



Getting started online Preparation Sheet

This document is designed to help towards building a website that serves your needs as well and appropriately as possible. There are 6 simple sections:

- 1 - The idea
- 2 - Your identity and brand
- 3 - Your proposition
- 4 - You and the market
- 5 - The competition
- 6 - Target audience

Please fill in the sections in **as much detail as possible** and return to info@designbypie.net for review. Please note: After receipt of the completed prep sheet, further discussions may be required before submitting an official quote.

1 - The idea

What is your Unique Selling Point or your single-minded proposition?

e.g. If you could be known for one thing what would it be?

2 - Your identity and brand

Who are you? What do you stand for? Why should I trust you?

Describe your story behind your idea. What are your credentials?



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2 - Your identity and brand (continued...)

Which single words would you use to describe you/your brand?

Create a list of words (or short sentences) that you want people to know / feel / experience about your product and company.

How do we substantiate these statements?

What evidence do you have (case studies, testimonials, images, information) that supports all the lovely things we are saying about your product, service and brand. This could also include processes that show how simple it is to use your product, service, website, returns etc.



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3 - Your proposition

Define your product and proposition

What do the public know about the product or service you are offering? Do they need more information? Why choose you over the competition? What pain point does it relieve for them? What dream does it fulfil? How is it better than what has been done before?

4 - You and the market

How do you get your business?

Where does your business come from now? Where do you want it to come from in future? Do you get more loyal customers through a particular channel?



4 - You and the market (continued..)

What is the main purpose of your site?

Eg. drive business,
provide information
etc

What do you want it to deliver?

What does a customer want from it?

5 - The competition

Who are your direct competitors?

List your direct key competitors names and include their preposition, pricing and how they reach their audience.



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6 - Your target audience

Describe your typical customer

Is there a specific age, income level or industry?

What would your customers type into internet searches to find you?

What keywords and phrases might they use? What are those your current customers use when talking to you?

What media channels do they consume?

What do they read, how are they influenced?

Is your location as a supplier important?

Are people looking for this product/service locally?