



Free workbook

THE WEBSITE BLUEPRINT

Plan a website that brings in customers, not just compliments. Six short steps and about 45 minutes.



DRAGONFLY STUDIO
prettytoproduction.com

BEFORE YOU BUILD ANYTHING

Most websites don't fail because they look bad. They fail because nobody decided what the site is supposed to do before it was built.

I use this same process with my paying clients at Dragonfly Studio. It's for you if you have a small business or side hustle (or one you're ready to start) and you want a website that actually brings in customers.

How to use it

- 1. Give yourself 45 minutes and a pen.** Print it or write on it digitally.
- 2. Fill in every blank.** Messy answers are fine. Blank answers are the problem.
- 3. Go in order.** Each step builds on the one before it.

When you're done, you'll have a one-page plan you can build from yourself or hand to any designer.

What's inside

Step 1	Your offer in one sentence
Step 2	Who it's for
Step 3	Your homepage, section by section
Step 4	Your one next step (the button)
Step 5	The behind-the-scenes checklist
Step 6	Score your current site

Most people get stuck on Step 1. If that's you, write three bad versions. The fourth is usually good.

Jen

Step 1

YOUR OFFER IN ONE SENTENCE

If a stranger can't tell what you sell in 5 seconds, she leaves. Your whole site hangs on this one sentence.

The formula

I help [who] get [the result they want] with [what you sell], without [the thing they dread].

Examples

- I help busy moms get dinner on the table in 20 minutes with weekly meal kits, without the Sunday prep marathon.
- I help brides feel like themselves on their wedding day with in-home hair and makeup, without the salon chaos.
- I help new pet owners raise a calm puppy with 4-week training packages, without months of chewed-up shoes.

Your turn

I help _____

get _____

with _____,

without _____.

Check it: read it out loud to a friend. If she has to ask "so what do you actually do?", rewrite it with simpler words.

Step 2

WHO IT'S FOR

"Everyone" is not a customer. When your site talks to one specific woman, the right people feel like you wrote it just for them.

Picture your favorite customer, then answer

1. She's about _____ years old, and her days look like:

2. Right before she finds you, she's frustrated because:

3. She's already tried _____ and it didn't work because:

4. The words she'd type into Google or TikTok search:

5. What would make her trust you fast? (a review, a photo, your story, a guarantee)

6. What almost stops her from buying? (price, time, "is this legit?")

Use it: your answers to #2 and #4 go straight into your homepage headline. Talk the way she talks, not the way your industry talks.

Step 3

YOUR HOMEPAGE, SECTION BY SECTION

Your homepage has one job: move her from "who is this?" to clicking your button. Build it in this order, top to bottom.

Section	Its job	Your notes
Headline	Say what you do and who it's for (your Step 1 sentence, shortened)	
Subheadline and button	One line on the result, then your one next step (Step 4)	
"Sound familiar?"	Name her frustration in her words (Step 2, #2)	
How it works	3 simple steps from first click to result	
What you offer	Your main offers with starting prices	
Proof	Reviews, before-and-after photos, or real results	
About you	A short, warm story about why you do this	
FAQ	Answer the 3 questions people always DM you	
Final button	Repeat your one next step	

If a section doesn't help her decide, cut it. And if you don't have reviews yet, never make them up. Show your process, your own photos, or offer a "founding client" price instead.

Step 4

YOUR ONE NEXT STEP

Pick ONE thing you want visitors to do. Three different buttons means none of them get clicked.

Choose the one that fits how you sell

- ☐ **Buy now:** products under about \$100 that she can decide on right away
- ☐ **Book a call or appointment:** services, custom work, or anything over about \$300
- ☐ **Get a quote:** jobs where the price depends on the details
- ☐ **Join the list or get the freebie:** you're still building trust or launching soon

Write the button like a result, not a chore

Instead of	Try
Submit	Get my free quote
Contact us	Book my consult
Learn more	See the packages
Sign up	Send me the guide

Your turn

My button will say: _____

When she clicks it, she lands on: _____

(a booking calendar, a checkout page, or a short form)

Step 5

BEHIND THE SCENES

A pretty site that can't take a booking or a payment is just a brochure. Check off what you already have. Whatever's left is your to-do list.

