



Web Makers
Circle™

THE WEBSITE CLARITY STARTER KIT →

A STEP-BY-STEP GUIDE

A simple, confidence-building guide to understanding what your website is actually for.

And how to build it the smart way.





WELCOME

If you have been feeling stuck or overwhelmed trying to complete your website, it's not your fault.

In fact, MOST entrepreneurs and first time website builders tend to get stuck after taking their first steps.

Why does this happen?

It's because the website building method most people are taught to follow typically doesn't work. It starts from the wrong end of the process.

Many people try to build their website by jumping straight into tech, templates, or copying design trends.

High-end web design studios do the opposite. They start with clarity and strategy, and only **after they have a clear plan** do they start to build.

This guide gives you a peek into this same high-end methodology.

Instead of spending \$5K for website therapy, we teach you how to apply this much more effective process for a fraction of the cost.

And while it's not fast or effortless, you don't have to do it alone.

The Web Makers Circle is here to mentor, guide, cheer you on, and help you actually succeed. Our process starts from the right end.

And it's designed for people just like you.

CONTENTS

I Message Clarity pages 5-7

A simple, grounding exercise to help you define the transformation your audience cares about most.

This section helps you shift away from describing features or processes and toward communicating real, meaningful outcomes. It's the foundation of a strategic website that resonates instead of confuses.

III The 5 Biggest Mistakes to Skip pages 8-9

A quick tour of common pitfalls that slow people down or cost them unnecessary time and money.

By seeing these easy-to-make mistakes in advance, you can avoid them and move forward with more confidence and fewer false starts.

IV The One Action That Builds Instant Confidence pages 10-12

A simple, powerful task that helps readers feel clear, capable, and ready to take the next step.

This is the moment where the fog really starts to lift. The point where things finally click into place and you start to see what your website can become.

V What Happens Next pages 13-14

A gentle roadmap showing the two paths they can take from here, based on their goals and readiness.

Whether someone wants a simple landing page to get started fast or they're ready for the full Website Clarity Guided Process, this section shows you exactly where to go next, and what support we can offer you.

II Common Terms Glossary pages 15-21

A non-overwhelming introduction to the tech pieces behind a website — in plain English.

Take a quick skim through the glossary. It will start to inform you which tools you actually need and which ones you probably don't. When you learn what each tech component does, and how they all fit together? This can calm your fear, clear confusion, and eliminate guesswork before you make decisions.

PART I

MESSAGE CLARITY

YOUR FIRST BREAKTHROUGH



A clear message is the foundation of every good website. If you skip this step, everything else becomes harder and more expensive.

WHY STRATEGIC CLARITY MATTERS

People don't care what you do.

They only care what you can do *for them*.

That's why your message must center on their world, their needs, and the transformation they want to experience.

As empathetic entrepreneurs, it's our responsibility to frame our solutions in a way that speaks to their future, not our features.

When someone understands how their life or business can change with our help and expertise, clarity turns into trust.

And trust is what helps them take the next step.

The simpler and clearer you make your message, the easier it is for the right people to recognize they're in the right place.

**When you
confuse them,
you lose them.**

-Sam Horn

**Founder & CEO
The Intrigue
Angecy**

QUICK CLARITY EXERCISE

USING THE TRANSFORMATION LENS



What meaningful change will your work help this person experience?

Instead of describing your process, describe the before-and-after in a way they would say it.

Your message lies at the intersection of their problem, your solution, and the transformation they want as the outcome.

CUSTOMER CENTRIC TRANSFORMATION MESSAGE

For [specific people] who care about [value] and want to go from [current struggle] to [desired future], this path gives them [type of support/experience] so they can achieve [meaningful outcome].

Example:

For small business owners who value integrity and want to go from a confusing online presence to a clear, confident message, this process gives them expert structured guidance so they can finally build a website that works.

We go deeper into applying your transformation statement in Part IV of this guide when you clarify your values-aligned offer statement.

These statements are not necessarily going to be customer facing. But they are designed for YOU to be clear on exactly who your website is talking to, and what it needs to say.

CHECKLIST FOR EFFECTIVENESS

- This message speaks to their needs, not your features
- You describe their transformation, not the technical steps
- You express both emotional and practical benefits
- You make it easy for them to recognize themselves
- Nothing requires them to “figure out what you mean”



PART II

THE 5 BIGGEST MISTAKES TO SKIP



Avoid these common gotchas from the get go.

