Ron Williams

Phase 1: Home Page

Logo: [RW Ron Williams](https://drive.google.com/drive/folders/1L1O7lcBnU1PN1_0rWEDBeyjBx4ubgtwx) (with assigned font and 4 approved color hues of red, black, and gray, and white).

Reference Site: <https://simeonpanda.com/>

Wireframe: [S1-HomePage.png](https://drive.google.com/drive/folders/12hsyHlLm64jiQqo7oiavIsHn2IjUzt67)

**Introduction (video instructions** [**HERE**](https://docs.google.com/document/d/1kFn0veAdiC4Wg5YYsnQacMBVOKLym1kK23ILkoquVuQ/edit)**):** This home page will have the following in order from top of page to bottom of page:

* RW Ron Williams Logo in the top left hand corner.
* A sticky menu that includes About > Online Training > Shop > Supplements > Apparel > Follow > Contact.
  + About
    - About Ron Williams
    - News & Blog
  + Online Training
    - Champion Challenge
    - Training Programs
  + Shop
    - Training Equipment
      * Iron Chest Master
      * Total Body Master
    - Resistance Bands
    - Supplements
    - Training Programs
      * Fat Shedding
      * Max Muscle
      * Ultimate Definition
      * Balance Body
      * Keto Lite
    - Books
  + Supplements
  + Follow
    - [YouTube](https://www.youtube.com/channel/UCwXjgD2YcvYfFs9JOwr_2zg)
    - [Instagram](https://www.instagram.com/ron.williams/)
  + Contact (direct pop up to leave email linked to ActiveCampaign to capture user’s email and then message sent directly to client at, support@rwchampionlife.com)
* A rotating banner with 4 images (1. *Learn from a Champion.* Hero image showcasing *Your Champion Body* training program; 2. *Nourish the Champion Within.* Hero image showcasing Supplements; 3. *Train like a Champion.* Hero image showcasing Iron Chest Master/Resistance Bands; 4. *YouTube*. Hero image showcasing fitness, nutrition, & lifestyle).
* Next banner will showcase Iron Chest Master, The Essentials Combo Pack Supplement, Resistance Bands, and then in 4th placement will be a link to “View all Products”
* Fast pace, quick edit video that highlights *Your Champion Body* fitness program against real before & after client testimonials interfaced on a smartphone.
* 5 Fitness Programs showcased on a smartphone iPad and iPhone. START TODAY Training Programs: Learn from one of Ron Williams’ best selling training programs, and get in the best shape of your life. Enroll → Transformations →
* Learn From a Champion (Awarded “Bodybuilder of the Decade,” Ron Williams has helped thousands of men and women get into incredible shape - truly transforming them inside and out). Images in the background will be of Ron competing and holding trophies/posing on stage, etc.
* Fast pace, quick edit video that highlights *Your Champion Body* diet and program interface, showing quick snippets of what’s included in their purchase, essentially highlighting the member interface.
* Five written “Testimonials,” each 135 characters or less, alongside their name.
* Fast pace, quick edit video that highlights *Iron Chest Master* and *Resistance Bands.* BODY BUILDER. Home Gym Fit. Revolutionary equipment to sculpt the body of your dreams. SHOP HOME GYM.
* Ron Williams YouTube with 187K Subscribers \* 602 Videos \* 13.5M Views and link to subscribe. Insert YouTube video feed, showcasing most watched videos.
* Ron Williams Instagram feed.
* Footer will include logo again, Facebook, Twitter, Instagram, and YouTube Links. About links. Training Program Links. Shop links. Terms & Conditions links. Sign up for the Newsletter option that states, “Subscribe to get special offers, free giveaways, and once-in-a-lifetime deals.

| **Client Provides the Following:** | **Videographer Provides the Following:** |
| --- | --- |
| * Approved RW Ron Williams Logo, alongside front, and approved 4 colors of Black, White, Gray, and Red with color #. * Approve tagline copy on rotating banner with 4 images. Current copy draft is as follows:   *Learn from a Champion*  *Nourish the Champion Within*  *Train like a Champion*  *YouTube*   * Images of Ron competing and winning trophies. I know we have hard copies which I scanned using my cell phone, but for higher pixel quality, it may be worthwhile to take those shots into a printing shop and get them professionally scanned. * All testimonials before & after image files, alongside written testimonial files where applicable.Then, select 5 featured written testimonials, each 135 characters or less alongside their name to feature on home page. * Decide if you’re going to have a challenge and what the grand prize is, alongside placement 2 and placement 3 sub prizes. | * Provide 4 matching style, high pixel, banner size compatible images for *Your Champion Body* program; Image showcasing Supplements; Image showcasing Iron Chest Master/Resistance Bands; Hero image showcasing YouTube channel * Fast pace, quick edit video that highlights *Your Champion Body* fitness program against real before and after client testimonials interfaced on a smartphone. * Ron photographed for hero images on each Training Program (5 images total matching in style) rather than current stock photos, so program details feel more uniquely designed by Ron (models that would fit that program type can also be featured in 2-3 of the program hero shots where applicable). * Fast pace, quick edit video that highlights *Your Champion Body* diet and program interface, showing quick snippets of what’s included in their purchase. * Fast pace, quick edit video that highlights Iron Chest Master and Resistance Bands being used by Ron or models or user generated content. Whatever edit feels like it matches the website best. |