

# Novel Website Design

## Welcome Letter from Novel Website Design

Hi, wonderful client!

I'm honored that you've chosen to work with us. It is our greatest wish to build you a gorgeous and effective online presence that allows you get more of your gifts out into the world. My team and I are delighted to work with you.

## What to Expect:

This packet is organized into three sections, starting with this letter, our Statement of Values, and then the **Timeline and What to Expect** from this process. Please spend extra time getting familiar with the process so you'll know what to expect as we go along. After getting familiar with these, you'll want to fill out our [Initial Client Questionnaires](#).

Also, remember to enjoy yourself. This whole process is about celebrating what you love and are best at. We want this entire process to be as easy and fun for you as possible.

## First Things First

Please connect with us to stay in touch! (each icon is click-able)



If you have questions, please feel free to reach out at:

[walt@novelwebsitedesign.com](mailto:walt@novelwebsitedesign.com)  
[support@novelwebsitedesign.com](mailto:support@novelwebsitedesign.com)  
720-507-8803

If you have any questions, please feel free to contact me or my team. We look forward to building an amazing online presence for you and your biz!

Much love and many hugs,

*Walter Brown*

“

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# We Believe...

*That the internet is a beautiful, amazing place to connect with your right people.*

*That the best websites have more of YOU in them.*

*That shining your light is ultimately easier and less painful than hiding it.*

*That marketing is deep soul work.*

*That there has never been a better time to get your stuff out there.*

*That courage, gentleness and compassion make everything better.*

*That money is awesome.*

*In beauty.*

*In possibility.*

*In YOU.*

## Timeline and What to Expect from Working with Us:

### Step 1: Fill out Website Questionnaires and submit content.

My queue runs about a month out, so it will likely be a month from your receipt of this packet to when we'll start your website build. This is good news! This will give you time to fill out the questionnaire we'll need to design your site and complete all of your content.

Weeks  
1 - 4

This is *the most important step*. In order to make sure that we build the best website for you and your business, we'll need you to be *crystal clear* about what you want.

We urge you to take plenty of time during these four weeks to answer the questionnaires and create and finalize your content. We have a [Content Guide](#) to help you if you need it. We want you to avoid confusion and costly changes later by making sure that you give us clear direction from the get go, so take your time with this stage of the process and give us clear and complete information.

### Step 2: Have your intake interview with your Project Lead.

Once you've finished your questionnaires and completed your content, you'll get an hour to review everything with one of our marketing and design expert Project Leads.

Weeks  
4 - 6

During the interview, your Project Lead will walk you through your Client Questionnaire, go over any holes that they see, and generally **make sure that you have a solid goal and marketing strategy** for your website.

This is also a great time to **ask any questions you might have about your website content**, including bio, blog posts, homepage, services, etc. You'll then have a week or two to do any last minute changes or tweaks to your content, strategy, or design requests in your questionnaires.

### Step 3: Submit finalized content and questionnaires. Website build begins.

This step is really important. We can't start building your website until you've submitted to us your completed questionnaires and all of your content, including:

Weeks  
6 - 8

- **Home page copy**, including your biz name, tagline, any slider information, and any special testimonials or phrases you'd like highlighted,
- Your **About page pics and bio**, any information about your company, staff, and any other info,
- Your **Contact page call to action**,
- Your list of **services or products** with any applicable descriptions, and
- Any other important information or content for your website.

Once we receive all of that information from you, we'll take 2-3 weeks to build the initial beta version of your site based on the specifications you've given us in your questionnaires and any other direction our tech team gets from your meeting with your Project Lead. It will also include your content.

#### Step 4: Revision and Feedback process begins.

After the build of your beta version, we'll do up to 5 revisions of that site. This is your change to give us clear direction on how we can tweak and change the site to make sure it lives up to your vision. This is where it's very important that you give us **clear, specific feedback** on your site, so we can give you exactly what you want.

Weeks  
8 - 10

#### Step 5: Launch and additional consulting, if any!

Once you've approved the final version, we'll launch your site! If we haven't already set up your hosting and email, we'll do it at this time. You'll receive instructions on how to navigate in and update your new site, as well as how to integrate your email into your current email client.

Week  
10