**Structure and Design of the One Pager**

Since we're aiming for a one-pager, we want each section to be easily scannable and convey a clear, impactful story. Here’s the proposed layout:

1. **Hero / Introduction Section**
2. **About Me / My Story**
3. **My Coaching Services**
4. **How I Can Help You**
5. **Why Choose Me?**
6. **Questions I Can Help You Answer**
7. **Experience and Testimonials**
8. **Contact**

**1. Hero / Introduction Section**

This is the first impression visitors get, so we want to make sure it's strong and captivating.

* **Title**: "Personal & Business Coaching for an Efficient and Fulfilling Journey"
* **Background Image**: Use a powerful image that showcases your versatility and adventurous side – perhaps a collage of your activities, like sailing, sports, or working.
* **Short Pitch**:
  + **"From business guidance to personal breakthroughs – I’ll help you navigate the shortest and most effective path from where you are now to where you want to be."**
* **Call to Action (CTA) Button**: "Get Started with a Free Session"

**Design Tip:**

* Use **large, clear fonts** and ensure that the CTA button stands out (use a contrasting color).

**2. About Me / My Story**

This section tells your unique story and shows who you are.

* **Title**: "Meet Your Multipotentialite Coach"
* **Text**:
  + **"I’m Jonas – a multipotentialite and gifted coach with an insatiable curiosity. With expertise in IT, yachting, diving, and an exceptional ability to analyze emotions through my high emotional intelligence, I've mastered a wide range of skills and fields."**
  + **"I quickly absorb new information, and my interests span across industries. This means I can help you in virtually any area you need – whether it's career guidance, emotional growth, or finding the next logical step in your life."**
  + **"I excel at helping people understand themselves better. This is something I've done for many, and it's my passion to continue empowering others."**
  + **"Beyond coaching, I’m a hands-on problem solver. From electricity, mechanics, and plumbing to various sports – basketball, tennis, soccer, horseback riding, and more – I've tackled it all. I'm also a fan of cars and have explored numerous business models."**
* **Link to Skills**: Include a button: **"See My Full Skill Set"** linking to [vanhastel.com/skills](https://vanhastel.com/skills).

**Design Tip:**

* Use **images of yourself in action** – ideally photos that show your versatility and enthusiasm, like sailing, sports, or problem-solving.
* Use **icons** to represent different skills, e.g., a gear icon for mechanical skills or a computer icon for IT skills.

**3. My Coaching Services**

Here, you explain what types of coaching you offer and what people can expect.

* **Title**: "Coaching Services – Personal & Business"
* **Text**:
  + **Personal Coaching**: "Discover your true potential, navigate emotional growth, and take the next step in your personal journey. My emotional intelligence and broad experience allow me to deeply connect with you and guide you confidently forward."
  + **Business Coaching**: "Whether it’s understanding a new business model, starting your own venture, or advancing your career, I help you find the most efficient path. Having navigated multiple industries, I understand the intricacies of business strategy and planning."
* **CTA Button**: "Book a Discovery Session"

**Design Tip:**

* Use **different sections with icons** for personal and business coaching to visually differentiate them. Use colors that convey emotion and professionalism.

**4. How I Can Help You**

Describe your specific approach and the value you bring.

* **Title**: "My Approach to Coaching"
* **Text**:
  + "I don’t give you the answers – I help you discover them. My coaching focuses on understanding where you are now and mapping out the most efficient way to get to your goals, whether personal or professional."
* **Bullet Points with Core Values**:
  + **Personalized Guidance**: "Tailored to your unique needs, personality, and goals."
  + **Emotional Intelligence**: "Deep emotional analysis to help you understand yourself better."
  + **Hands-On & Practical**: "Solutions and pathways that are actionable, efficient, and effective."

**Design Tip:**

* Use **bullet points** or **icons** to display your core values in a way that is easy to scan. This helps visitors quickly understand what they can expect from you.

**5. Why Choose Me?**

This section aims to convince potential clients why they should choose you as their coach.

