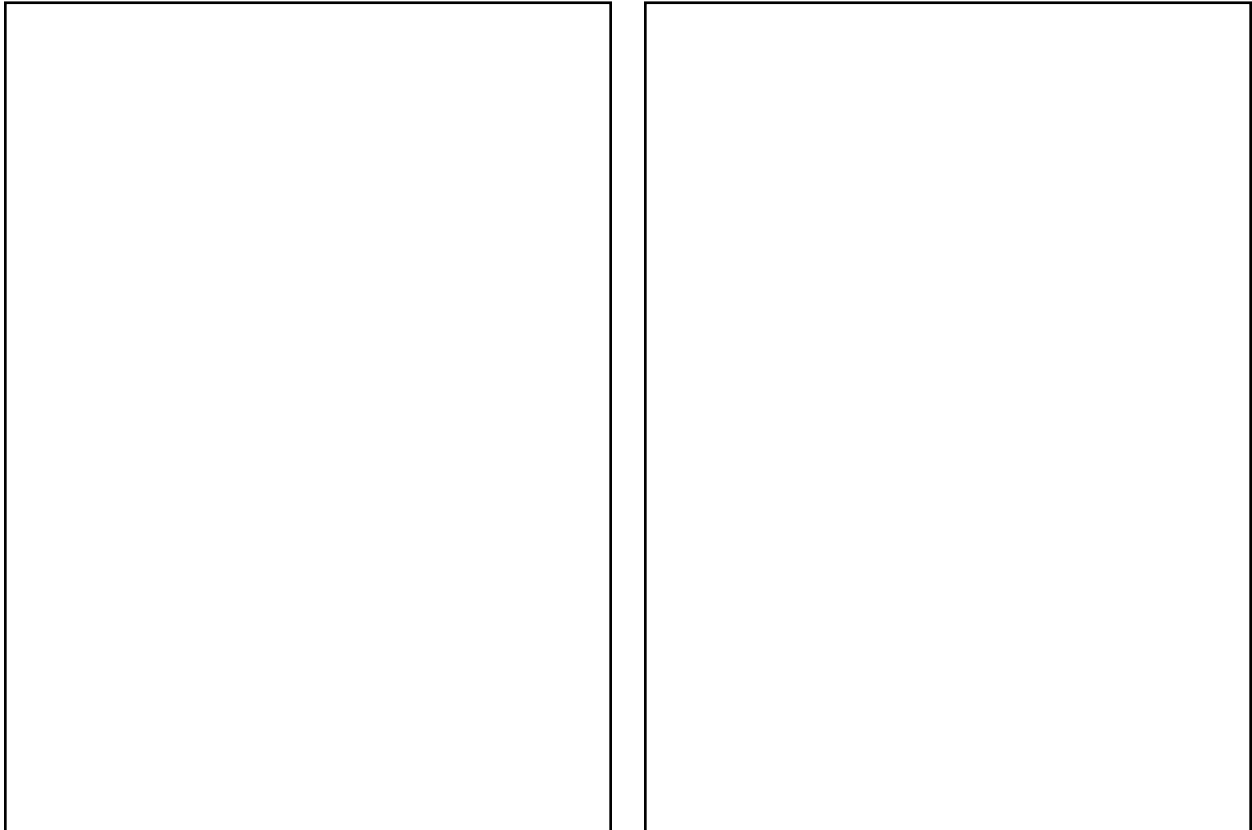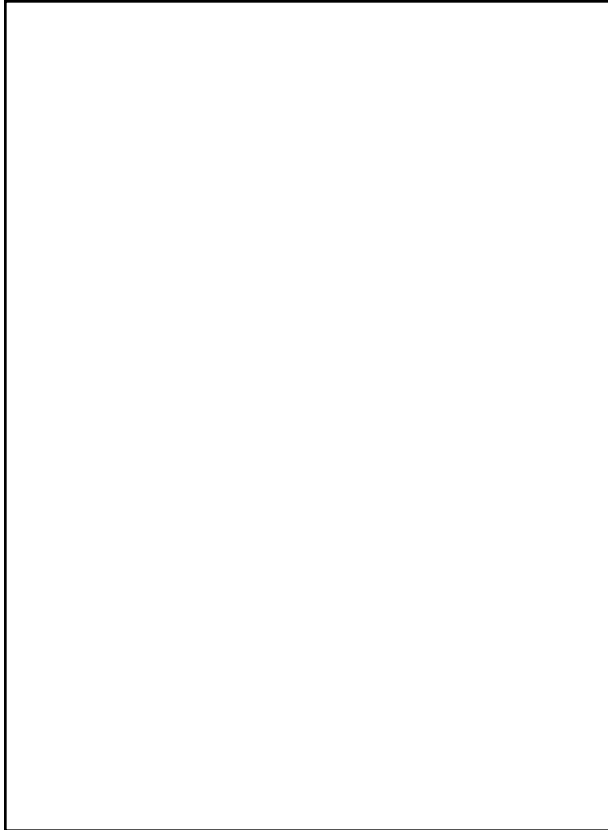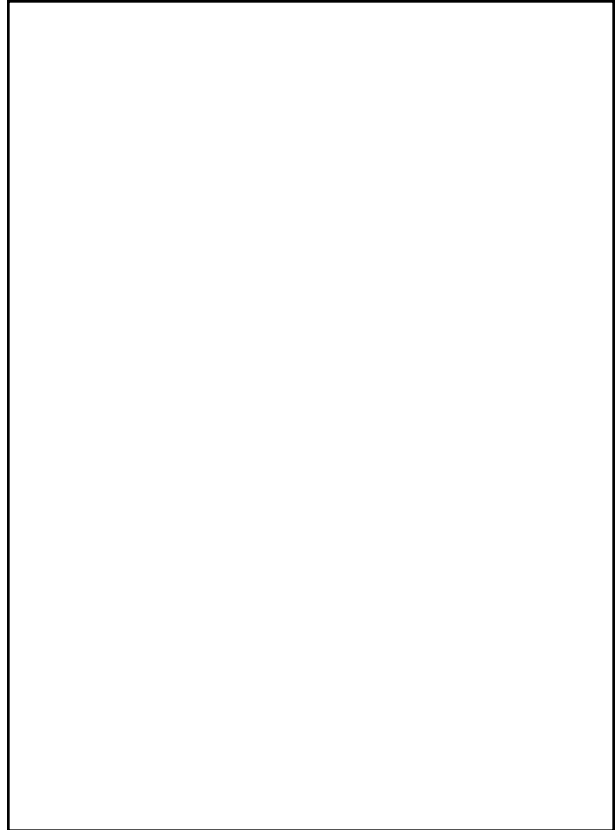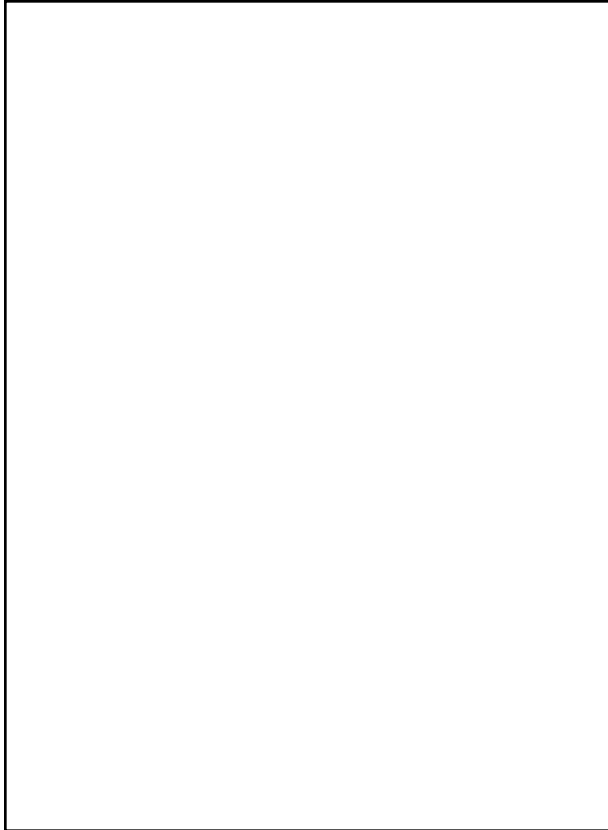
**After you're done:**

Break out a highlighter (I know you are rejoicing over this) and highlight any areas that you need text for.

Create a basic Word Document outline based on those areas. No need to write your copy yet, we'll do that later ;) I just want you to have a roadmap.