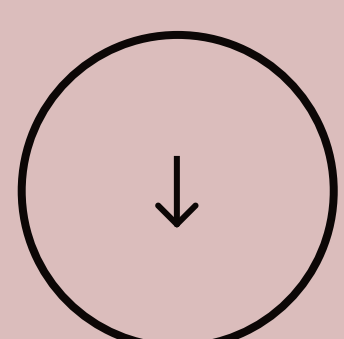


Is your *website* modern or outdated and costing you sales every day?

A simple, actionable checklist that will help you as a course creator and / or professional coach instantly diagnose if your website is modern, respects the best practices of the web design and optimized for conversions.



Overview

Page 3. *Welcome*
Meet the founder

Page 4. *Step 1*
Modern design & aesthetics:
Does your website look professional?

Page 13. *Step 2*
Speed & performance:
Is your website fast enough?

Page 17. *Step 3*
User experience (UX):
Is your website easy
to read and navigate?

Page 21. *Step 4*
Execution:
Make your website reflect
your true value

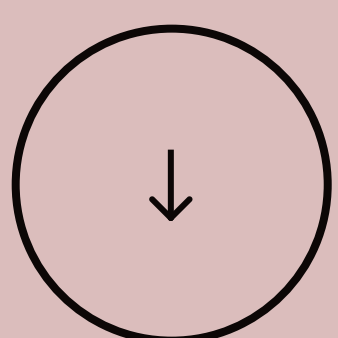


I'm so glad you're here—because it means you care about how your business shows up online. You're not here for average. You're here because you want a website that reflects your vision and helps your business grow.

Before *I want* **MODERN**, I designed high-performing websites for well-known brands. But I saw a gap—this level of design wasn't reaching the women building powerful coaching and course-based businesses.

So I created *I want* **MODERN** to change that.

This checklist will help you spot what's holding your website back—and give you the clarity to move forward with confidence.



Step 1

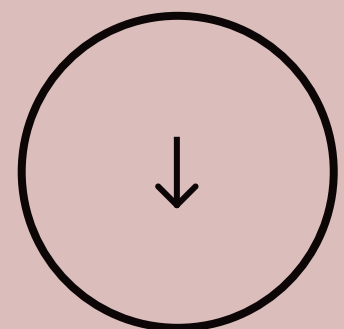
Modern design & aesthetics: Does your website look professional?

A modern website builds instant credibility. Outdated designs lose trust.

Ask yourself:

Does my website feel modern and polished, or does it look cluttered and outdated?

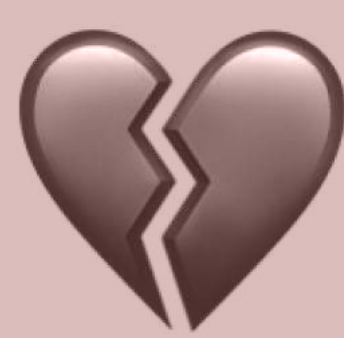
A professional-looking website is clean, readable, and easy to navigate.



Check that your website has the signs of a modern, professional website

- ☐
- Is your typography clear, high-quality, and consistent?

 - Use a maximum of 3-4 fonts throughout your website to maintain a cohesive look.
 - Avoid using too many different styles, which can make the design look cluttered and unprofessional. In the examples below, there are too many inconsistent styles.



Ever wish there was a way to know exactly what to post, so your content brings you clients and does the selling for you?

CONTENT TO CLIENTS

Create Content That Turns Followers Into Clients
- In SECONDS 🤖

A done for you content system that turns your feed into a client generating machine.

With 30+ proven templates, a high converting content strategy, and an automatic writing tool, your posts will start bringing in clients and sales in just seconds.

Content just became the easiest part of your business.

Love your course! I'm doing it right now and I already landed one new client since I started yesterday! 🥳

YES! I WANT TO CREATE HIGH-CONVERTING CONTENT 🤖

TYPOGRAPHY STYLE N1

TYPOGRAPHY STYLE N2

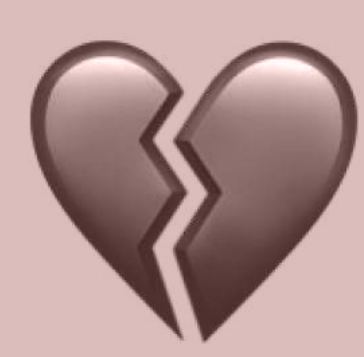
TYPOGRAPHY STYLE N3

TYPOGRAPHY STYLE N4

TYPOGRAPHY STYLE N5

TYPOGRAPHY STYLE N6

blissunity.com



IF YOU DON'T KNOW YOUR POSITIONING, YOU'RE LEAVING CASH ON THE TABLE.

Bc your story is the only branding facet
you have a monopoly on.

It's your brand's DNA, your edge, your unfair advantage. And ...

- 👉 Your actual work (be it a product or service)
- 👉 Your font + type style combo
- 👉 Your color palette
- 👉 Your brand voice
- 👉 Your customer or client experience

👤👤 Are.all.mimickable.

THAT'S WHY I WANT TO SHOW YOU HOW TO
CRAFT A MESSAGE THAT SETS YOU APART.

