Hi!

We are two people from Sweden looking for help to design our coaching landingpage/salespage.

What about:  
We need a nice modern timeless appealing Photoshop layout (landingpage) for our coaching page where we coach people to “how to get a richer lifestyle”.

Style of page:

We want the site to reflect seriousness but still harmonic. We would like somewhat colorful and (but not too crazy). After all, we are coaching about investments and private economy.

Responsive layout – consider stacking order when scaling down window width. Fullpage-design where content areas are 960 grid/max-width.

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Content on page:

\*Headersection – Logo and header image with the two coaches togeteher and space for later on adding a video.

\*On the landingpage the customers can read up on what we mean by a richer lifestyle (use dummy text). We show our Livsstilsmatrisen and a little description about that. If the customers want to know more, they can click "read more (or a symbolic icon that relates to read more)" to expand a hidden div (section) where they can read more about Livsstilsmatrisen. They can also minimize the section.

\*3-4 Unique selling points “Four reasons why choose coaching” with nice designed number-icons and some place for text.

\*The customer should also be able to read som about what happens during a typical coaching session, some bullets that summarize it (use dummy text) and a couple of headlines, maybe 3 or 4 (about what they need to prepare for themselves .eg Skype, headset/microphone etc).

\*Offer/product section: A section where the customer can see what services we provide, choose product and click order. When customer click order they will arrive to an order-page (this one you don’t have to design) .

Our products are as followed: Bronze (single coaching session), Silver (small-package), Gold (large-package). Use provided graphics for these products.

\*Testimonials section. Currently we have 2 good testimonials, but only with text no portrait picture.

Testimonial1: “Uppiggande och inspirerande! Kommer med enkla vardagstips såväl som svårare tips. Ett roligt sätt att få en spark i baken, så att ekonomi-energin bibehålls! Tack för ett bra samtal!" - Caroline Ottermalm

Testimonial2: "Värdefullast för mig var kunskapen om alternativa investeringssställen som inte är börs eller eget ägande." - Christin Malvegård

\*Section with portraits and info about the coaches (currently 2 coaches, but in future will be several, so a design-section that’s lets us add more coaches).

\*Footer-section

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Colors:

Use Livsstilsmatrisen (attached file) as colorinspiration. Doesn’t have to be exactly those colors, you can use similar colors if it is more pleasing to the eye and you can also use complementary colors.

Currently we have tried of our own but don't really nail it with any apealing design. What we have done so far but will need to be replaced with YOUR, way more professional design:

https://www.ventureplant.se/full/Page/coaching13

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SUMMARIZE of the above design-description:

\* Our logo (attached psd-file with smart-object. You can try different colors with color-overlay)

\*Apealing headerimage with portrait (attached file "big\_portrait")

\*Introduction text (use dummy text about 100 words)

\*Text about Livsstilsmatrisen (use dummy text about 200 words)

\*Livsstilsmatrisen (attached psd-file with smart-object)

\*What we are covering during a coaching session (dummy text about 200 words and about 5 or 6 bullets)

\*3-4 Unique Selling Points with stylish number icons (not 2 small) and some text.

\*Our offers Bronze, Silver, Gold (attached pictures)

\*Testimonials

\*Picture & info about coaches (attached pictures, choose whichever suits you)

\*Footer

Please comment if there are questions. As said. This is a PSD-only layout. No coding.

Reagards Micael @ Venture Plant