

# 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**