**Website Brief Form – Leadership Enterprises**

1. Will the website be a completely new site or will it be a redesign of an existing site? (In case of website revamp, elaborate in a descriptive manner the changes that you would like to be implemented)

Leadership Enterprises, Inc.

Considering the changes I envision, I expect a brand new site

1. Your business overview, products & services?

To use a proven process that identifies the challenges hindering individual and business success, creating a plan of action, focus on behavioral change, and measure results.

**The Total Leader®**

**The Total Person®**

**Attitude Is Everything**

**Effective Communication**

**Effective Leadership Development**

**Effective Management Development**

**Effective Motivational Leadership**

**Effective Personal Leadership**

**Effective Personal Productivity**

**Effective Personal Productivity**

**Effective Strategic Leadership**

**Effective Selling Strategies**

**Effective Team Dynamics**

**Effective Team Development**

**Family Programs:**

* Achieving Academic Success
* Building Financial Success
* Growing Up Is Fun
* I’m A Special Person
* Making Of A Champion
* Successful Parenting

**Coaching**

**Workshops**

**Assessments**

3. Please describe your target customers or the audience you intend to reach via your website

(For example: are they primarily other businesses, special interest groups, consumers, their interests, age, gender, social status, wealth bracket)?

Family Owned Businesses

Individually Owned Businesses

Regional Businesses

1. Please list some of your direct competitors’ websites or other sites which you think we should be aware of and why.

Sandler Selling Systems corporate site <https://www.sandler.com/>

Sandler Selling Systems local site <https://www.green.sandler.com/> <https://www.focusbusiness.sandler.com/>

Dale Carnegie corporate site <https://www.dalecarnegie.com/>

Local site <https://www.dalecarnegie.com/locations/central-virginia-west-virginia/en>

1. What is your domain name (if any)?

<http://www.bizgoals.com/>

I also have the website name lmiofrichmond.com that I would like to set to link to this site

6. Do you already have hosting and email accounts? (If so, please state the service provider and hosting package).

I have got everything, no thanks

I use Dreamhost to host the site and Network Solutions for the URL name

7. Do you have images that you would like to be used on your website? (If so, please provide in high resolution size)

4 Shutterstock images are in the package, Use unique ones

8. Do you have content for your website? (If so, please provide in editable word document or reference website from which we can access it)

Design Solutions 101 is taking care of my content.

9. Do you want to be able to update some or all of the pages within the site yourself (a CMS or Content Managed System)?

Yes

10. Please list the different pages or menu categories that are likely to be required within the site.

Home, About Us, Products and Services, How to Contact, Articles

individual designs will be created for all pages.

11. Do’s and Don’ts of your site (optional).

A professional and an attrative design that can have a caribbean blue color with a little even combination, I love water and oceans. Also if gold content suits and sits perfectly on it, I’m open to your ideas.

12. Any custom feature on the website that you want?

Not familiar with what type of custom feature to enhance the site.

13. Are there any forms in the website?

Yes, Contact us form, that will have a form with Name, Email address and Message.

14. Any API or Payment Integration required for the website?

no

15. Please give reference websites that you feel have similar look/feel/features/functionality like you want on your website.

Several of LMI Affiliate websites:

<https://www.lmi-world.com>

<https://carolinaleadershipgroup.com/>

<https://precisionleadershipgroup.com/>

*These sites have some of the content that I mentioned earlier as we all offer the same materials*

*This site was one that I saw as one of the sites sent me to review from Design Solutions/*

<https://casbeg.com/>

16. Will it be a marketplace or a simple e-commerce website?

NO

17. Single login required or you will have multiple people login and creating their product pages. This is a custom feature and would add an additional cost.

Single login