JS elements from udemy:

1: FAQ collapse day 12

2: animated nav day 14

3: sticky nav day 25

4: toast notif day 29

**White Paper for Summit Sports Group**

1: My business is a sports agency.

2: My business ethos is to bring power to the players in their negotiations so they can focus on playing the game right.

3: We represent professional sports players in their contract negotiations with teams and sponsors.

4: My target audience is professional sports players.

5: People will visit my website if they are players interested in getting or changing representation. I will motivate them by showing them the advantages of my agency over other agencies.

6: They are coming to the site looking for general information but if they are interested will want more specific information.

7: They are familiar with the talent representation industry before coming to my site.

8: The information is not time sensitive.

9: Yes.

10: They need to contact me. Phone and email information will be provided.

11: They will be familiar with talent representation.

12: They may have to be introduced to my agency.

13: We will take care of all the contract negotiations for players while letting them set the terms so that they can get the maximum compensation while being able to give full concentration to improving their game.

14: We have the negotiating power to maximize the compensation

15: Yes, and they will be answered in the FAQ section

I implemented concepts of visual hierarchy by first having the page load with a version of our mission statement, that their talent will be represented, overlaid over a picture of what that talent may look like.

Then when they scroll down they will be further drawn in by the pictures of some of the more impressive clients, enough to interest them to look at a further list of clients, to look at some of the contracts we have gotten for our clients, and to get them to bring us their business.

**White Paper for The Athletic**

1. Top-level sports content behind a subscription paywall
2. In a world that has moved past print media to stay updated on their news, we are raising the bar and providing top-quality content from top sports journalists in many sports to our subscribers
3. We produce sports media, mostly articles
4. Sports fans in North America
5. We expect people to visit our website to access our exclusive content. We’ll motivate people by writing articles that people are interested in and spreading the headlines on social media.
6. Most often, they will come and subscribe at first to view a specific article
7. They are familiar with sports media
8. Most of the articles are on the latest sports news
9. No
10. No
11. They will likely be familiar with The Athletic’s brand
12. They are familiar with sports media
13. The exclusive articles which they want to read
14. We have a higher standard of journalism and top level content
15. No