

# What will it do?

- Home page - clear message
- Biography - credentials
- Resources - videos
- Booking - calendar of slots
- Goal builder - questionnaire which provides roadmap and basic details of what they might need
- Blog - short pieces, case studies
- Choose a package price - calculator
  - cheapest - 1 off training plan
  - bit more - regular calls
  - bit more - pt sessions
  - how long commit to (cheaper longer)
  - add ons

# What will it look like?

- be brand - be strong, be fast, be happy
- soft approach - build confidence