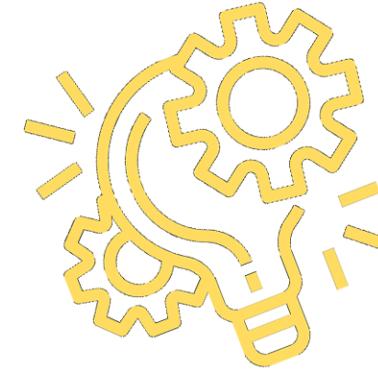




DESIGN BRIEF



PROJECT GOALS

The goal of the project is to redesign the client's current website. We will add a new selection of images and some of the template set-ups. The redesigned website would look more professional and accessible to their potential clients. It would also allow our client to do more customization.

TARGET AUDIENCE

The audience targeted are female of color from 35 to 50 years old, in the middle of a career change, voluntarily or otherwise, who are middle to upper income. They would be coming out of a difficult situation such as a health issue, job loss, caring for aging parents, etc...

TIMELINE

Starting from April, 13th to May 17th

MADE BY

Julie Long & Melissa Scott



Stakeholder Discussion

Bluford Consulting / Tanya Bluford

- Branding
 - Wants the look to be professional, approachable and showcases her personality – her website is an extension of who she is, uplifting, vibrant, and positive.
- calls to action
 - She wants her potential clients to find out about her services (and pricing to come,) have access to the link to her blog, and potentially resources available outside of her site, like books or future services she wants to add.
- customer retention
 - Her clients will stay engaged thru offering new content (on blog and in resources) and products (in the future, like mastermind group sessions,) but ultimately once she has provided coaching sessions, she does not foresee a client returning for the same service.
- Who are their direct competitors
 - Mandy Hamilton, career coach - <https://www.mandyhamilton.com>
 - Amber Rosenburg, life/career/executive coach - <https://www.pacificlifecoach.com>
 - Love Your Mission, leadership coaching - <https://www.loveyourmission.com/takeaction>
- Who are their indirect competitors
 - Torchiana, outsourcing/talent solutions firm - <https://www.torchiana.com/career-transition>



COMPETITIVE ANALYSIS

Company	AMBER ROSENBURG – PACIFIC LIFE COACH	LOVE YOUR MISSION	MANDY HAMILTON
Company History	-20+ years coaching -Started w/ Fortune 500 and non-profit -Now does life, career, leadership coaching	-Not given	-None given
Features	-Free phone consultation -Extensive background	-Consistent fonts & colors	-Free 30 minute session
Pain Points	-Busy website, too much information	-Bad layout, stuff is all over the place -Prices not listed -Services are listed but hard to spot	-No pricing -“About” page is long-winded -Non-clickable links
Website Features	-Services and pricing listed -General coaching information included -Resources page	-Resources links	-Clean visual design (except multiple fonts on “about” page)



PERSONA

Rosie

Age: 39

Gender: Female

City: San Francisco

Income Level: middle income

Occupation: changing careers, leaving corporate sales

Personality: Hardworking, reliable, social extrovert, compassionate, energetic

Bio

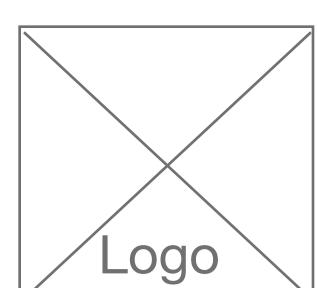
Rosie is a social person, she loves to spend her free time with family and friends eating out or going on day trips. She has had a long career in a previous, high-demand field, but is now looking to switch to an industry that is less draining in her last working years before retiring. She has taken on some extra responsibility since she has two sets of aging parents that have begun to need more care and she wants her life to not be over-stressed by work so she can be there to take care of her family.

Tech Details

Devices used: Iphone, Ipad, Macbook

Site details: easy navigation, pricing and services listed clearly

Pain Points: Difficult navigation, missing necessary information, too wordy/repetitive



**SCHEDULE YOUR 30 MINUTE
COMPLIMENTARY CONSULTATION
TODAY!**

Hero image

Phone

Email

Subscribe now !

Email

Get started!

Picture 1

Text 1

Find out more
about us !

Text 2

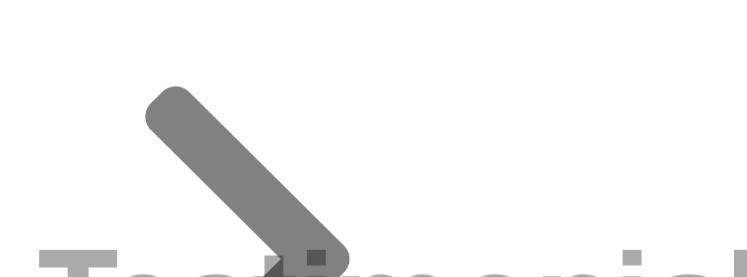
Picture 2

Our services !

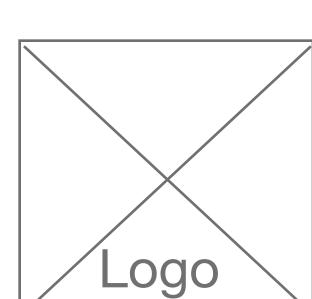
Picture 3

Text 1

Our Testimonies !



Testimonial



Our Services

(Put price is better like
Your 1st session: 100\$ only!)

Get started now !

Hero image

Phone

Email

Subscribe now !

Email

Get started!