Getting paid and booked

- ☐ A way to take payment (Stripe, Square, PayPal, or Shopify)
- ☐ A booking calendar, if you sell appointments
- ☐ A contact or quote form that goes to an inbox you check
- ☐ An automatic "got it, here's what's next" message

Keeping customers

- ☐ A way to collect emails (even a simple signup form)
- ☐ A plan for asking happy customers to leave a review
- ☐ A business email (you@yourbusiness.com)

Getting found

- ☐ Your own domain (yourbusiness.com)
- ☐ A free Google Business Profile, if you serve a local area
- ☐ Your website link in every social bio
- ☐ Page titles that say what you do and where

Looking legit

- ☐ Looks good and works on a phone
- ☐ Real photos of you, your work, or your products
- ☐ Privacy policy and refund policy pages

If you only fix one group this week, make it "Getting paid and booked." The others help people find you. That one turns them into customers.

Step 6

IS YOUR SITE LOSING YOU CUSTOMERS?

Pull up your site on your phone and give yourself 1 point for every yes. No site yet? Score your Instagram or TikTok profile instead.

- ☐ In 5 seconds, a stranger can tell what I sell and who it's for.
- ☐ My headline talks about her problem, not just my business name.
- ☐ There's one clear button near the top.
- ☐ It loads in under 3 seconds (count it out loud).
- ☐ The text is easy to read without zooming.
- ☐ My prices, or at least "starting at," are on the site.
- ☐ There's proof: reviews, photos of real work, or results.
- ☐ Someone can book or buy without having to DM me.
- ☐ My photo and a little of my story are on it.
- ☐ Everything is current: no old dates, broken links, or "coming soon."

My score:

/ 10

Score	What it means
8 to 10	Your site works. Now focus on getting more people to see it.
5 to 7	You're losing some customers. Fix the first "no" on the list.
0 to 4	Your site is probably costing you sales. Start over with Steps 1 to 4.

Example

WHAT A FINISHED BLUEPRINT LOOKS LIKE

Here's a sample for a made-up business, so you can see what "done" looks like: Sweet Rise Bakery, a home bakery that makes custom cakes.

Step	Her answer
1. Offer	I help busy moms get a birthday cake their kid will brag about, with custom cakes delivered to the door, without a single trip to the store.
2. Who	Moms 28 to 45 with kids aged 3 to 12, often planning parties at the last minute. She's tried grocery store cakes that look nothing like the picture. She searches "custom birthday cake near me."
3. Homepage	Headline: "Custom birthday cakes, delivered." Then "Sound familiar?", 3 steps (pick a design, choose a date, we deliver), a cake gallery with prices, reviews, her story, and an FAQ.
4. Button	"Reserve my cake date," which opens a short order form with a \$25 deposit.
5. Behind the scenes	Missing: a Google Business Profile, a way to take deposits, and an automatic "we got your order" email.
6. Score	4 out of 10. Biggest gaps: no prices on the site and no way to order without DMing.

Her first fix: add starting prices and the deposit button. That alone cuts out most of her back-and-forth DMs.

STUCK? LET'S DO IT TOGETHER.

If you finished this, you're ahead of most business owners, so go build! If you got stuck (most people do on Step 1 or Step 4), that's exactly what my Clarity Session is for.



THE CLARITY SESSION

\$350 · 90 minutes, one-on-one

- We work through your offer, your customer, your homepage, and your next step together over video.
- Within 48 hours, you get a written plan with your headline, page outline, button, and the tools you need.
- If you hire me to build your site within 14 days, the full \$350 goes toward it.

Book at prettytoproduction.com

or DM me "CLARITY" on TikTok

This isn't for you if you just want someone to make it pretty. It's for women who want a website that actually brings in customers.