YES! REGISTER NOW →

LET'S LOAD UP YOUR COPY KIT

TYPOGRAPHY STYLE N1

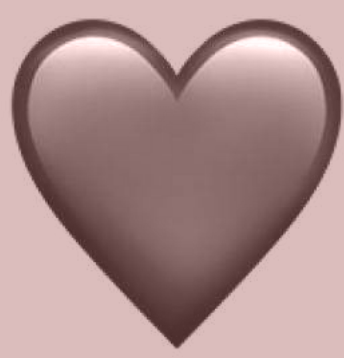
TYPOGRAPHY STYLE N2


TYPOGRAPHY STYLE N3

TYPOGRAPHY STYLE N4

TYPOGRAPHY STYLE N5

copywritingforcreatives.ashlynwrites.com





*This course is perfect for
you if you want:*

- ✗ Complete freedom over your hours, schedule, and location
- ✗ Have the ability to earn \$1k, \$10k, or even \$100k+ per month—whether you're "working" or binge-watching your favorite shows
- ✗ You're not sure what to teach or how to launch

[LEARN HOW TO GET IT NOW](#)

TYPOGRAPHY STYLE N1

TYPOGRAPHY STYLE N2

TYPOGRAPHY STYLE N3

lazy-millionaire.webflow.io

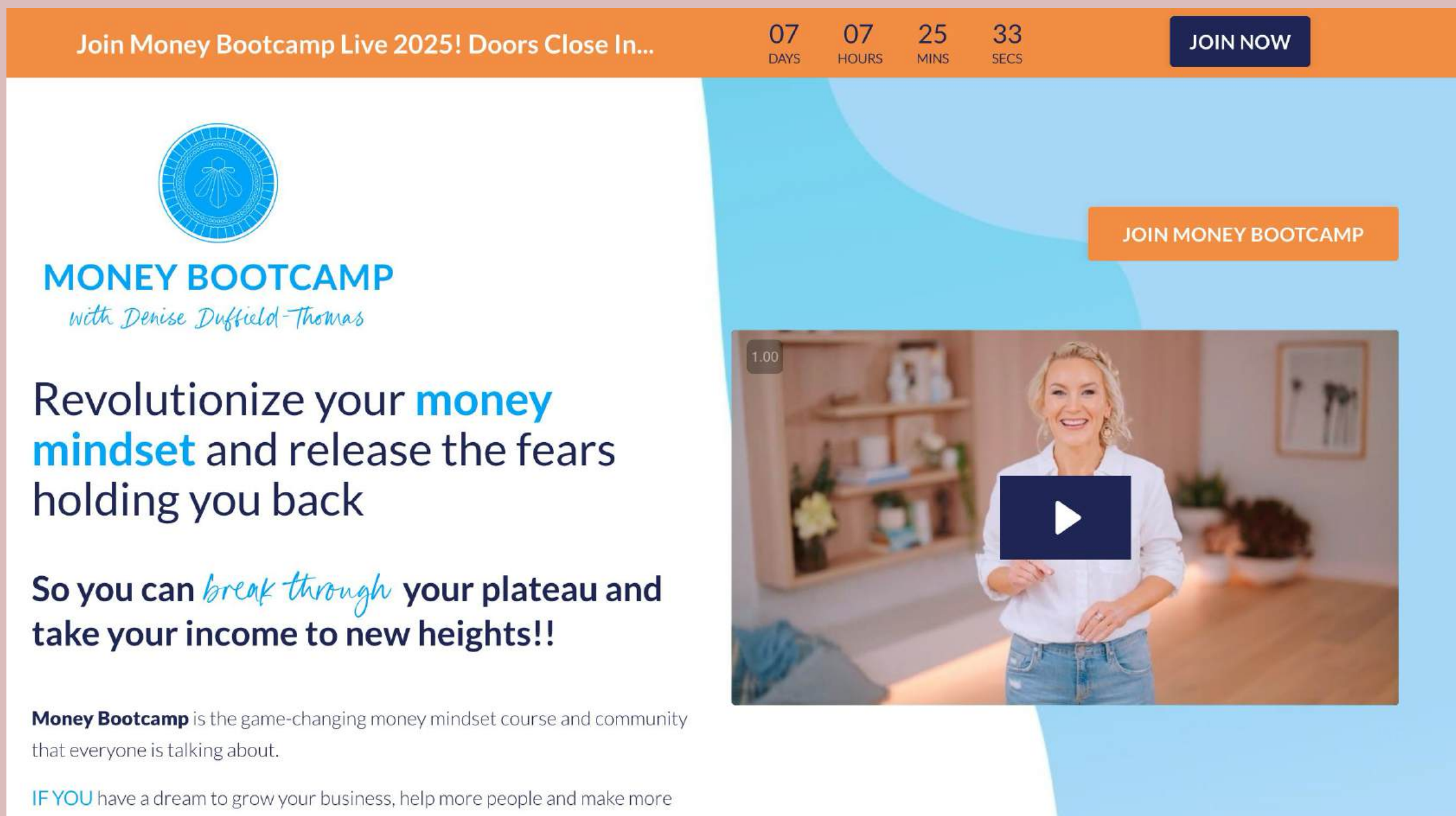
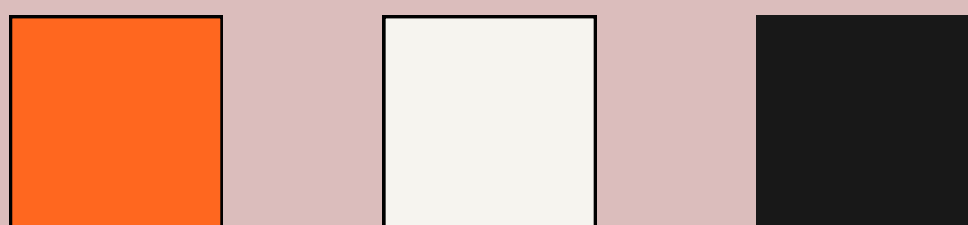
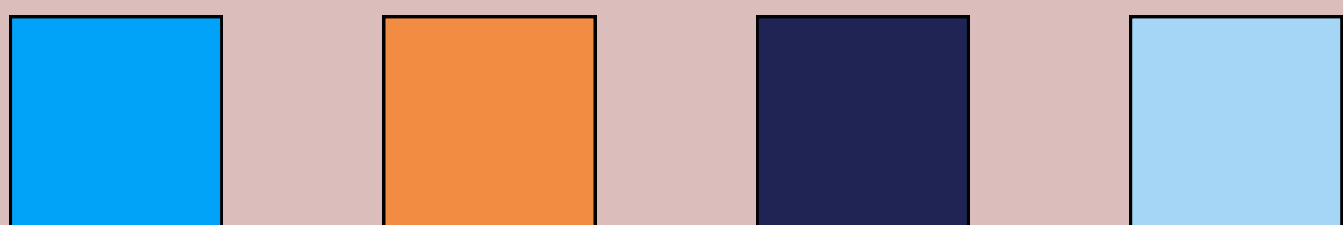
Check that your website has the signs of a modern, professional website

