

# Client Example - Small Business Website

## Challenge

Win Win Coaching had many ideas about what to say to prospective clients but was short on words and needed a website.

## Solution

Interview coach Sarah to understand target clientele, coaching offering, prior coaching engagements, etc. Study competitive sites and reflect Sarah's unique approach and personality into emotional website copy, images and new logo. Create WordPress themed site to make it easy for her to publish new content and stay connected through social media.



Organization and Logo



Colors, Fonts, and Images to Reinforce Brand

## Results

- Professionalized image
- Secured new clients



Win Win Coaching Website  
<http://www.winwincoaching.biz>