Avoid These 5 Common Mistakes

#1 STARTING WITH VISUAL DESIGN INSTEAD OF BUILDING STRATEGIC CLARITY

Looks good ≠ works well.

Visual design is what it looks like.

Strategy is what makes it work.

#2 THINKING YOU NEED 10 PAGES TO START

Less is More.

One solid page beats a messy site.

#3 BUYING EXPENSIVE TOOLS TOO EARLY

Start small.

Do things manually until you understand the process. *Then* automate.

Upgrade tools when you *actually* need to.

#4 WRITING VAGUE, SLICK SOUNDING COPY

Clarity is more powerful than cleverness.

Learn how to be very specific.

Use the language your audience will understand.

#5 ASSUMING YOU HAVE TO DO IT ALL ALONE

Effective guidance saves time, money, and energy.

Learn from someone with experience.

Get help on the basic foundations and functions.

Don't get lost in the bells and whistles.

Slow, clear, and steady beats fast, slick, and fancy - every time.

PART III

THE ONE ACTION THAT BUILDS INSTANT CONFIDENCE



A simple, values-aligned statement that tells your audience
*“I see you, I get you, and what I offer is built for someone
exactly like you.”*

The Standard UVP (unique value proposition) you may have seen:

You may have run across this suggested formula in your website research:

I help [audience] achieve [outcome] by [method].

Unfortunately, this is kind of an old-school, ego-centric formula that might make your website visitor's eyes glaze over and send them clicking away.

REMEMBER - they don't care what you do. They care what you do FOR THEM.

Values Aligned Offer Statement Templates

Here are 3 options for a more customer-centered way of saying, *"I see you, I get you, and what I offer is built for someone exactly like you."*

Template A — Identity + Value + Promise

For people who identify as [type of person] and value [important principle], this path gives you [the kind of experience they want] so you can [achieve the goal you have set for yourself].

Template B — Values + Outcome + Approach

For people who care about [value] and want [outcome], this method offers [your philosophy or approach] to help you move forward with confidence.

Template C — Desire + Challenge + Support

For people who want [meaningful aspiration] but feel held back by [common roadblock], this provides [type of support] so you can finally make progress.

Examples:

To illustrate different approaches to your values-aligned offer statement, here are a few takes we tried out at the Web Makers Circle.

Which of these statement appeals to you most? And why? This will give you some clues about the approach YOU can take when you craft your own.

1. EMPOWERMENT-FOCUSED

For people who value doing things the right way - not the rushed way - and want a website that feels like a true reflection of their work, this process gives you a clear, supported path to build something real.

2. ANTI-HUSTLE / HUMAN-CENTERED

For people who care about clarity, integrity, and creating work they can stand behind, this starter kit offers a thoughtful, mentor-supported introduction to building a purposeful website without so much frustration.

3. CRAFT & EXCELLENCE

For people who value quality and want their online presence to feel intentional instead of thrown together, this method gives you the same clarity-driven approach used by high-end studios - at a lower price point.

4. COMMUNITY & SUPPORT-ORIENTED

For people who don't want to figure it out alone, who value collaboration and guided progress, the Web Makers Circle offers a supportive, step-by-step path to building a site that finally feels like you.

5. REALISTIC & GROUNDED (NO MAGIC BUTTON)

For people who care about doing this right and are willing to put in the work, our guided process gives you clarity, direction, and a structure that actually leads somewhere. Yes, you have to do the work. But this helps you finish!

PART IV

WHAT HAPPENS NEXT

CHOOSE YOUR PATH FORWARD



You've taken the first step.
But clarity alone isn't the full journey.

3 ways we can help you move forward

The Web Makers Commons

[Click here for information on The Commons](#)

Perfect if you:

- Are still shaping your business idea and want a thoughtful place to figure things out
- Want ongoing guidance as you make decisions about your website and tools
- Prefer learning alongside others instead of figuring everything out alone
- Value steady progress instead of rushing into expensive mistakes

Interactive Courses

[Click here for information on WMC Courses](#)

Ideal if you're ready to build a full website.

- Clarify your audience, message, and offers
- Map the structure of a website that actually supports your business
- Choose tools and systems that work together cleanly
- Build a practical blueprint you can implement yourself or hand to a developer

You can purchase courses on their own if you simply want the knowledge.

