New website design project for The Life Design Project.

What our business does:

We help people achieve their best lives, both personally and professionally (careers). We do this by selling different life and career coaching programs. The coaching programs take anywhere from three to ten weeks. These programs are not cheap, but it is a way for someone to invest in themselves and their future.

The objective of the website:

Is to make people FEEL that we can help them

To make people feel we are different thana other coaching

To make people feel we are **very trust-worthy**, very reputable, and very high quality.

To make people feel that without us, they will not be able to improve their lives as much as they could if we help them. If they work with us, they will have success and live a better life!!!

How will people find the website:

Through ads that we run on Instagram.

Through emails that we send to groups.

By searching online for life coaching, or by searching for career coaching.

Or by hearing about it from a friend.

What is Life Design Project’s Unique Selling Point:

* Only Life Design Project offers both life and career coaching programs
* Only Life Design Project has sixteen coaches of all backgrounds, cultures, and experiences so that you are matched with the coach that is the best fit for you.
* Other coaching programs want you to stay in them forever. We offer 4 week, 7 week, and 16 week programs.

What is Life Design Project Company Values:

Trust, confidence, fulfillment, achievement

Our Life Design Project mission*:*​

To develop people’s skills and confidence through transformational coaching and mentoring so they can live a more fulfilled life by design, achieving the success they desire.

List of inspirational websites:

Honestly, there aren’t really any; lets create something new and different!

<https://brenebrown.com/>

<https://argushd.com/>

How the website should look:

It should feel a little dramatic; bold, confident, expensive, trustworthy.

Beautiful people talking about their amazing experience with their coaches.

Should look different from other life coaching websites! (they all look the same)

Content on the website homepage: MUST HAVES:

-video of ‘watch a first coaching session’ (auto-playing the video)

-videos explaining our four programs (one video for each)

-video testimonials (feature at least three testimonials, by two younger women and one middle aged man)

-small amounts of copy

* 'who we are'
* ‘our programs’

Target audience:

women 30-40 years old who have worked for a while, have a college degree, but are confused about what to do in life and whether they are fulfilled. They think they could be doing better, or want to make sure they are on the right track before they get too far down one path in their career.