nananananananana BAX MAN!  
  
How are ya man?

Great time last night. I haven't laughed so hard in a while, so thanks for that.

As we talked about last night, it would be awesome to get access to your website so we can take a look at what you'll need and what we can do.

We're looking at both your WordPress login details and your hosting information (looks like you're with Hostgator but I can't be 100% sure).

You also mentioned talking to your brother (is his name Lee?) about getting the old website files you had. Is this the one you were talking about? - [https://web.archive.org/web/20140517033049/http://danielbaxspeaks.com/](https://web.archive.org/web/20140517033049/http:/danielbaxspeaks.com/)

I also included a file in here for you to take a look at. It's our web design assessment form. We usually give this to someone after they've signed on as a client. But given the fact that we're being a little more creative with things than usual, the more information I have the better. You can type your answers right into the fields below the questions.

**tl;dr**: send me your WordPress login details and hosting login details, and fill out the assessment form attached to this email and I'll have a good idea of what we can do for you based on your budget.

Cheers man, let me know if you have any questions.

Have the best day ever!

**Website Vision Discovery**

1. Please tell us about you/your business

Eg: How did you get started? What drives you? What value do you bring your clients/customers?

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1. What makes your business unique? What sets you apart from others in your niche?

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1. Please describe your products and services. Be as detailed and specific as possible.

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1. What sort of problems can your business solve?

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1. Who is your ideal client? What do they look like?

Eg: personality wise

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1. Who is your target audience? Who are you speaking to?  
   Eg: gender, ethnicity, sexuality, income level, interests, lifestyle, religion (or lack thereof), beliefs/philosophy, urban/suburban/rural, language, geographic location, etc. etc.

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1. What benefits do they receive from doing business with you?

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1. Why should they do business with you and not your competition?

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1. Who are your local competitors? How are you different from them?

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1. Who are your global competitors? How are you different from them?

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1. How would you like a website to help you with your business?

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1. What specific actions do you want visitors to take when visiting your website?

Eg: contact you to do business, sign up for an email list, buy products, follow you on social media, learn more about a certain idea, etc.

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1. What keyword search terms would you like to be found for?

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1. Will you need any specialized pages or features?

Eg: ecommerce, membership, social media feeds, pop-up windows, custom email marketing opt-ins, specific plugins, etc.

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1. Do you need your website to collect email addresses?

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1. What are your short-term goals? How do you think a website can help?

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1. What are your long-term goals? How do you think a website can help?

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1. Please list the URLs of at least three sites whose designs you like and some notes on why you like them.

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1. Do you have any preferences for the colour of the website?

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1. Are there any questions we missed? Anything else you’d like to add?

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