Members of The Commons get both the training and ongoing support as they apply what they learn.

Professional Support

[Click here for information Implementation Support](#)

For founders who want expert help implementing their website. Perfect if you:

- Want help creating a clear website blueprint before building
- Prefer working with experienced professionals instead of DIY
- Need help implementing pages, automations, and integrations
- Want a finished system you understand and can confidently manage

Our team can help with strategy, blueprint creation, and full website implementation.

PART V

COMMON TERMS GLOSSARY



A quick, non-techie glossary of terms and definitions to help you understand all the parts and pieces of this work.

Glossary of Common Terms

Before you get any deeper into this process, let's make sure you're savvy to all the website creation terms you may need to know.

ANALYTICS



Analytics

Analytics is information that shows how people use your website. It includes things like how many people visited, what pages they viewed, how long they stayed, and what they clicked on.

It helps you understand what's working, what's confusing, and where you can improve.



Automations

AUTOMATIONS

Pre-set sequences that run "automagically" on their own *(like sending them an instant welcome email after they sign up)*.



Brand

BRAND

How people feel about your business. The impression they get from your visuals, voice, values, and overall experience.



BRAND ASSETS

BRAND ASSETS

These are the visual and verbal pieces that make up your brand. They include your logo, colors, fonts, images, patterns, icons, brand voice, and any consistent elements that help people recognize you.



Brand Guidelines

BRAND GUIDELINES

A small rulebook for your brand that includes colors, fonts, logo usage, and sometimes tone and messaging.

It helps you keep everything consistent across all your platforms.



Browser

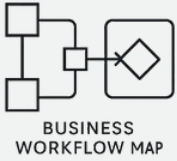
BROWSER

A software application (like Chrome, Safari, or Firefox) that people use to visit websites. Browsers display web pages and interpret the code behind them.

Glossary of Common Terms

BUSINESS WORKFLOW MAPS

These are simple diagrams that show how your business tasks flow, from start to finish.



They help you understand what needs to happen, who does it, and what tools are involved so everything runs smoother and nothing gets lost.

Examples of what a Business Workflow Map can cover:

- How someone books a call
- How you onboard a new client
- How a purchase gets fulfilled



CMS (CONTENT MANAGEMENT SYSTEM)

A technology tool you can use to build and update your website without needing to know code. Your CMS tool may or may not be provided by your website host.



CONVERSION

When someone takes the action you want. They sign up, buy, book, join, or download. A “conversion” is any defined movement forward.



CTA (CALL TO ACTION)

The button or message that tells someone exactly what to do next, like: “Buy Now,” “Get Started,” “Sign Up,” “Learn More.” A strong CTA makes your website visitor’s next step more obvious.



CUSTOMER JOURNEY MAP

Shows the step-by-step path a prospective customer takes from first discovering you → to exploring your work → to buying → to becoming a happy customer.

This map helps you understand what they’re thinking, feeling, and needing at each stage so you can support them better.



CUSTOMER-CENTRIC TRANSFORMATION MESSAGE

A clear statement that focuses on the change your customer will experience. It’s not just about what you do, but what your work can do for them.

Glossary of Common Terms



DESKTOP DESIGN

Designing your website for laptop and desktop screens. There's more space to work with in a desktop browser, so layouts can include more columns, images, and detailed content.



DOMAIN

Your website's name on the internet, also called your URL or website address. Looks like yourbusiness.com. **It's how people find you.**

DOMAIN REGISTRAR

A company that lets you search for, purchase, and renew your website's domain name (like www.yourbusiness.com).



They manage your ownership of the domain and make sure it stays registered to you. This is the place you will manage your Domain Name Systems (DNS) records.

We recommend Namecheap because it offers affordable pricing and excellent chat-based tech support. This support makes the whole process easier for beginners and non-technical users.



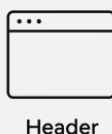
FONTS

The styles of text you use for your website and brand. Fonts help create personality. Graphics people like to call these your "typography."



FOOTER

The bottom section of a webpage. It often includes contact information, legal links, social media icons, and helpful navigation. It's the "information anchor" of your site.



HEADER

The top section of a webpage. It usually contains the logo, navigation menu, and sometimes a search bar or call-to-action. It stays consistent across pages so people can easily find their way around.



HEX CODES

Six-digit color codes used in digital design. They make sure your colors stay consistent everywhere.

