Woodworking Free-Write

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**SHOP**

*This section will include shopping/ordering of furniture, décor, woodworking plans, and unfinished products for wood crafting.*

People will come to my website primarily to shop for furniture, décor or wood crafting products including completed and ready for display furniture and decor, woodworking plans for build your own projects, as well as unfinished products for crafting, so we would definitely need a “shop” section. The primarily question meets the primary purpose, how much do the products cost? Additional questions may include how much shipping costs would be, if we offer local pick-up, and if we offer the opportunity to specify finishes and paint colors. Visitors will primarily want to shop on our website. Once the blog is up and running, they will also like to read more about tools, projects, finishing instructions or helpful tips in woodworking. As some of our products will offer customization as to finishes and paint colors, our visitors will also participate, as part of the ordering process, the opportunity to select or “try on” various paint colors and finishing styles (ie. Stains, flat, semi-gloss, or glossy finishes, etc.)

Our standard plans will have set prices and ordering will be through the “shop” section of the website, but special orders may be received upon request. I will definitely need pricing information for the products that we will sell. This information can be gathered based on current pricing of supplies (wood, nails/screws, paint and finishes, etc.), as well as the guesstimated amount of time each piece would take to complete. Most of this information would be readily available at my local wood supply store, or available using their online website as well. I would also need a little information as to what is “trending” right now in the wood crafting/fine furniture sector. I can gather this information via other websites, and simply by watching and reviewing the designs sold at furniture stores near me and around my area. In doing so, I would ensure that items we make would actually sell. We would also need basic plans for woodworking projects, which would need to be developed over time.

**BLOG/VLOG**

*The blog/vlog section will discuss woodworking tips, as well as instructions for completing unfinished wood crafting projects.*

It would also be fun to have a “blog” section that includes helpful woodworking tips, as well as instructions for finishing crafting projects as they were designed. We could include some instructional videos for those just starting out, as well as potentially include product reviews. We would also answer questions as to how to complete the unfinished projects we sell on our site and provide additional helps and ideas for beginner projects. I would also need content and information for the blog section of the website, which would require putting in the effort to write, or make a video, in regards to the projects we are currently working on. This information would primarily come from us without a lot of research.

**ABOUT US/CONTACT US**

*The about us section would include our location, as well as a little get to know you, including why we started our business, what we offer, and who we are.*

Our location and a little bit about us would also be questions that might come up, which we could answer in an “about us” section of the website. I would also like to have a “contact us” section for questions, concerns or special orders.

**Why visitors would come to our site instead of another to get this information or complete this action?**

Visitors would come to our site over another for many reasons. One reason would be the ease and functionality of our website. I hope to make it simple, understandable, and functional. Complex websites are a turn off for me. I’d like to make the design smooth and uncomplicated so that products are easy to see, customize and order.

They would also come to our site over another because of the quality of our product. My husband is a perfectionist, and I love design. Together, we feel we make a great team in the creation of fine furniture, décor and wood crafting. Our products are durable, quality, and worth more than our prices show. They will last a long time, and have simple additions for functionality and purpose that comes through really thinking through each project. We also love to design for fun! Especially for kids. We hope that our creativity and love of woodwork shows through the designs and creations we make.