

DAY 2 • PREP

Process Like A Pro

*Get everything you need
before the project starts.*

With Bailey • Honeywave Creative



QUICK DAY 1 CHECK-IN

Did You Finalize Your Signature Offer?

DROP IN THE CHAT

YES! / Kind of / Still working on it

TODAY'S PRIZE

Most Engaged In Chat Wins The Full **\$97 Project Hub Template**

EVERYBODY GETS

The Project Hub Starter

TODAY'S WINNER GETS

**The full \$97 Project Hub
Template**

Anna is watching the chat all session.

TODAY'S PROMISE

By The End Of Today, You'll Have Your Client Prep System.

You'll know:

01

What happens
after someone
books

02

What you need
before design
starts

03

Where
everything lives

04

How to confirm
they're ready

WHY PREP MATTERS

**Easy Projects Are
Created Before
The Design Begins.**

THE BROKEN WAY

What Happens Without Clear Prep

WHERE IT ENDS

Projects taking 3x longer than they should with amplified frustration for both parties.

01. Client books
02. Grabs design date
03. Realizes they aren't ready
04. You chase everything
05. **Timeline falls apart**

THE PRO WAY

What Happens With A Client Prep System

WHERE IT ENDS

Projects finishing ahead
of schedule with an
enjoyable experience for
both parties.

01. Client books
02. Gets guided prep
03. Uploads everything
04. Prep call confirms readiness
05. Active design begins

PREP PROTECTS YOUR ACTIVE TIMELINE

Prep Time $\neq$ Active Design Time.

DORMANT

Client gathering materials

The project sits and waits.
Your calendar stays open.

ACTIVE TIMELINE

You actively designing

The project is on your plate.
This is the timeline you sold.

THE SCHEDULING RULE

The Order That Protects Your Calendar

01

FIRST
Buy package

02

THEN
Understand prep

03

ONLY NOW
**Choose active
design date**

**No one reserves your design time before
they know what they need to gather.**

PART ONE

What Happens After They Buy?

THE WHOLE FLOW

What Prep Looks Like Start To Finish

01-05 HAPPEN BEFORE DESIGN

01

Immediate welcome email

AUTOMATIC

02

Personalized welcome email

VIDEO + PROJECT HUB

03

Client preps

DORMANT

04

Client books design time

THEIR MOVE

05

Prep call

ONE WEEK BEFORE

06

The design

ACTIVE TIMELINE

STEP ONE

Immediate Welcome Email

Sent the moment they book. Short, warm, and automated.

AUTOMATIC

SENDS INSTANTLY

Your website is officially booked 🎉

- ✓ Payment received
- ✓ Excitement + reassurance
- ✓ What happens next
- ✓ When personalized onboarding is coming

GUT CHECK

What Do You Want Your Client To Feel Right After They Book?

💬 One word in the chat.

STEP TWO

Personalized Onboarding

Here's what I recommend including:

SENT BY YOU

FOLLOWS THE FIRST EMAIL

Everything you need to get started

- ✓ Project Hub
- ✓ Short welcome video
- ✓ Prep instructions
- ✓ Clear next step
- ✓ How to ask for help

PART TWO

Everything Lives In One Place.

This is your client's project hub.

TYPICAL WEBSITE ONBOARDING

AND THEY HAVEN'T STARTED YET

Everything We Usually Ask For

What is your business name?

What do you do, in one sentence?

Who is your ideal client?

What are their biggest pain points?

What is your mission statement?

What are your core values?

Describe your brand in five adjectives.

Who are your top three competitors?

What do you like about their sites?

What do you dislike about their sites?

What is your unique selling proposition?

What are your business goals this year?

Where do most of your leads come from?

What is your current monthly traffic?

Do you have Google Analytics installed?

What is your domain registrar login?

Who hosts your current site?

Do you have an email marketing platform?

How many pages do you need?

List every page and subpage.

What is the primary call to action?

What is the secondary call to action?

Do you need a blog?

Do you need e-commerce?

How many products?

Do you need booking or scheduling?

What forms do you need?

Where should form submissions go?

Do you have professional photos?

Do you have a logo file?

Do you have brand fonts?

No wonder they go quiet.

50 QUESTIONS

ASK FOR LESS

More Questions ≠ Better Prep.

Better prep = asking for the right things.

WHAT YOU ACTUALLY NEED

Your Core Prep List Might Include

Basic business
context

Branding

Photos

Website copy

Logins

Visual inspiration

BUILD SPRINT

Your Turn

2 minutes

What do you need before design starts?

MUST-HAVE PREP ITEMS

NICE-TO-HAVE, BUT NOT REQUIRED

MAKE IT EASIER

Every Ask Needs Support.

If you ask for something, give them a way to complete it.

Attach Support To Every Ask

Photos → Upload folder + photo guidance + stock websites

Copy → Content guidance

Logins → Short instructions + video on how

Inspiration → Example list + direction on how to search

Branding → File checklist

BUILD SPRINT

Your Turn

2 minutes

Pick your **top 3** prep requirements. Next to each one, write the resource, checklist, example, or instruction that would make it easier for your client to complete.

I NEED THIS FROM MY CLIENT

I WILL MAKE IT EASIER BY GIVING THEM

WHAT GOES IN THE PROJECT HUB

Make Sure It Includes

- 01 A place to book their design time with you
- 02 Proposal, contract, and invoice links
- 03 Information on how you want them to communicate with you
- 04 A place for logins, content, photos, inspiration + any other materials or info
- 05 A timeline overview
- 06 Client resources / helpful links
- 07 A place to leave you a review

LIVE DEMO

Project Hub

PART THREE

They Booked Their Design Time.

One week out, you
meet for the prep call.

THE PREP CALL

**Review First.
Then Meet.**

PREP CALL CHECKLIST

What To Cover On The Prep Call

FINAL READINESS CHECK

✓ Branding

✓ Logins

✓ Visual inspiration

✓ Content

✓ Page plan

✓ Open action items

✓ What happens next

ASK BETTER QUESTIONS

Don't Be A Mind Reader

Your job is not to read their mind. Your job is to ask better questions.

C CLIENT

“I love this website.”

D DESIGNER

“What specifically do you love?”

THEIR INSPIRATION

Find The Patterns For Them

They know it works.
They don't know why.

LOOK FOR WHAT REPEATS

01 **Layout**

02 **Type**

03 **Color**

04 **Whitespace**

05 **Imagery**

06 **Details**

WHERE YOU SHOULD BE

Your Client Prep System Includes

It doesn't have to be perfect. It does have to be clearer than last time.

01 After-purchase welcome

02 Personalized onboarding

03 Project Hub

04 Prep requirements

05 Support resources

06 Prep call

07 Ready-to-design check

TONIGHT'S HOMEWORK

Build Or Refine Your Project Hub

🕒 30 TO 45 MINUTES MAX

WHEN YOU'RE DONE, COMMENT

BUILT or REFINED and
share one thing you
added or changed.

MAKE SURE IT INCLUDES

- ✓ A place to book their design time with you
- ✓ Proposal, contract, and invoice links
- ✓ Information on how you want them to communicate with you
- ✓ A place for logins, content, photos, inspiration + any other materials or info
- ✓ A timeline overview
- ✓ Client resources / helpful links
- ✓ A place to leave you a review

MOST ENGAGED IN CHAT

Today's Project Hub Winner

WINNER

You're getting the full \$97
Project Hub Template.

WHAT TO EXPECT TOMORROW

Tomorrow: Protect

Boundaries

Communication

Scope creep

Revisions