Hex Codes

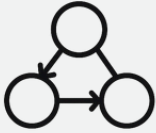
Glossary of Common Terms



INFORMATION PAGE

INFORMATION PAGE

A general-purpose page that shares useful or important content, like your About page, FAQ, Services, Policies, or Contact page.



Integrations

INTEGRATIONS

Connections between tools (like your website + email list + scheduling tool) that help your systems talk to each other.



KPIs

KPIS

KPIs are the specific numbers you choose to track in order to measure success.

They're the "important metrics" that show whether your website or business is moving in the right direction. These are usually things like: number of sign-ups, sales, downloads, or inquiries.

In simple terms, *Analytics* shows you what's happening. *KPIs* show you whether what is happening is good for helping you reach goals.



Landing Page

LANDING PAGE

A single, focused webpage designed to get someone to take one action. Sign up, download a lead magnet, buy or join.



Logo

LOGO

A simple visual mark that represents your business. It can be a symbol, words, or a combination of both.



Modal Window /Popup

MODAL WINDOW

A small pop-up box that appears over a page. It often delivers a message, asks for an email, or highlights a special offer. It disappears when the user closes it.



Mobile Design

MOBILE DESIGN

Designing your website so it looks and works well on mobile phones. This includes using larger (fumble-resistant) buttons, simple layouts, and text that's easy to read on small screens.

Glossary of Common Terms



Navigation Menu

NAVIGATION MENU

The set of links that help users move around your website. Menus are commonly found in the header, in sidebars, or inside a mobile “hamburger” menu.



ORDER PAGE

ORDER PAGE

The page where someone actually completes their purchase. It includes the checkout form, payment information, and confirmation details.



Privacy Policy

PRIVACY POLICY

A required legal document that explains how you collect, use, and store people’s information (like email addresses or cookies). It’s essential for transparency and compliance.



Professional Email

PROFESSIONAL EMAIL

An email address that uses your domain, like hello@yourbusiness.com. It looks more trustworthy and is more likely to get delivered than Gmail or Yahoo.

There are multiple options for email service providers (ESPs). In our programs we go over the pros and cons of each one.



SALES PAGE

SALES PAGE

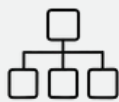
A focused page that explains an offer and encourages someone to buy. It includes benefits, features, testimonials, pricing, and a clear “buy now” button.



SEO

SEO (SEARCH ENGINE OPTIMIZATION)

SEO is a tool to help people find your website through search engines. However, focusing on traffic before improving your site’s clarity and conversion is wasted effort. Fix the leaks first, *then* drive more traffic.



Sitemap

SITEMAP

A simple map of your website’s pages and the business purpose of each page. It helps you frame out your site structure before building.



Terms of Use

TERMS OF USE

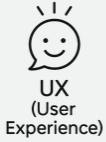
A required legal document that explains the rules for using your website. You tell visitors what they can and cannot do. It provides legal protection for your business and sets clear expectations.

Glossary of Common Terms



THANK YOU PAGE

The page people see after they sign up or buy. It confirms their action, tells them what happens next, and may offer helpful next steps or resources.



UX (USER EXPERIENCE)

How easy, enjoyable, and intuitive your website feels for visitors. Good UX means people can find what they need quickly and the site feels smooth and frustration-free.



VALUES-ALIGNED OFFER STATEMENT

A simple sentence showing who your offer is for, what they care about, and why your approach fits their values. It's your unique value proposition (UVP) expressed with alignment, not hype.



VOICE

How your brand sounds when it communicates. How you can send the vibe of being friendly, expert, playful, calm, bold, etc.



WEB HOSTING

The service that stores your website's files and makes them accessible on the internet. We recommend [Systeme.io](https://systeme.io) for most basic websites.

WEBSITE BLUEPRINT

The Website Blueprint is the complete set of instructions and assets you create during the Website Clarity Guided Process. It's the architectural plans for your website.



It includes your sitemap, wireframes, copy, brand assets, messaging, tech choices, automation workflow notes, and more.

It has everything you (or a developer) need to build your site correctly, beautifully, and without confusion.

WIREFRAMES



Basic sketches (without complex design elements) that show where content will go on a page. In the Website Blueprint you create in our Guided Process program, we have examples of both sitemaps and blueprints to guide you.



WORKFLOWS

A series of steps (automatic or manual) that move a person from one stage to another (like inquiry → onboarding → project).