☐ Is the color palette consistent?

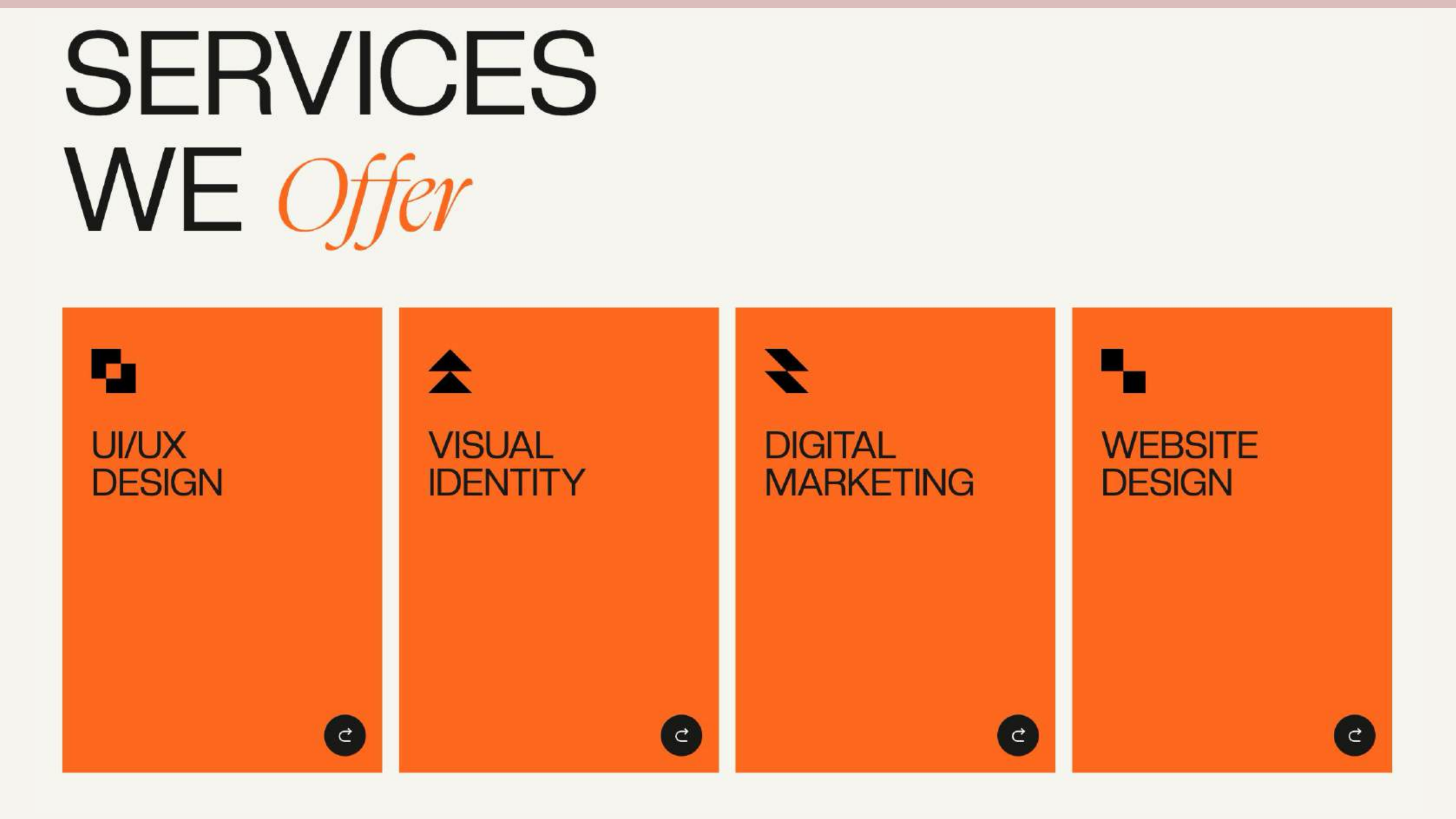
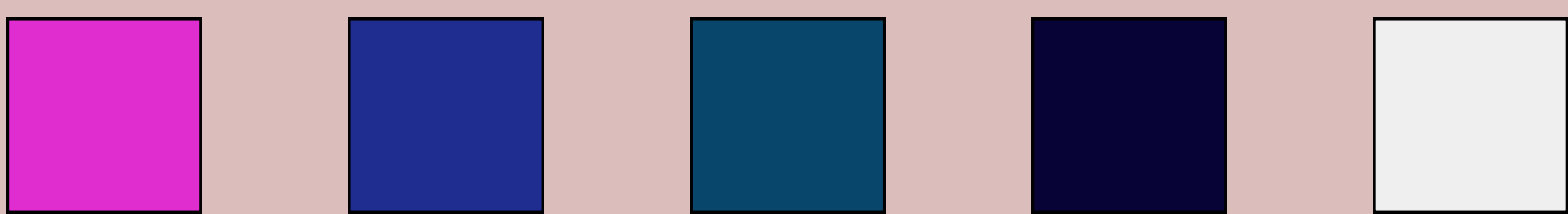
Stick to a maximum of 2-3 primary colors for a clean, professional look. It is possible to use more, but it becomes challenging to manage effectively and is usually well-executed only by high-end professional designers.

