

# SUNDAI STUDIO - THE PREP PHASE DOCUMENT:

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*\*\* Please make a copy of this document to begin.*

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### The Prep Phase

Are we doing a website together? During our Discovery Call (aka the official Kick Off) I will learn more about your business and we will develop a more detailed sitemap and copywriting document. However, there are a few things you can get started on right away, to avoid any overwhelm during the copywriting phase.

*Those things include:*

- Gathering Images of Yourself
- Gathering Testimonials
- Making a Plan for Your Legal Pages
- Refining Your Offers
- Writing Your About Page
- Preparing any Freebies

Let's dive in! ✨

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### Gather Images of YOU

- Aim for 3-4 images of you, more if possible. These can be formal headshots, candid working photos, professional imagery or iphone images you've taken of yourself. Need more photography advice? Review this [Welcome Page right here >](#)

Write your notes / the plan here ...

## Testimonials:

- Collect 3-6 testimonials from past clients, colleagues, peers, teachers, or mentors.
- Ask for images, if you're able!
- If you have Google Reviews, list that below too.

Copy and paste testimonials below, or gather all testimonials into a separate google document and share the link / URL below:

Write here ...

## Purchase or Plan for Your Legal Policies

- Purchase or make a plan to get your Terms and Conditions and Privacy Policy. You can contact a lawyer directly or visit digital shops like [The Contract Shop](#)
- *Note:* I'm legally unable to tell you what you need to have on these pages. These documents are essential but should be tailored to your business needs. Consult with an attorney for specific legal advice.

Write your plan or link to your current Terms / Privacy Policy pages here ...

## Refine Your Offers:

- On your website we will need the details nailed down for your services and offers. Use this document to start crafting your services or refining a new offer. I have space for 6 offers, but if you only have 3, just leave the rest blank. The goal would be to have this refinement completed before our Discovery Call / Kick off call.

## **Offer #1**

**Write the name of your offer here...**

- Write here...

**What's included:** (how many calls, how long are the calls, other deliverables)

- Write here...
- 

**Location:** (is this in-person, is this virtual, hybrid?)

- Write here...

**Timeline:** (specific date, or length of time)

- Write here...

**Ideal target market:** (who would be a great fit for this offer)

- Write here...

**What are they struggling with:** (list 3-6 specific situations your clients are facing before working with you / purchasing this offer)

- Write here...

**The benefits:** (what is the end result you're providing)

- Write here...

**Pricing** (decide on the price and then think about how you want to share it on the sales page)

- The Price:
- write here...

- How do you want it to appear on the sales page (for example, you can list the actual price, list a price range, list a 'starting at' price, or keep it blank and encourage a consult call).
- Write here...

**Call to action** (examples: free call, direct booking link, shop page etc.)

- Write here...

## **Offer #2**

**Write the name of your offer here...**

- Write here...

**What's included:** (how many calls, how long are the calls, other deliverables)

- Write here...
- 

**Location:** (is this in-person, is this virtual, hybrid?)

- Write here...

**Timeline:** (specific date, or length of time)

- Write here...

**Ideal target market:** (who would be a great fit for this offer)

- Write here...

**What are they struggling with:** (list 3-6 specific situations your clients are facing before working with you / purchasing this offer)

- Write here...

**The benefits:** (what is the end result you're providing)

- Write here...

**Pricing** (decide on the price and then think about how you want to share it on the sales page)

- The Price:
- write here...
- How do you want it to appear on the sales page (for example, you can list the actual price, list a price range, list a 'starting at' price, or keep it blank and encourage a consult call).
- Write here...

**Call to action** (examples: free call, direct booking link, shop page etc.)

- Write here...

### **Offer #3**

**Write the name of your offer here...**

- Write here...

**What's included:** (how many calls, how long are the calls, other deliverables)

- Write here...
- 

**Location:** (is this in-person, is this virtual, hybrid?)

- Write here...

**Timeline:** (specific date, or length of time)

- Write here...

**Ideal target market:** (who would be a great fit for this offer)

- Write here...

**What are they struggling with:** (list 3-6 specific situations your clients are facing before working with you / purchasing this offer)

- Write here...

**The benefits:** (what is the end result you're providing)

- Write here...

**Pricing** (decide on the price and then think about how you want to share it on the sales page)

- The Price:
- write here...
- How do you want it to appear on the sales page (for example, you can list the actual price, list a price range, list a 'starting at' price, or keep it blank and encourage a consult call).
- Write here...

**Call to action** (examples: free call, direct booking link, shop page etc.)

- Write here...

## **Offer #4**

**Write the name of your offer here...**

- Write here...

**What's included:** (how many calls, how long are the calls, other deliverables)

- Write here...
- 

**Location:** (is this in-person, is this virtual, hybrid?)

- Write here...

**Timeline:** (specific date, or length of time)

- Write here...

**Ideal target market:** (who would be a great fit for this offer)

- Write here...

**What are they struggling with:** (list 3-6 specific situations your clients are facing before working with you / purchasing this offer)

- Write here...

**The benefits:** (what is the end result you're providing)

- Write here...

**Pricing** (decide on the price and then think about how you want to share it on the sales page)



- The Price:
- write here...
- How do you want it to appear on the sales page (for example, you can list the actual price, list a price range, list a 'starting at' price, or keep it blank and encourage a consult call).
- Write here...