Individual Professional/
Career Coaching

Description

Corporate -
Leadership Development Consulting

Description

Corporate - Diversity,
Equity and Inclusion Consulting

Description

Our Prices

INDIVIDUAL COACHING PRICING

\$

\$

\$

\$

\$

Title
Description

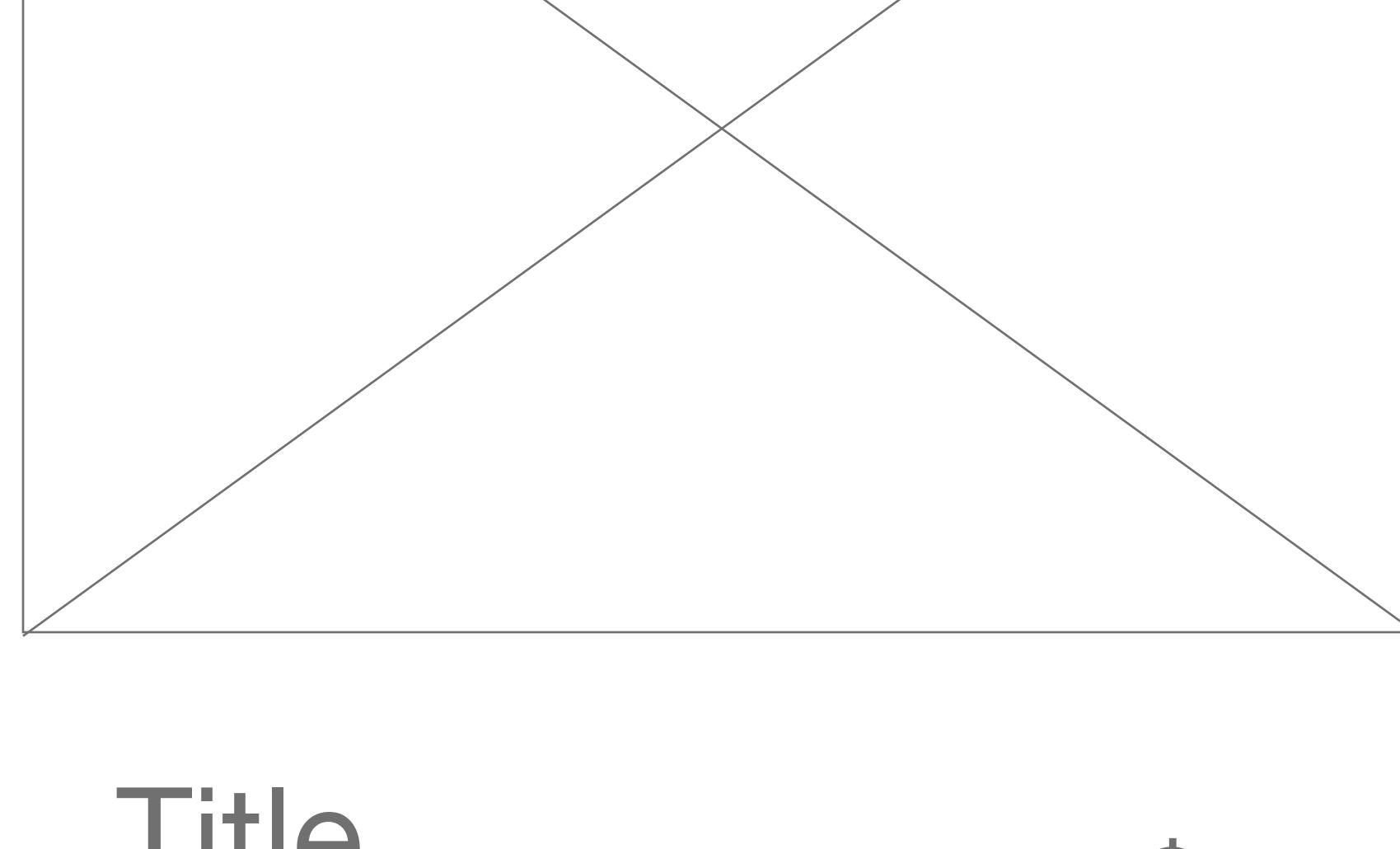
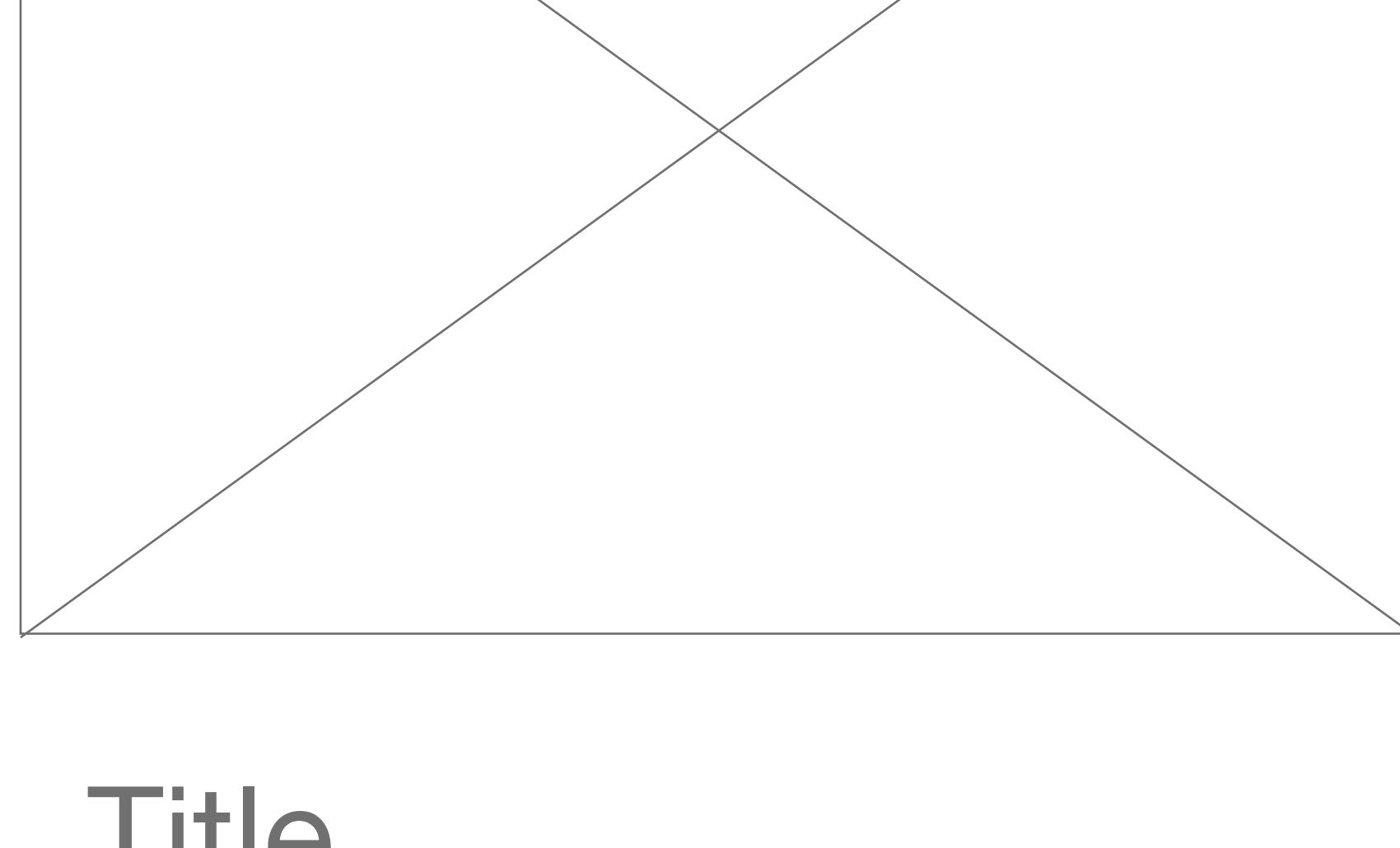
Title
Description