☐ Are the colors modern?

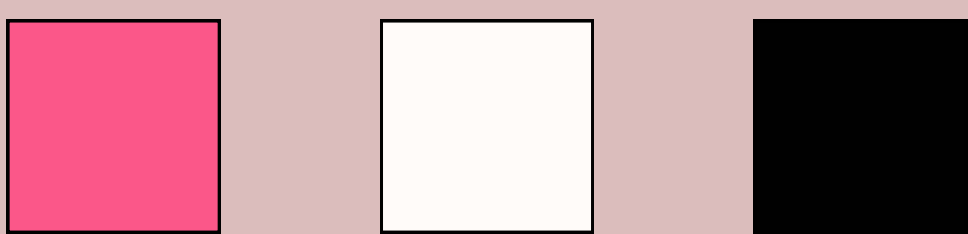
Avoid outdated, clashing, or neon tones.



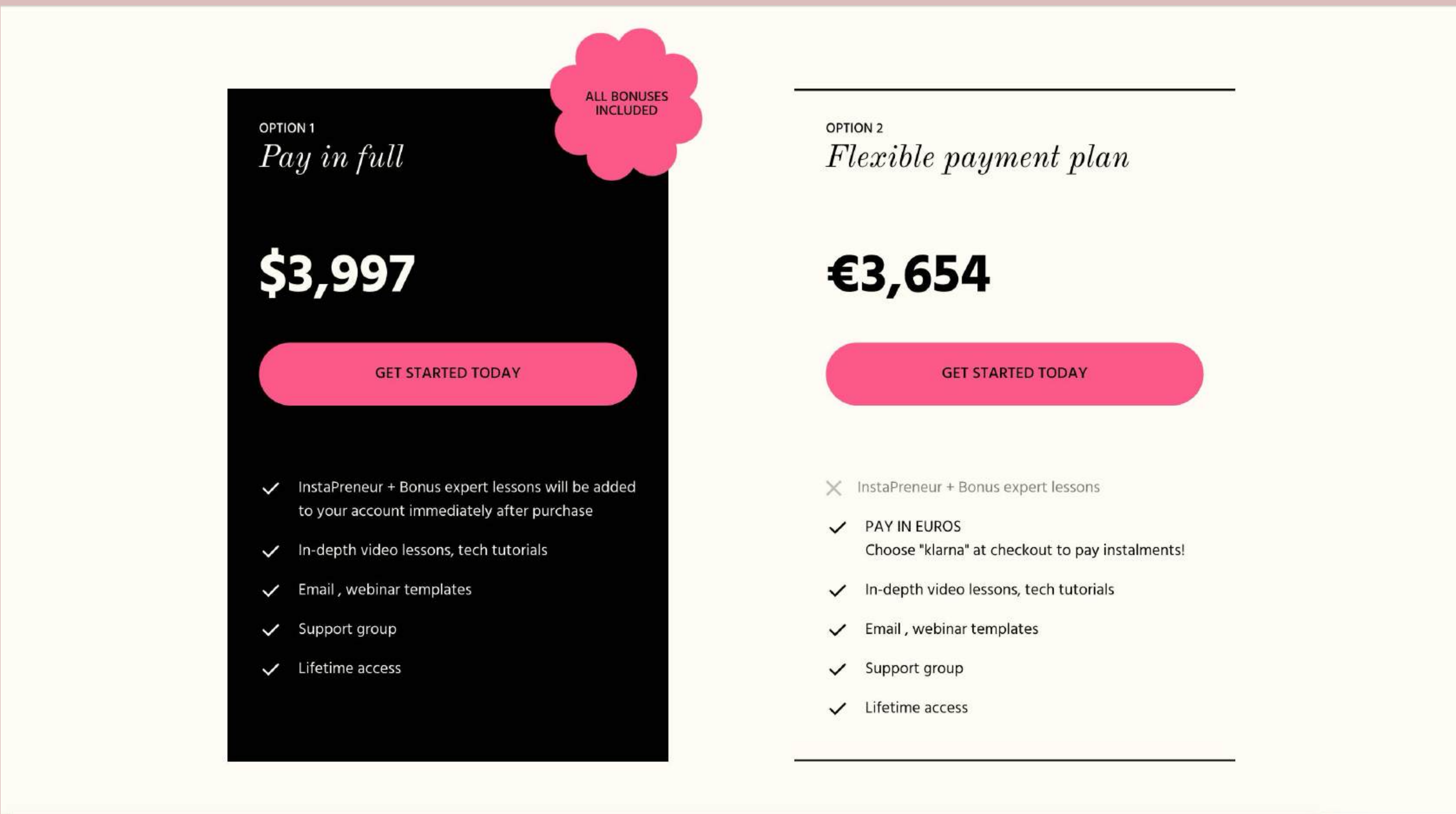
denisedt.com



asteriz.webflow.io



freeadscourse.com



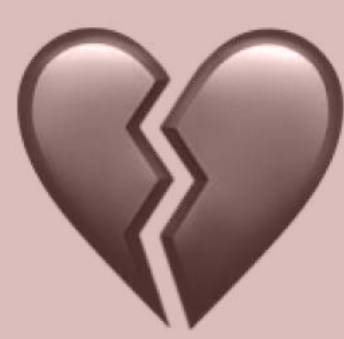
lazy-millionaire.webflow.io/

Check that your website has the signs of a modern, professional website

- ☐
- Does your website have clear visual hierarchy, or is everything screaming for attention at the same level?

 - Ensure that key information stands out. Headlines should be larger and bolder than body text. Supporting content should have a smaller font size and lighter weight to create contrast. There should be enough white space to separate sections.
 - Avoid making all text the same size and weight, which makes it harder to scan.

Example: In the screenshot below, points 1, 2, 3, and 4 are too similar in size, making it difficult to understand what is most important.



The screenshot shows a website layout for a free class. It features a large image of a woman on the left and text on the right. Four callouts are present: 1 points to the 'FREE CLASS AND Q&A' header, 2 points to the sub-header 'INVEST FOR INDEPENDENCE', 3 points to the main body text 'Why DON'T THEY TEACH US THIS IN SCHOOL?', and 4 points to the 'SAVE MY SPOT' button. The text elements are not clearly distinguished by size or weight, creating a lack of visual hierarchy.

1

2

3

4

delyannethemoneycoach.com

Example of clear visual hierarchy

- The headline is larger and visually distinct, guiding the reader’s attention.
- Supporting text is smaller and lighter, making it clear that it’s secondary information.
- The image placement and spacing help create balance and readability.




What to expect

SIMPLIFIED MAKEUP ESSENTIALS

Learn the core products for a complete makeup look, adaptable to your preference.

TECHNIQUES OVER PRODUCTS

In this makeup course, I've chosen to shift our attention away from products and place a spotlight on techniques! The emphasis is on empowering you with practical skills and a deeper understanding of how to apply makeup effectively.



APPLICATION ACROSS DIVERSE MODELS

Witness the application of foundation, concealer, powder, and more on models of various ages, ethnicities, and skin conditions.

CURATED WISDOM BEYOND PRODUCTS

Benefit from accumulated insights from my over 400 YouTube videos, directly addressing makeup challenges and offering effective solutions.

ENROLL NOW

1

2

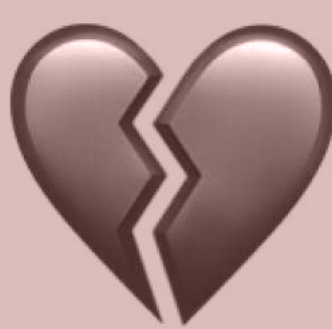
3

andreeaali.webflow.io

Check that your website has the signs of a modern, professional website

- ☐
- Does your website contain outdated design elements?

