# RAR™ Website Project Proposal

## Overview

This website will provide an online platform for Raelyn Ayanej Rose (RAR) to market freelance writing services, display written works, connect users to social media, and promote personal brand.

## Rationale/Focus

This website will have three main objectives:

* Online Platform – Provides a digital space for writing portfolio
* Attract Clients – Draws potential clients to freelance writing service
* Personal Branding – Promotes/markets the author’s personal brand

## Target Audience

Designed to Primarily to Attract:

* Future Employers
* Freelance Writing Clients
* The Author’s Readers

## Features

This website will include the following features:

* Landing Page
* Personal Bio
* Contact Information
* Writing Portfolio
* Resume
* Connection to Social Media Platforms Including:

|  |  |
| --- | --- |
| * Instagram * Facebook * Two Chill Pills (blog) | * Twitter * Freelancer * Pinterest |

**PERSONAL**

**BRANDING**

**ATTRACT**

**CLIENTS**

**ONLINE**

**PLATFORM**

**DEVELOPER:**

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PROFILE

OBJECTIVES

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