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Title
Description

CORPORATE PRICING

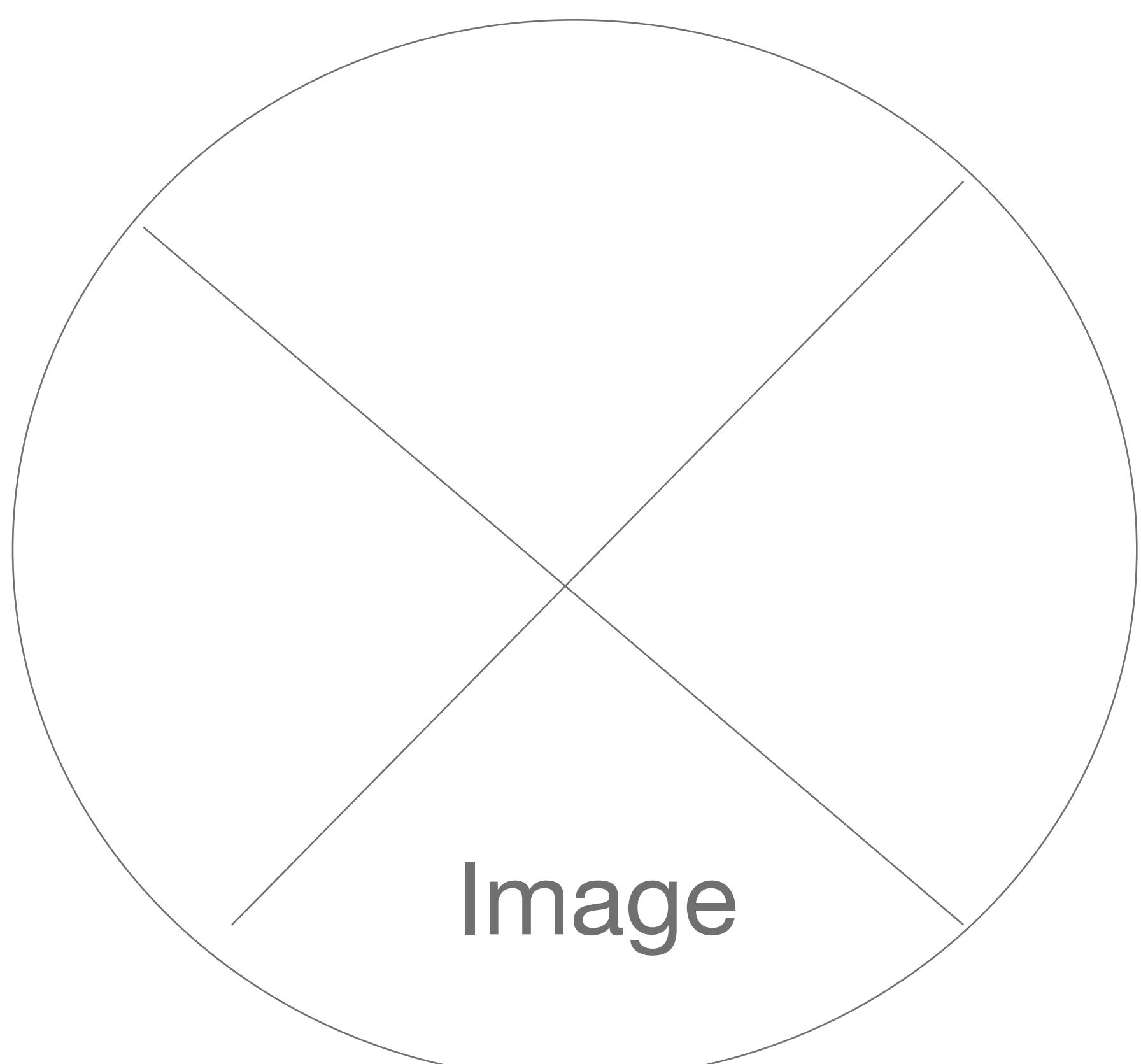
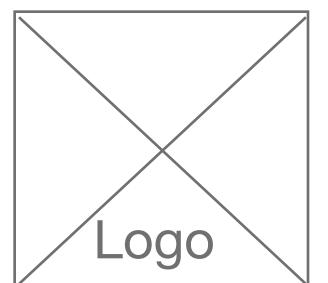


Title
Description

\$

Title
Description

\$



About Us Consulting

Phone

Email

Our Services

Here !