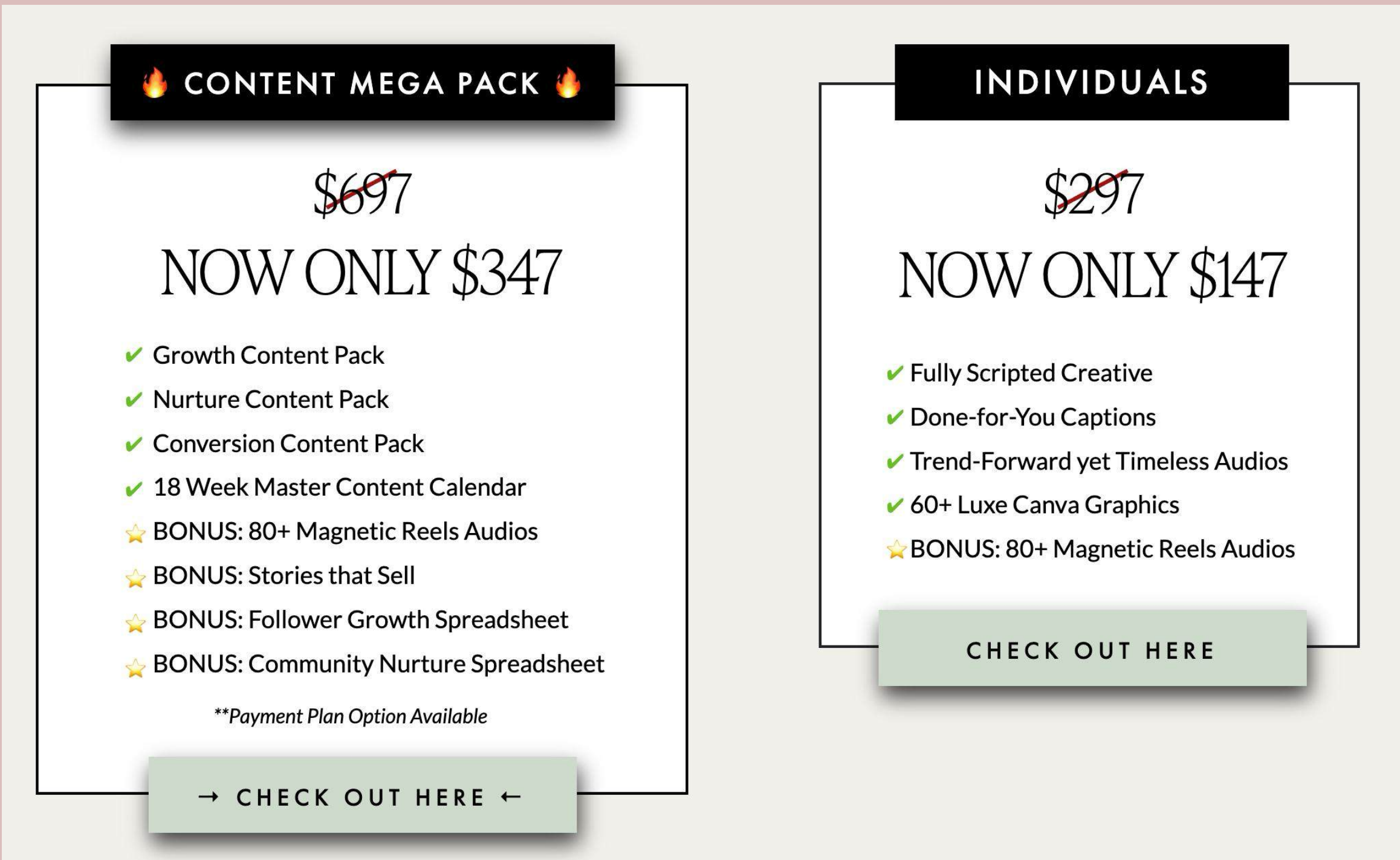
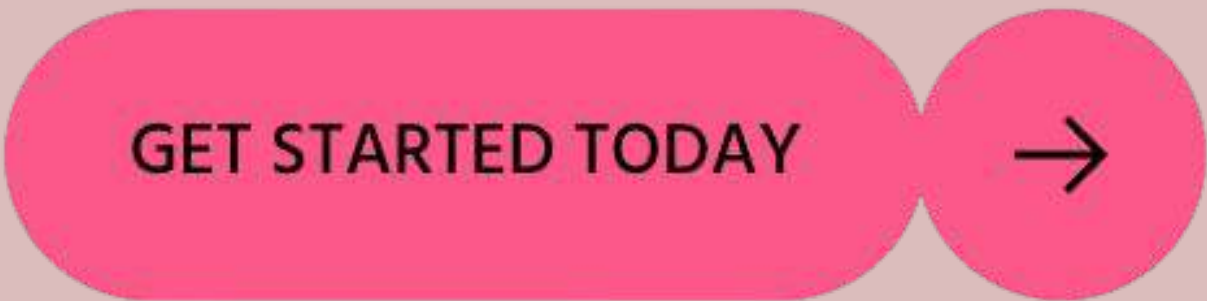
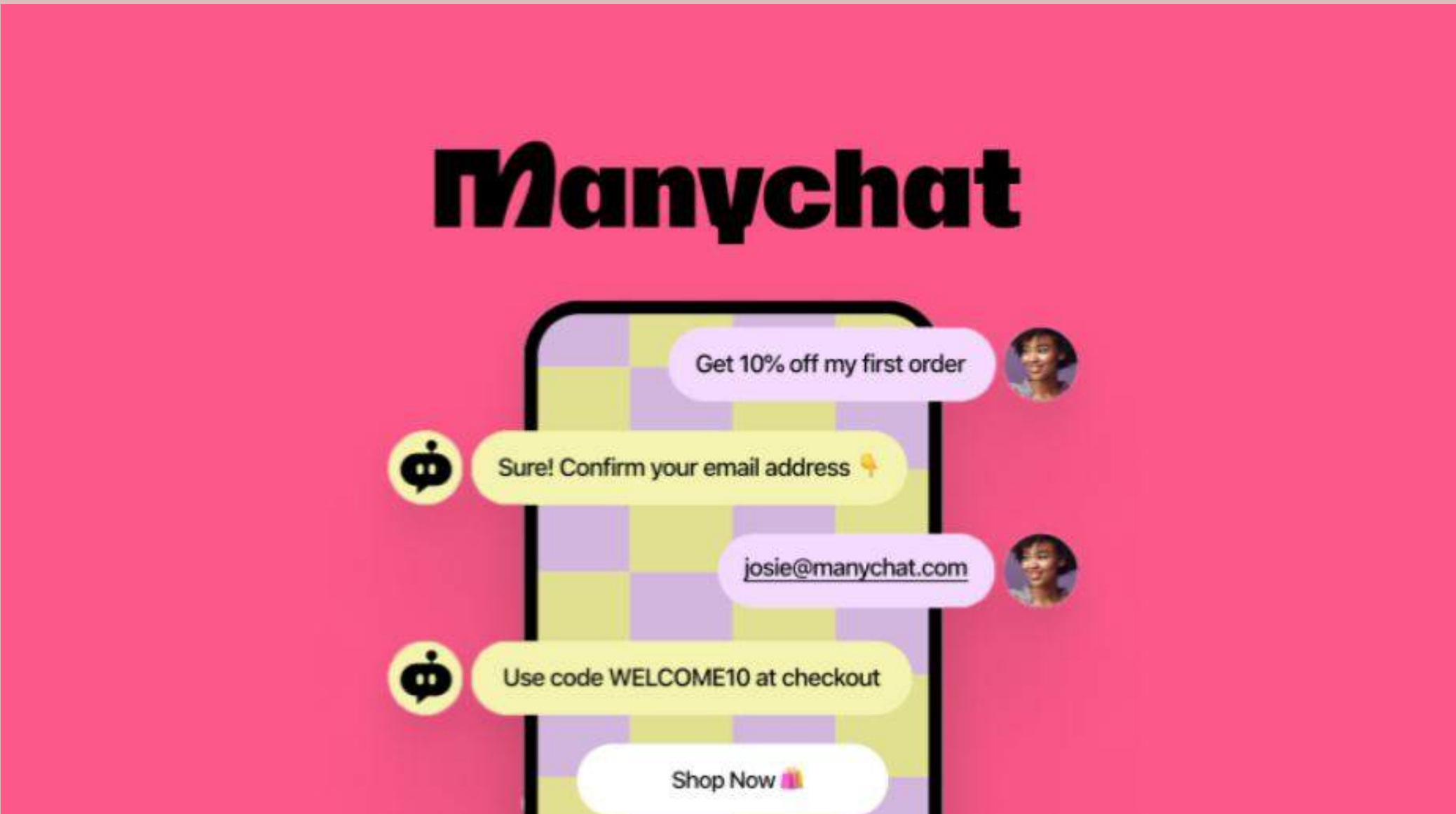
 - Remove overly thick shadows, glowing effects, or excessive gradients.
 - Ensure buttons are modern-looking (no overly rounded, bulky styles).
 - Use flat design principles for a clean, contemporary look. Ensure all elements are well-aligned for a polished and professional appearance.



