# DESIGN QUICKIE PREP CHECKLISTS

Make sure you're ready before you book a day with me!

*Kelly Noel Bena*

## HEY THERE, BADASS!

Since you downloaded this guide, I'm guessing you're at least a *little* interested in booking a Design Quickie to create a swoon-worthy author brand and website. This checklist will ensure you're ready for the services you want done before you go ahead and book your days with me.

*Kelly Noel Beva*

## HOW THIS WORKS...

When I work with authors, there's four (4) different phases to the work I do with them...

- **Phase 1: Branding**
- **Phase 2: Website Design**
- **Phase 3: Direct Sales Setup**
- **Phase 4: Custom Merch Design**

Each page of this document is a checklist, giving you the low-down on whether or not you're ready to work with me on each phase. One phase builds on another, so while we *can* do all the work right off the bat if you want...

Most authors prefer to do this work in stages. Often, I'll work with authors to complete Phases 1&2, and then a couple months later (or whenever they're ready), we'll complete Phases 3&4.

## Work with me

# Branding Prep Checklist

## 0.5-2 days long

This is (ideally) what you need to have in place before you work with me on your branding. If you have most, but not all, of these things in place, send me an email if you'd still like to book your VIP Day. The length of time depends on if we're just creating your mood board and your brand's five course assets (fonts, colors, imagery, logo, icon), or if we're also working on your messaging and taking a more robust approach to your branding.

*Anything with an \* is optional and/or can be completed during your VIP Day pre-work, if need be. You will also receive a process for completing it.*

- ☐ **Author name** identified
- ☐ **Genre(s) and subgenre(s)** identified
- ☐ At least **one (1) novel written** and, ideally, published
- ☐ **Target audience & ideal reader profile***
- ☐ **Canva account** (free version is okay; Canva Pro is strongly recommended)
- ☐ Your top 5-7 **personal values***
- ☐ **Three (3) samples of writing** I can use to gauge your brand's tone of voice

Ready to have a *swoon-worthy* author brand that turns website visitors into superfans?

**Work with me**

# Website Prep Checklist

## 1-3 days long

This is what you need to have in place before you work with me on your author website. If you do not yet have your brand's visual assets defined (fonts, colors, logos, icon, brand imagery), we will work together to create your brand's visual assets first. **Please see the Branding Prep Checklist**.

*Anything with an \* can be completed before I design your website, during your pre-work. In most cases, I include tutorials to set you up for success.*

- [ ] **Hosting** for your kickass WordPress website (not WordPress.com)*
- [ ] Registered premium **domain** (e.g., myauthorwebsite.com)*
- [ ] **Brand's Visual Assets:** Fonts, colors, brand imagery, logos, and icon
- [ ] **Email service provider (ESP)**, with verified/allowed sending, (e.g., MailerLite, Kit)*
- [ ] **Cover images, purchase links, and descriptions** for your books
- [ ] **Author headshot & author bio**
- [ ] **Brand messaging**\*: Unique selling point (USP), value proposition statement; mission, vision, and values statements
- [ ] **Target audience & dream reader profile** for your books*
- [ ] Three (3) **samples of writing** for your author brand; ideally, from social media posts, blog posts, marketing emails, or website pages
- [ ] **Positive reviews** of your books (3-8 recommended)
- [ ] **Social media links** (e.g., Instagram, TikTok, Goodreads, Facebook)

*While most website projects take 1-3 days, the length of your project will depend on how many pages we are creating, and the complexity of those pages. Typically, I can create 3-5 pages per day.*

# Direct Sales Prep Checklist
## 2-3 days long

This is what you need to have in place before we set your website up so you can sell your books directly from your website. If you would like to do this at the same time as your website design, it *might* save some time (~1 Design Quickie). That said, this is a separate process with different steps that we have to complete so your site can process sales.

- [ ] **Core visual assets for your brand.** Otherwise, we'll start with **Phase 1**.

- [ ] **WordPress website you <u>LOVE</u> with hosting bandwidth for a shop.** If you don't love your website, we'll start with **Phase 2**.

- [ ] **Professional email address**\* that uses your domain name (e.g., hi@myauthorname.com) — I recommend **Google Workspace**

- [ ] **Email service provider (ESP)**, with sending allowed (e.g., MailerLite, Kit)\*

- [ ] **Stripe account**, where funds from your sales can be deposited.

- [ ] **Product information**, including product images (e.g., covers of your books), product descriptions, pricing, and reviews

- [ ] **BookFunnel account**, with a Mid-List author or Bestseller plan

- [ ] **EPUB and PDF versions of your books**, so we can set up the fulfillment straightaway

- [ ] **Recommended:** 5+ books that you've indie published. It's generally not cost-effective to do eCommerce unless you're starting with 5-10+ products.

*Getting direct sales set up takes 2-3 days for most authors, but the length of time depends on how many novels you've published, and how many products you have. For example, are we doing just eBooks, or are you also selling paperbacks, hardcovers, and audiobooks from your site?*

# Custom Merch Prep Checklist

## 2-4 days long

Typically, I recommend you start doing direct sales (Phase 3) before you start selling merch or at the same time (Phases 3&4 together). Either way, what's to lose with creating custom book-branded merch that you don't have to fulfill (no inventory or shipping labels required) that turns your readers into year-round, can't-get-enough superfans?!

- [ ] **Core visual assets for your brand.** Otherwise, we'll start with **Phase 1**.

- [ ] **WordPress website you <u>LOVE</u>, with hosting bandwidth for a shop.** If you don't love your website, we'll start with **Phase 2**.

- [ ] **Memorable quotes, concepts, & themes from your books**, which we'll use as the basis of the rough design concepts, which we'll brainstorm together!

- [ ] **Free Printful account**, where the merch will be created and fulfilled.

- [ ] **Stripe account**, where funds from your sales can be deposited.

- [ ] **WooCommerce online store** on your website, otherwise we'll need to spend more time with set up, or start with **Phase 3**.

## Ready to have a *swoon-worthy* author brand & website that turn readers into love-struck superfans?

As an indie author, you're in charge of your marketing and sales. Let's set you up for success & grow your revenue!

**Work with me**