Contacts

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Email

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Header

Shree Devanagari 714 – 40pt bold

BUTTON

Alternate Header

Apple Chancery – 40pt

HOVER

Subheader

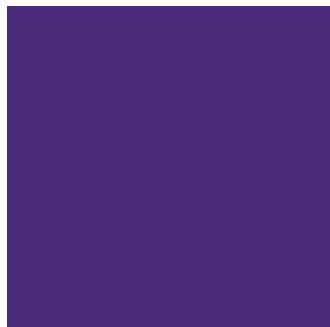
Shree Devanagari 714 – 20pt

TEXT LINK

Body Text – Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Shree Devanagari 714 – 14pt

COLORS



#482B7A
R72 G43 B122
C89 M100 Y18



#EEA220
R238 G162 B32
C5 M40 Y99 K0



#EF3C69
R239 G60 B105
C0 M91 Y41 K0

ADJECTIVES

Vibrant

Positive

Professional

Passionate

Uplifting

Active

PIVOTING THE POSITIVE WAY

*Do you need a new strategy?
Are you ready to take action?
Just not sure where to start?*

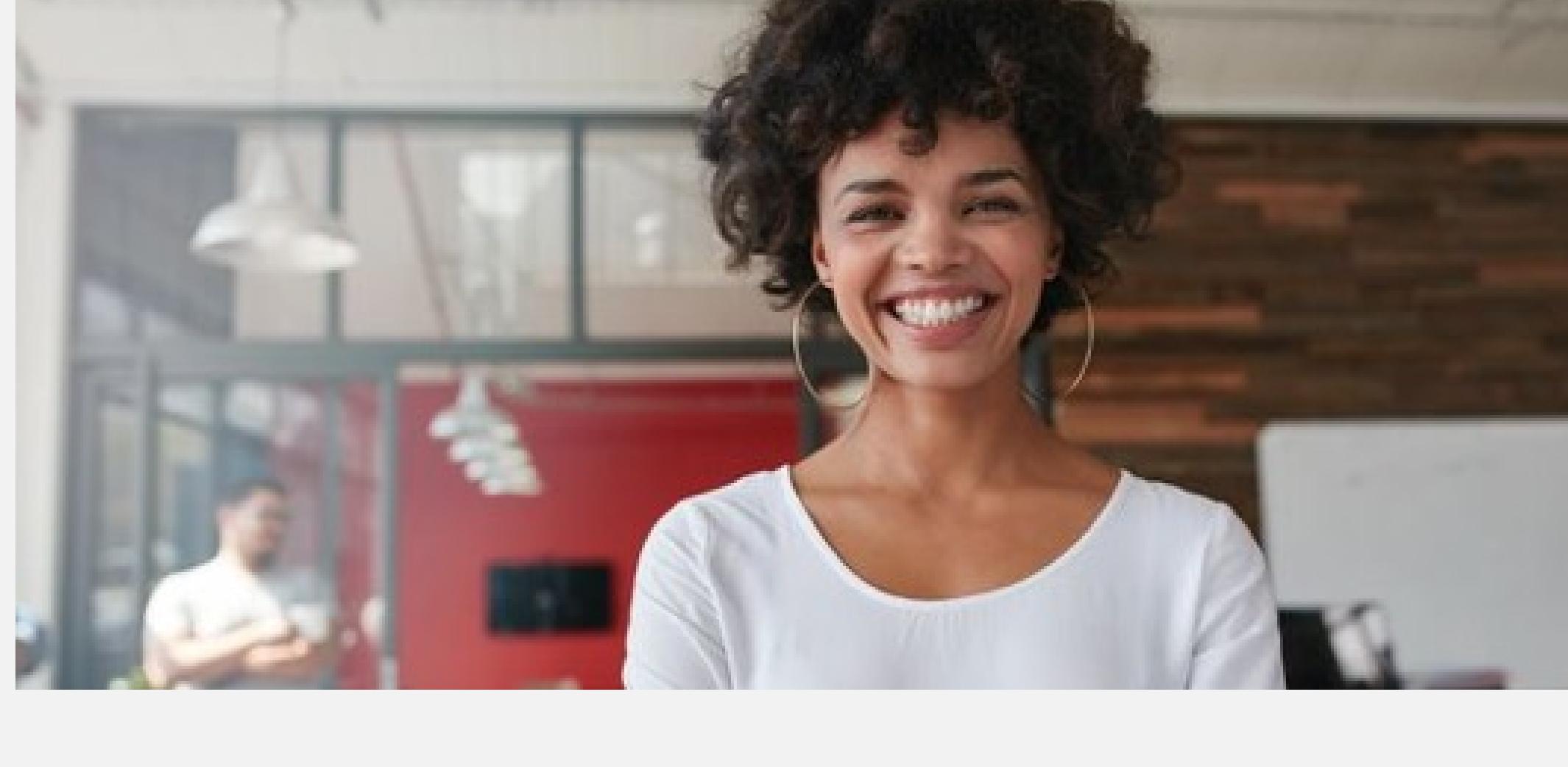
Start Today !

Call us : (415) 228-6467 or Email us: Tanya@BlufordConsulting.com

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Email

Get started!