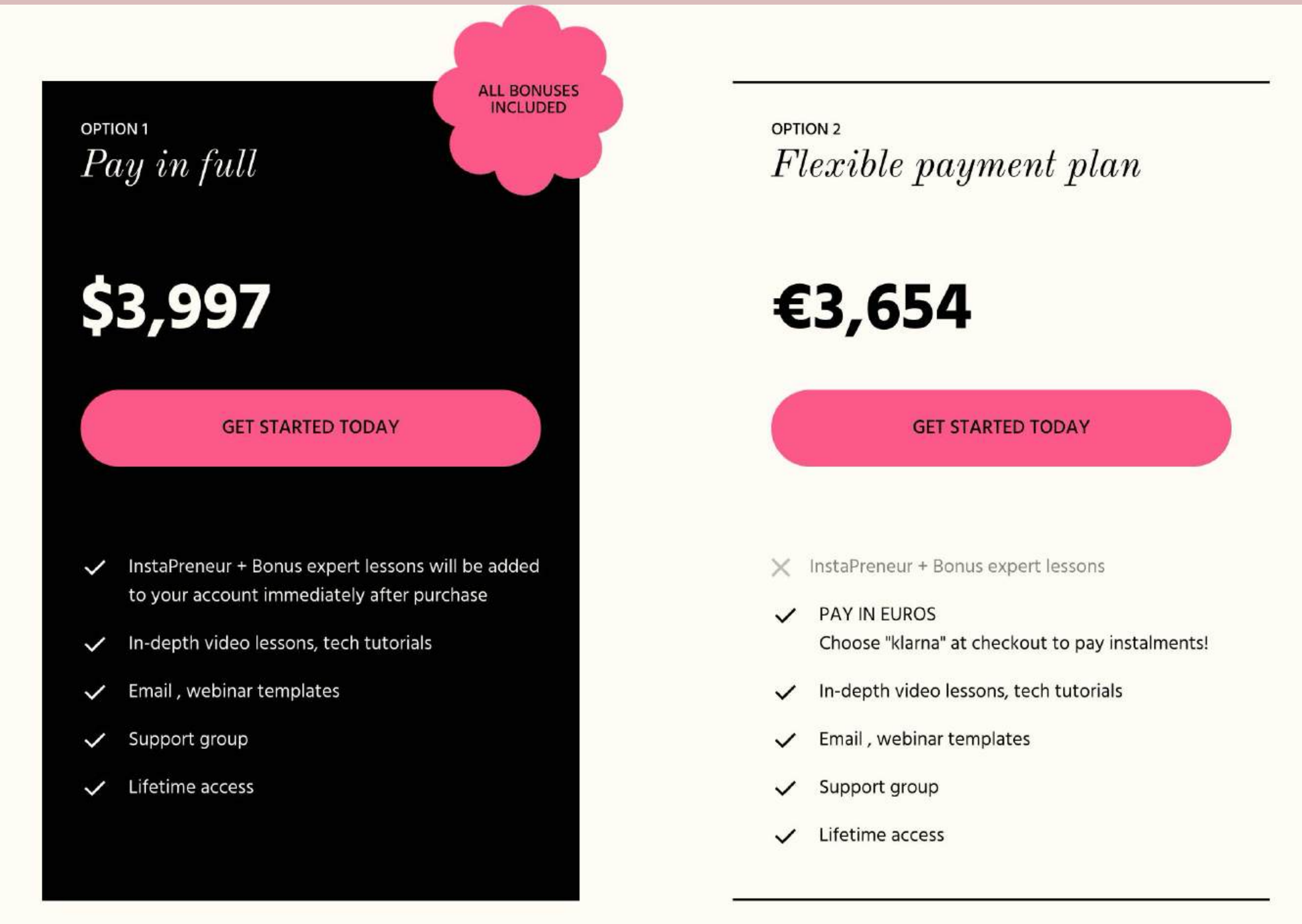
Outdated thick shadows
freeadscourse.com