* **Title**: "Why Choose Me?"
* **Text**:
  + **"I’m not a psychologist, but my emotional intelligence is extremely high. I've helped many people through work-related and personal challenges by understanding and analyzing their emotions."**
  + **"I’m a support system for many – providing a balanced perspective, logical guidance, and an empathetic approach. My gifted mind and broad experience make me an ideal partner in navigating life's challenges."**
* **Highlighted Testimonial**: Add a short testimonial from someone who has experienced your emotional support.

**Design Tip:**

* Use a **highlighted background color** or light overlay effect to make this section stand out.
* Include a **testimonial quote in a visual card** to provide social proof.

**6. Questions I Can Help You Answer**

In deze sectie wil je je potentiële klanten aanspreken door enkele van de meest voorkomende vragen en uitdagingen op te noemen. Hiermee laat je zien dat je hun problemen begrijpt, en bied je hen een uitnodiging om met jou in gesprek te gaan.

* **Title**: "Questions I Can Help You Answer"
* **Introductory Text**:
  + **"Feeling stuck or unsure of your next step? Whether it's personal growth, choosing the right career path, or starting your own business, I’m here to help you find clarity and direction."**
* **Common Questions People Ask**:
  + **"I don’t know what my next step should be – how do I move forward?"**
  + **"What direction should I take with my studies or career?"**
  + **"I want to start a business, but I don’t know in which field."**
  + **"How do I find something I’m truly passionate about?"**
  + **"How can I break out of the rut I’m in and start making real progress?"**
  + **"What’s the most efficient way to get from where I am now to where I want to be?"**
  + **"I have too many interests – how do I choose the right one to focus on?"**
  + **"I feel overwhelmed with decisions – how can I gain clarity?"**
  + **“I don’t know the next move in my business.”**
  + **“I know what we need in our business but we don’t know where to find it or how to get there.”**
* **Follow-up Invitation**:
  + **"If any of these questions resonate with you, or if you have similar challenges, I’d love to guide you. My approach focuses on understanding where you are, clarifying your goals, and mapping out the most efficient route to success."**

**Design Tip:**

* **Highlight the questions in a visually distinct format**, such as a list with question mark icons, to make them stand out and easy to read.
* Add a **call to action** at the end: "Let’s talk about how I can help you find your path."

**7. Experience and Testimonials**

If you already have coaching experience, include quotes from satisfied clients here. This helps build trust with new visitors.

* **Title**: "What My Clients Say"
* **Quotes**:
  + "*'[Your Name] helped me gain clarity and understand myself in ways I hadn’t before. His guidance was invaluable.'* – [Client Name]"
  + "*'The efficient path that [Your Name] showed me helped me grow both in my career and personally.'* – [Client Name]"

**Design Tip:**

* Use a **slideshow** for testimonials so you can display multiple quotes without taking up too much space.
* Use **client portraits** (with permission) to make the testimonials more personal.

**8. Contact**

This section encourages visitors to reach out for more information or to book a session.

* **Title**: "Let’s Get in Touch"
* **Text**:
  + "Ready to take the next step? Whether you’re seeking clarity, efficiency, or support, I’m here to help. Let’s talk and find out how I can assist you in reaching your goals."
* **Contact Form**:
  + Fields for name, email, and message.
* **CTA Button**: "Book a Free Discovery Session"
* **Alternative**: Provide contact details such as email address and phone number.

**Design Tip:**

* Keep the **contact form short and simple** – only ask for essential information to keep the barrier for contact low.
* Use a **calm background color** to make this section feel approachable.

**General Design Tips:**

1. **Color Scheme**: Choose colors that convey professionalism and trust, such as blues and greens, combined with white for a clean look. Use one accent color for your CTA buttons to make them stand out.
2. **Typography**: Choose fonts that are easy to read. Use one strong, bold font for headings and a simpler font for body text.
3. **Visual Elements**: Add photos that emphasize your versatility and adventurous side. A mix of professional shots and more casual, action-oriented photos will help visitors connect to your story.
4. **Consistent CTA Buttons**: Make sure your CTA buttons are prominent and consistently use the same text, like "Book a Discovery Session" for a uniform experience.
5. **Use of Icons**: Icons help simplify complex information and make it visually appealing. Use them for skills, services, and core values.