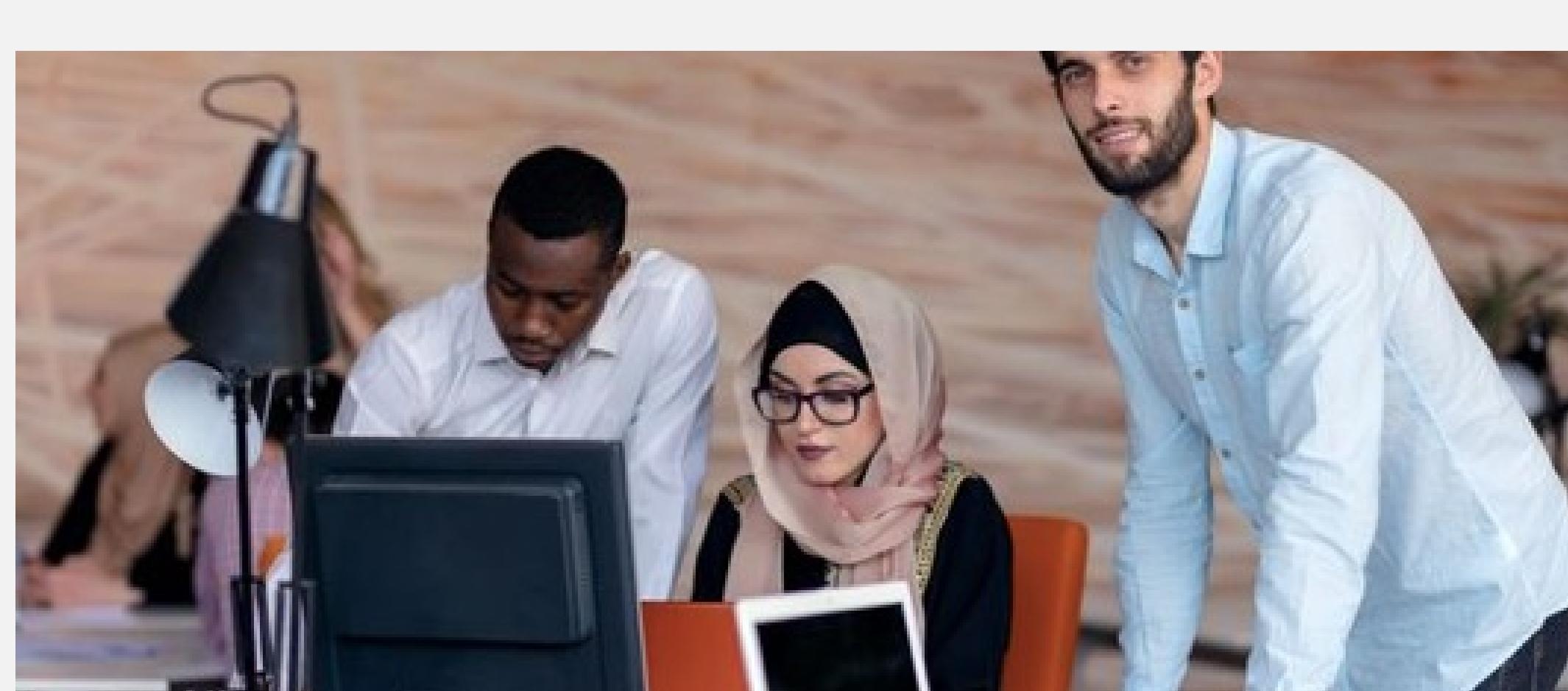
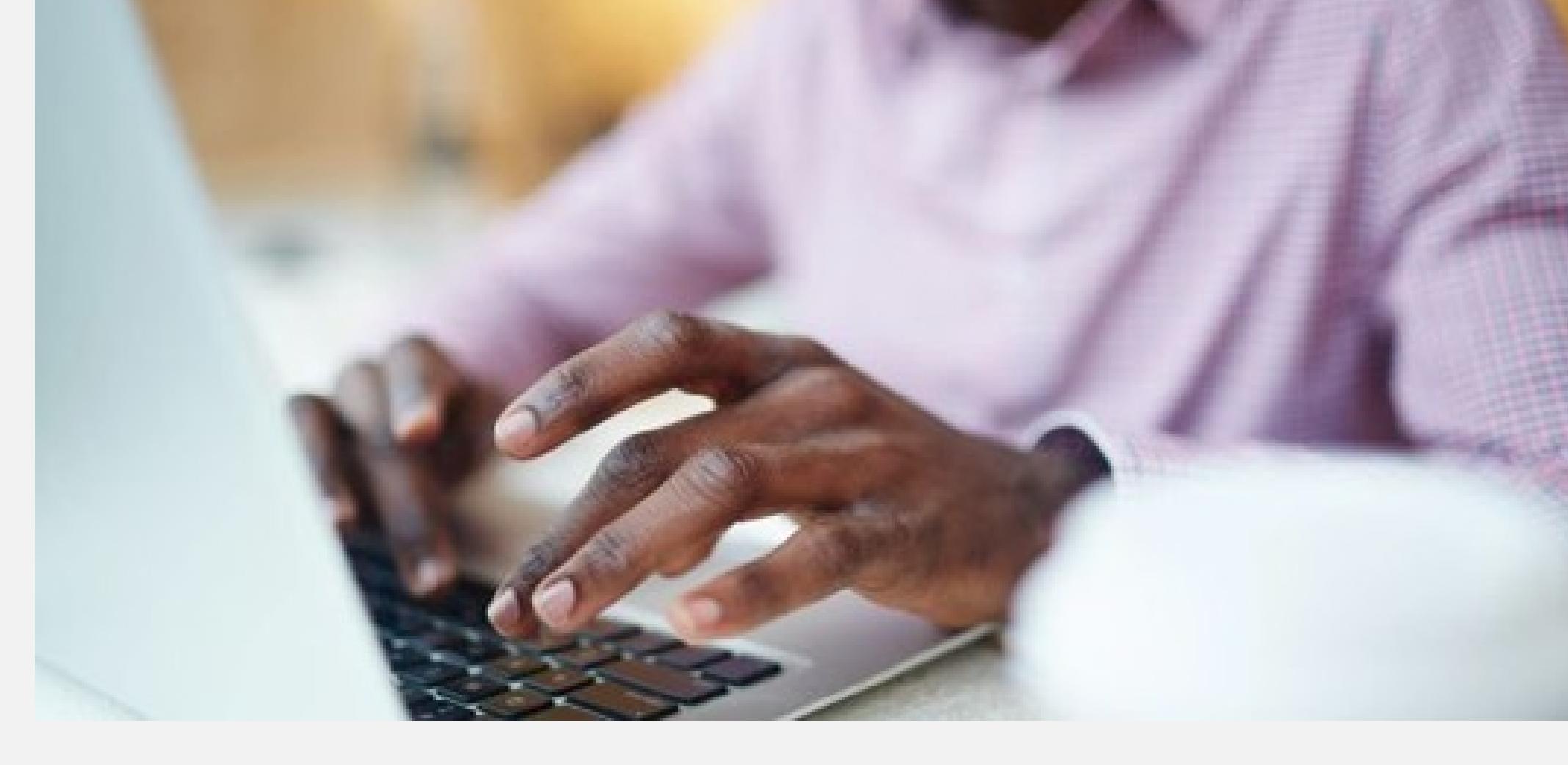


Text 1

Find out more
about us !

