

# Reps With Jazz – Website Vision & Design Brief

## Website Vision & Purpose

The purpose of this website is to establish Jazz Ferguson as a high-level certified life coach, leveraging a 14-year professional basketball career to help individuals build confidence, develop mental strength, and stay motivated in achieving their goals. The coaching philosophy integrates the mindset and discipline of elite athletes with proven personal development strategies to create lasting change. The site should attract both corporate high performers and ambitious young athletes.

## Core Services & Offerings

- Accountability Partner – Helping clients set and stay committed to their goals through structured guidance.
- Mental Strengthening – Providing strategies to stay mentally resilient while navigating high expectations in personal and professional life.
- Confidence Building – Offering affirmations and guidance to help clients stay balanced through successes and setbacks.
- Performance Outlook Maintenance – Using self-evaluation techniques to foster habits that lead to sustained high performance.
- Elite Mentorship Program – Designed for ambitious young athletes who want to develop the mindset and life skills of a professional. This program addresses challenges such as social pressure, anxiety, focus, discipline, habit-building, and goal clarity.

## Booking & Engagement

The website should include a booking system for discovery calls, one-on-one coaching, group sessions, and motivational speaking engagements. There should also be a dedicated space for schools and organizations in the UAE (Dubai, Abu Dhabi, etc.) to request workshops and speaking engagements focused on mental health and mindset building.

## Brand Identity

The brand operates under the name “Reps with Jazz,” with the mantra “Reps Remove All Doubt.” This reflects the core value of consistent action as the path to confidence and endurance. The website should prominently feature the brand name, integrate a custom logo, and highlight Jazz Ferguson as both a professional athlete and certified life coach. Content should balance professionalism for corporate clients with relatability for athletes and young audiences.

## Client Testimonials

A testimonials section should showcase stories of individuals who have transformed through Jazz Ferguson’s coaching. These will reinforce credibility, highlight results, and show the impact of confidence-building, resilience, and performance coaching.

## Key Website Features

- Dedicated bio section introducing Jazz Ferguson as an athlete and life coach.
- Booking system for coaching sessions and speaking engagements.
- Testimonials section to build trust and credibility.
- Photo galleries of Jazz as both an athlete and in casual coaching settings.
- Contact information with email, social media, and phone numbers.
- Design that appeals to both corporate and casual audiences.

## Why Coaching & Theory Behind Coaching

Coaching provides a consistent resource of unbiased listening and guided support. The mission is to impact lives across all walks of life and every corner of the world. Research by the International Coaching Federation (ICF) shows that coaching drives positive behavior change, sharper decision-making skills, and fresh perspectives. Using techniques like impactful questioning, deep listening, and accountability, breakthroughs and transformation are achieved. Jazz applies proven principles from sports such as discipline, endurance, and mindset drills to life challenges, personal growth, and career development.

## Company Information

Licensed Company Name: Reps With Jazz F.Z.E  
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