

# 100 TEMPLATES

## 1. The Hook

Your website is either making you look expensive or making you look optional. I'll show you how to stop looking generic and start looking like the obvious premium choice.

## 2. Credibility & Authority

I create brand direction, websites, and digital experiences for businesses that need to look sharper, sell faster, and be taken seriously online. This is not decoration. This is positioning, trust, and conversion built into your first impression.

## 3. The Big Promise

In just 3 focused creative sessions, you get a clear brand direction and premium website concept built to make you look credible, polished, and ready for better clients.

## 4. The Origin Story

I created this because most founders do not need another random designer. They need a creative director who can take the mess in their head and turn it into a clear visual direction, strong message, and website experience that actually makes sense.

## 5. The Threat (Urgency)

Every day your website looks outdated, unclear, or average, better clients are quietly judging you and moving on. They are not telling you why. They are just choosing someone who looks more trustworthy.

## 6. Wider Context

Your website is not just a website. It is your sales room, your first impression, your credibility check, and your price justification all happening before you ever speak to the prospect.

## 7. The Pain

# 100 TEMPLATES

No more guessing your colors. No more trying to design it yourself. No more hiring three different creatives who all pull your brand in different directions and still leave you confused.

## 8. Proof of Concept (Testimonials)

The moment the direction becomes clear, everything gets easier: the message, the design, the offer, the confidence, and the sale. One client said, “I finally look like the level of business I’ve been trying to become.” If you want that same clarity, book your Creative Direction Session today.