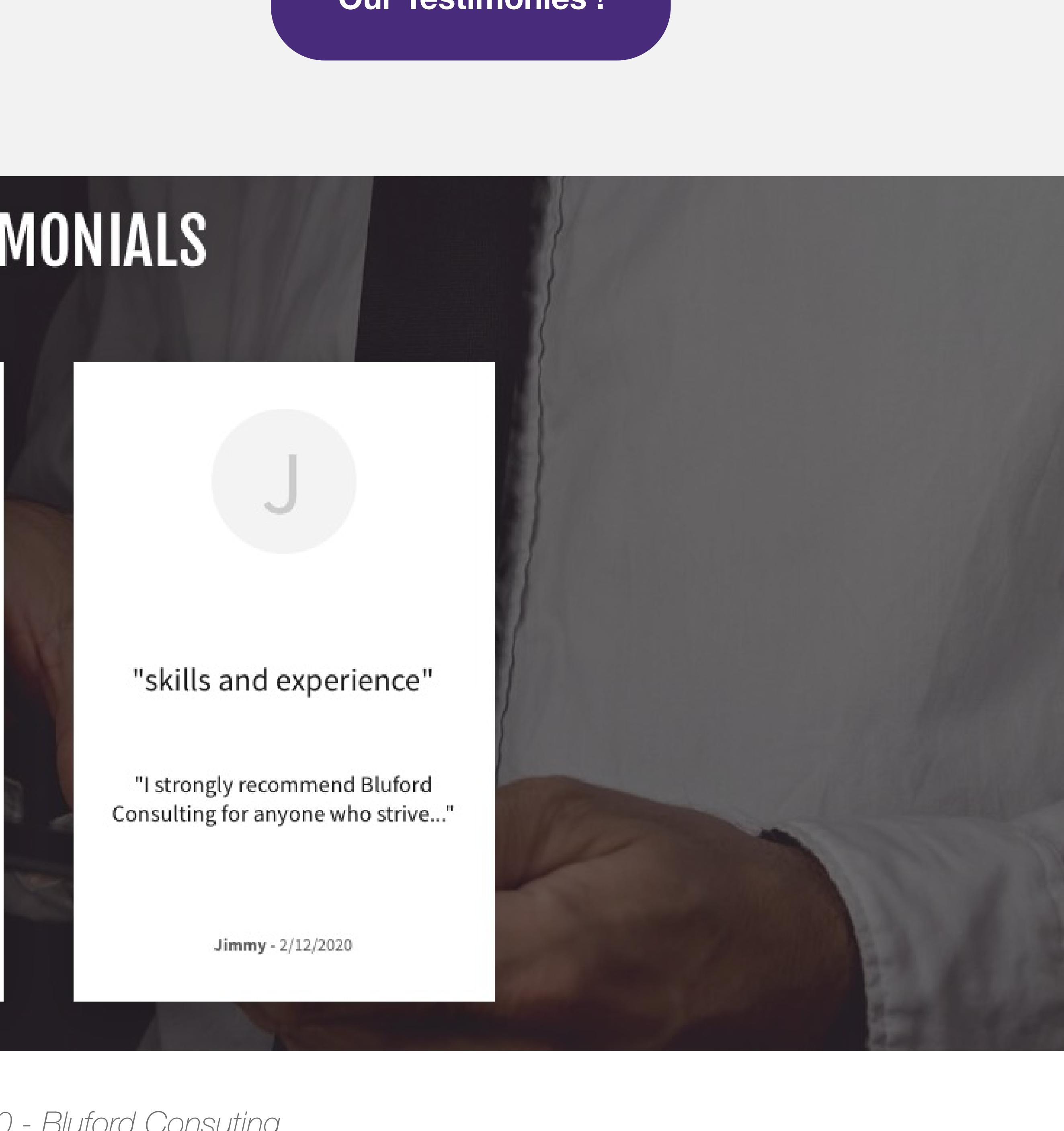
Text 2

Our services !



Text 1

Our Testimonies !



TESTIMONIALS

K

"...when I was adrift..."

"Tanya's direct but easy-going style makes her very easy to work with..."

Kristen - 2/12/2020

J

"skills and experience"

"I strongly recommend Bluford Consulting for anyone who strive..."

Jimmy - 2/12/2020

Our Services

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Individual Professional/ Career Coaching

Description

Corporate - Leadership Development Consulting

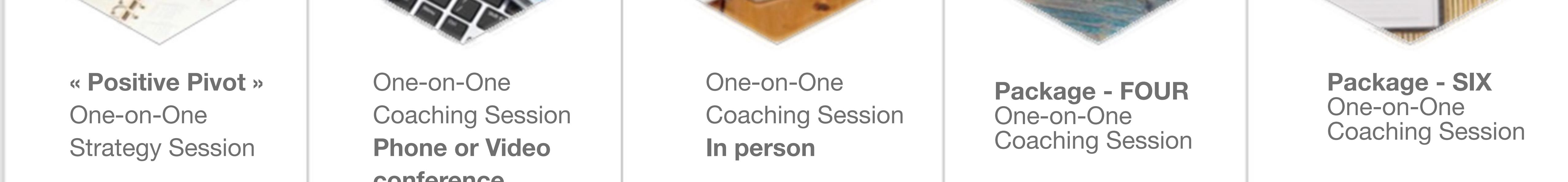
Description

Corporate - Diversity, Equity and Inclusion Consulting

Description

Our Prices

INDIVIDUAL COACHING PRICING



« Positive Pivot »
One-on-One
Strategy Session

One-on-One
Coaching Session
Phone or Video
conference

One-on-One
Coaching Session
In person

Package - FOUR
One-on-One
Coaching Session

Package - SIX
One-on-One
Coaching Session

50\$
/30 min

130\$
/50 min

150\$
/50 min

420\$
/50 min per session

650\$
/50 min per session

CORPORATE PRICING



Leadership Development
Consulting

175\$
/per hour



Diversity, Equity
and Inclusion Consulting

175\$
/per hour



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Our Services

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What professional coaching can do for you

A professional coach can help bring your career goals in crystal clear focus, partner with you to create an achievable roadmap to success (as defined by you!) and help you amplify your unique talents, diverse background and experience to achieve your goals. But what if you already living your dream? We can help catapult your career to the next level by increasing your mastery of key leadership skills to help you design a career curated and created **by you for you.**

PIVOTING THE POSITIVE WAY
Do you need a new strategy? Are you ready to take action? Not sure where to start?