**Call to action** (examples: free call, direct booking link, shop page etc.)

- Write here...

## **Offer #5**

**Write the name of your offer here...**

- Write here...

**What's included:** (how many calls, how long are the calls, other deliverables)

- Write here...
- 

**Location:** (is this in-person, is this virtual, hybrid?)

- Write here...

**Timeline:** (specific date, or length of time)

- Write here...

**Ideal target market:** (who would be a great fit for this offer)

- Write here...

**What are they struggling with:** (list 3-6 specific situations your clients are facing before working with you / purchasing this offer)

- Write here...

**The benefits:** (what is the end result you're providing)

- Write here...

**Pricing** (decide on the price and then think about how you want to share it on the sales page)

- The Price:
- write here...
- How do you want it to appear on the sales page (for example, you can list the actual price, list a price range, list a 'starting at' price, or keep it blank and encourage a consult call).
- Write here...

**Call to action** (examples: free call, direct booking link, shop page etc.)

- Write here...

## **Offer #6**

**Write the name of your offer here...**

- Write here...

**What's included:** (how many calls, how long are the calls, other deliverables)

- Write here...
- 

**Location:** (is this in-person, is this virtual, hybrid?)

- Write here...

**Timeline:** (specific date, or length of time)

- Write here...

**Ideal target market:** (who would be a great fit for this offer)

- Write here...

**What are they struggling with:** (list 3-6 specific situations your clients are facing before working with you / purchasing this offer)

- Write here...

**The benefits:** (what is the end result you're providing)

- Write here...

**Pricing** (decide on the price and then think about how you want to share it on the sales page)

- The Price:
- write here...
- How do you want it to appear on the sales page (for example, you can list the actual price, list a price range, list a 'starting at' price, or keep it blank and encourage a consult call).
- Write here...

**Call to action** (examples: free call, direct booking link, shop page etc.)

- Write here...

## Write Your About Page:

Fill out the prompts below to write the copy for your About page.

1. “Your guide to...” Headliner: Describe the heart of what you do and what they achieve by working with you. 6-12 words total.

For example: “*Your guide to empowered living and lasting change*”.

Write here...

2. Describe exactly what you do: After the heart-led guide sentence we want to get specific. In 1-2 sentence share exactly what you offer (i.e coaching for ambitious women so they can find more daily peace)

Write here...

3. Credentials and Background Experience - Headline: Describe and/or repeat your title, your certifications and what you focus on. For example; “I’m Chloe, a Licensed Therapist who helps ambitious women tackle anxiety issues”. Stick to 1 sentence here.

Write here...

4. Background paragraph: Write a paragraph or two about your education and professional background. Don't be modest here. This is where you share the awards and accolades.

Write here...

5. "How I got here...". For the headline share about something you've "always" valued, believed, experienced. This sets them up to understand that you're jumping back in time for this section. Keep this to 1 sentence.

Write here...

6. "How I got here...". For the paragraph below the headline, share your past experiences and what specifically led you to do this work. What was the tipping point for you? We want your website visitors to feel connected to you, which requires a bit of vulnerability. It might be challenging to distill your story and keep it succinct (totally normal), but remember that you can share other parts of your journey through different marketing channels later on.

Write here...

7. "What others are saying...". This is a testimonial section that can or cannot include images/photos. If you don't have client testimonials, reach out to peers/colleagues/teachers for these quotes. You'll want 3-6 of these in total. For each testimonial we want to highlight 1-3 words as the top of their quote and then feature the full quote below.

Write here...

8. Peek into my world: List 4-5 descriptions of who you are. We want these fun facts to give a glimpse of your life outside of work, while also connecting with your website visitors (so choose fun facts that you likely share with your ideal customer). For each talking point, you'll want a 'title' like 'Yoga Enthusiast,' followed by a 1-2 sentence description to provide more context about this hobby or interest." If you have another fun idea for this section, let me know!

Write here...

**Prepare Your Free Resources / Freebie**

- Ideas / Creation difficulty:
  - Easiest: A list of books, websites, social media accounts, resources.
  - Easy: Link to your Instagram, Pinterest, or LinkedIn profile as a resource.
  - Medium: A downloadable PDF, one-pager, small eBook, or meditation file.
  - Harder: A free quiz ([workshop here](#), if needed) or an email workshop series.

**Write what freebie you want to create:**

- Write here...

**Write any notes or any copy / text below:**

- Write here...

Oftentimes you and I can work together on the final 'design' of this freebie. But don't let that stop you from writing the copy or thinking through the structure.

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## ChatGPT length prompts and advice:

My general philosophy with ChatGPT and Website Copywriting is this:

Draft 1: You write it.

Draft 2: Get it refined to create the proper 'length / word count'

Draft 3: Tiny tweaks to make sure it still feels like YOU.

Create a free account if you don't already have one (<https://chatgpt.com/>).

**Prompts:**

- Can you rewrite these bullet points so they are the same length? [copy and paste your Draft 1 of the 'bullet points']
- Can you rewrite this section so it's (2-3 sentences or 4-6 words or whatever is needed) in length? [copy and paste your Draft 1]
- Can you provide 5 different options? (ask this if you're not quite happy with their first result)