

Website & Branding Support for New Coaches

By Elliot McCormick

Welcome!

If you're just getting started, I recommend creating a **landing page first** before building a full website. A landing page has one main purpose: **to get someone to sign up**.

Quick Tips for New Coaches

- **One clear offer, one clear message** – focus on the main thing you want your visitor to do.
 - **Keep it consistent** – use similar colors, fonts, and images so everything looks like it belongs together.
 - **Put the important stuff first** – your headline, offer, and sign-up button should be easy to see without scrolling.
 - **Organize naturally** – think of your page like a conversation; each section should lead people to the next step.
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Helpful Tools & Templates

Using a **template** can make designing your landing page much easier because the layout and foundation are already built for you — all you have to do is personalize it with your own colors, text, and images.

If you'd like to start experimenting now, here are a few great beginner-friendly options:

- **Showit** – Drag-and-drop website builder, great for visual storytelling.

- **Squarespace** – Simple, all-in-one platform with easy-to-edit templates.
 - **Carrd.co** – Perfect for one-page sites and landing pages.
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Free Consultation for Bonnie's Students

I offer a **free 20-minute Get Started Consultation** where we can talk through your ideas, clarify your message, and plan your next steps toward a polished, conversion-ready landing page.

Schedule your session here: <https://calendly.com/elliott7537/website-consultation>

Contact Information

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