[LEARN MORE](#)



Why Us?

We understand that there is no universal definition of "success". Bluford Consulting is here to help you design a successful career built around your unique skills, diverse talents, cultural values and passions. Whether you are currently in your dream job and want to intentionally develop a strategy to keep your career on an upward trajectory or you're not sure you are on the right track at all, together through professional coaching we will create a life

Testimonials

"...when I was adrift..."

Tanya's direct but easy-going style makes her very easy to work with but more so made me feel like I finally had control over my own destiny using my strengths to fulfill my business dreams.

Kristen - 2/12/2020

"skills and experience"

I strongly recommend Bluford Consulting for anyone who strives to increase their effectiveness as a leader. Bluford Consulting...provides intentional and strategic Leadership Development services.

Jimmy - 2/12/2020

Subscribe to our email list now !

Email

[SUBSCRIBE!](#)

Our Services

Individual Professional/ Career Coaching

Regardless of where you are in your professional career, effective coaching can help you design a career of your dreams quicker and more efficiently saving you both time and money. Whether you are just starting your career, mid-way through your career or starting over to create something more fulfilling and financially beneficial, Bluford Consulting can help. We use a holistic approach incorporating your unique strengths and diverse life experiences to help you create a career you love.

Corporate - Leadership Development Consulting

In a competitive market place your company's talent pool is your greatest asset. Not only is it important to curate a staff team of talented and diverse individuals, but it's even more important to make an ongoing investment in their leadership development. Bluford Consulting can create a customized professional development strategy that can leverage the diversity and unique strengths of your team to enable your company to excel in an ever changing competitive landscape. We use a holistic approach in helping your employees thrive and increase your company's competitive edge.

Corporate - Diversity, Equity and Inclusion Consulting

Whether your organization has been on your journey of creating and implementing your business strategy for diversity and inclusion for a while, are you just getting started, Bluford Consulting can help. We specialize in collaborating with our clients to create a plan that is designed to help you reach your business goals. While many believe creating a diverse and inclusive organization is the right thing to do, it also makes incredible business sense. Contact us today and we will share with you another way to make your business thrive.

Our Prices

INDIVIDUAL COACHING PRICING

Choosing the right coach is the most important part of the coaching process. Therefore, the first session (30-minute consultation) is on me! You will have an opportunity to ask questions, share what you would like to accomplish and gain clarity on what you can expect through the coaching process with me. Below are my menu options.

“Positive Pivot”

30 Minute One-on-One Strategy Session

\$50

One single 30One-on-One strategy planning session. During this one time session we will create an action plan to help you successfully navigate through a current challenge.

50 Minute One-on-One Coaching Session

\$130

(Phone or Video Conference)

50 Minute

One-on-One Coaching Session

\$150

(In Person) Currently Unavailable

Package - Four 50 Minute One-on-One Coaching Sessions

\$420

In Person or Virtual (Your Choice). You determine frequency of sessions but all four sessions must be completed within 4 months of beginning coaching relationship.

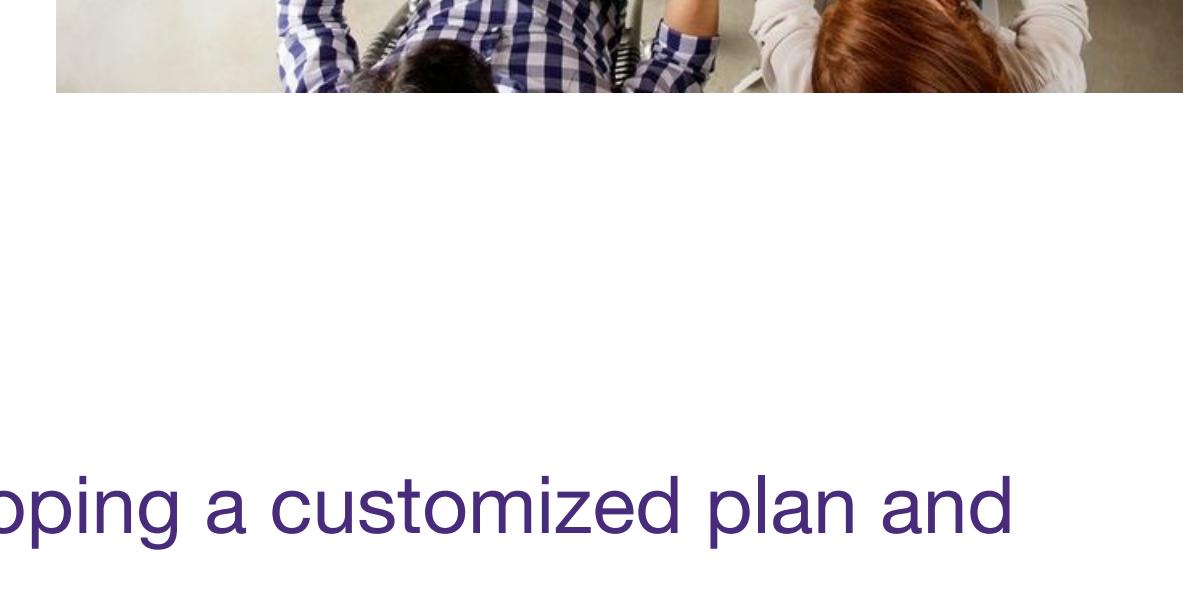
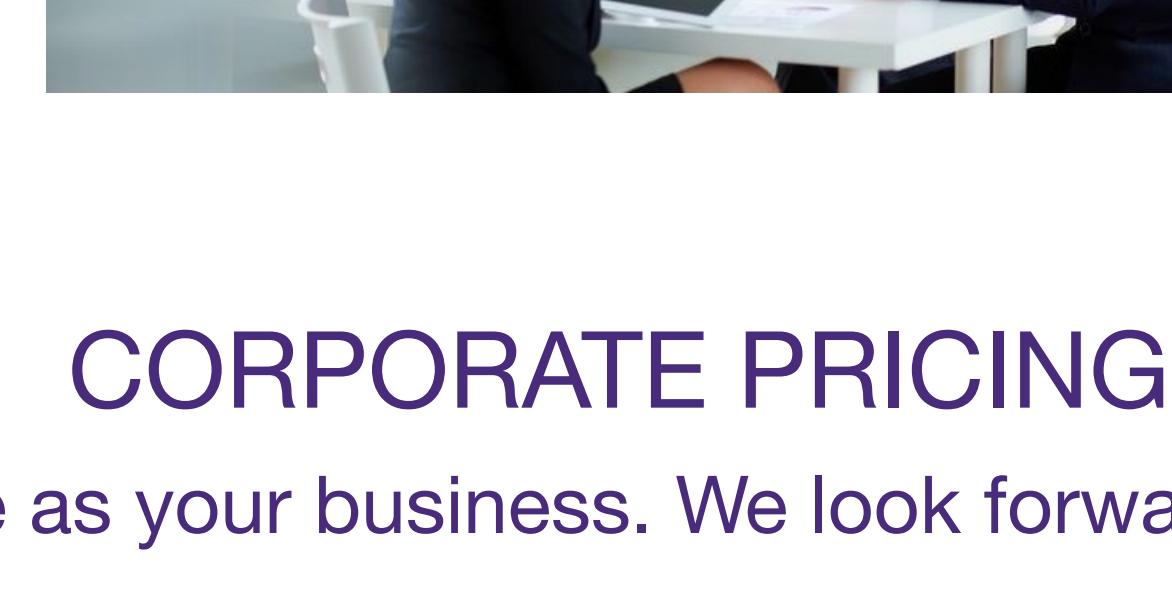
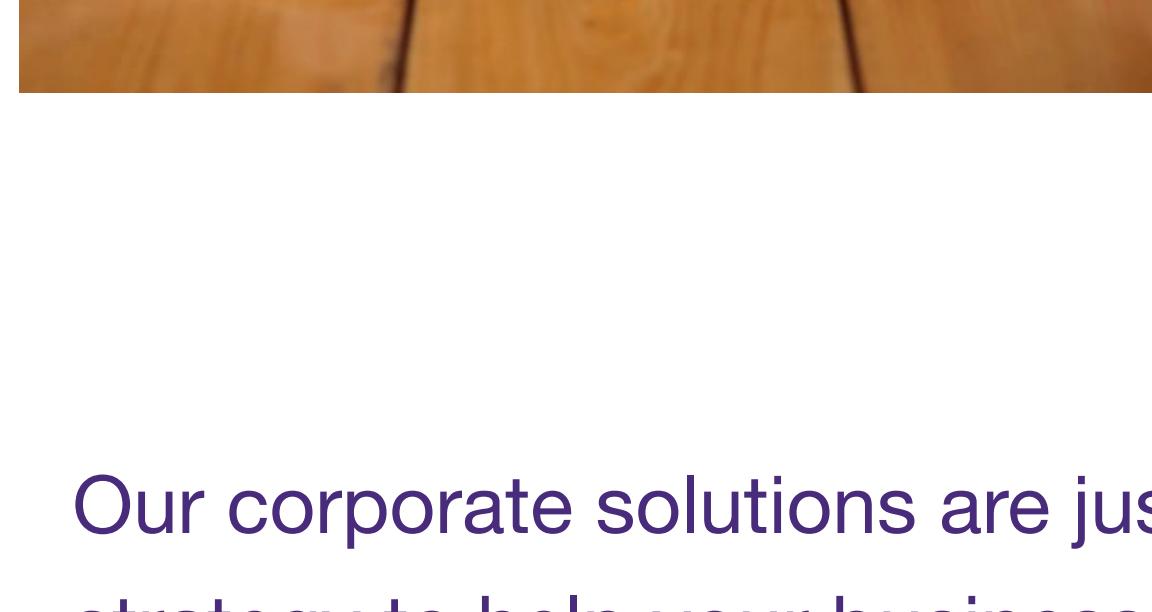
Package - Six 50 Minute One-on-One Coaching Sessions

\$650

In-Person or Virtual (Your Choice). You determine frequency of sessions but all six sessions must be completed within 6 months of beginning coaching relationship.

Please Note: Because of Covid-19 all sessions will be virtual until all shelter in place orders have been lifted.

Please Note: Because of Covid-19 all sessions will be virtual until all shelter in place orders have been lifted.



CORPORATE PRICING

Our corporate solutions are just as unique as your business. We look forward to developing a customized plan and strategy to help your business thrive.

Leadership Development Consulting

\$175

We will work with you to create a customized solution to meet your staff and leadership development needs. Pricing is also available per project for larger scale initiatives.

Diversity, Equity and Inclusion Consulting

\$175

Designing and implementing diversity and inclusion strategies should be tailored to your unique organizational culture to help you achieve your business goals. For more extensive and comprehensive plans project pricing is available.

Consulting - About Us



Experience You Can Count On

Tanya Bluford M.S., founder of Bluford Consulting, wanted to create a firm designed to help all thrive and achieve professional success. Especially those who have experienced hardships, challenges and setbacks along the way. We help you achieve career success by identifying your unique strengths and use these strengths to help you push through obstacles to achieve your dream career and life. You have the power to use your strengths and passions to create a dynamic, successful career.

At Bluford Consulting we believe companies gain a competitive edge when their team members succeed and thrive. It is a win win situation when all staff feel they have the skills, expertise and knowledge to excel. We help companies tap into the enormous potential of their diverse workforce by ensuring all team members are able to contribute their talents, skills and unique experience to help companies thrive and compete in a competitive marketplace.

At Bluford Consulting we are passionate about harnessing the power of your resilience so you can Be Courageous. Be Bold. Be Unique. And Thrive . Give us a call today for a free 30 minute consultation.

Some people want it to happen, some wish it would happen, others make it happen.
– Michael Jordan

Contact Us

EMAIL

Tanya@BlufordConsulting.

PHONE

(415) 228-6467

Be Courageous. Be Bold. Be Unique. And Thrive. Join our email list for updates and promotions.

Email

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