Modern natural / minimalistic shadows + clean layout
lazy-millionaire.webflow.io



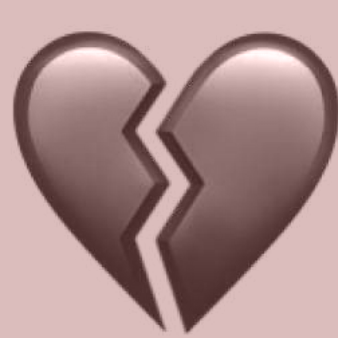
blissunity.com



Check that your website has the signs of a modern, professional website

☐ Are the images on your website high quality?

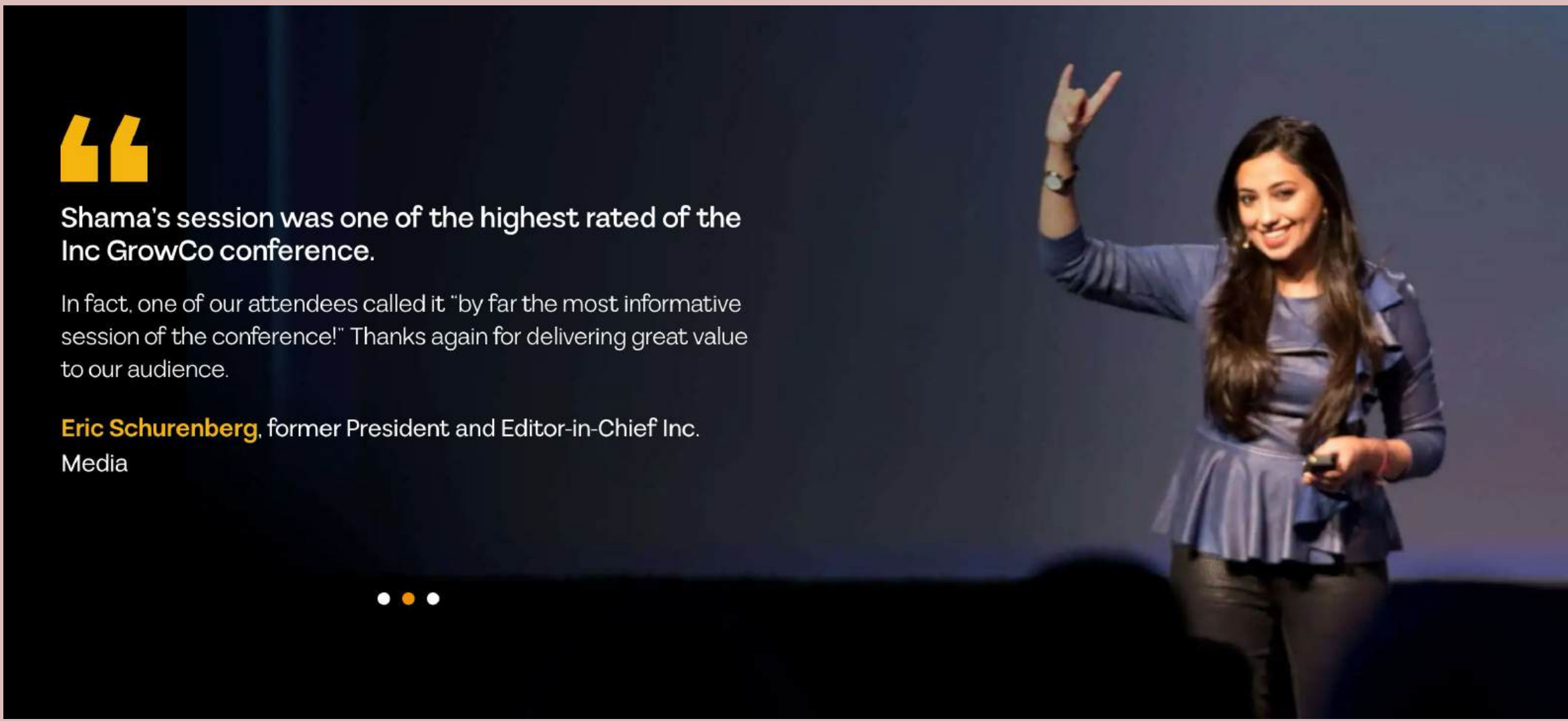
- First impressions matter. Low-quality, blurry, or pixelated images make your website look unprofessional and unreliable.
- Crisp, high-resolution images build trust and make your brand appear polished and credible.
- Avoid stretched or distorted images. Always use the correct dimensions and aspect ratio to maintain a clean, professional look.



www.blissunity.com



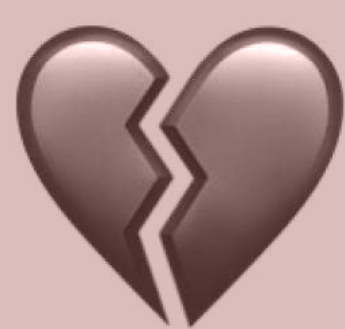
[@shamahyder](#)



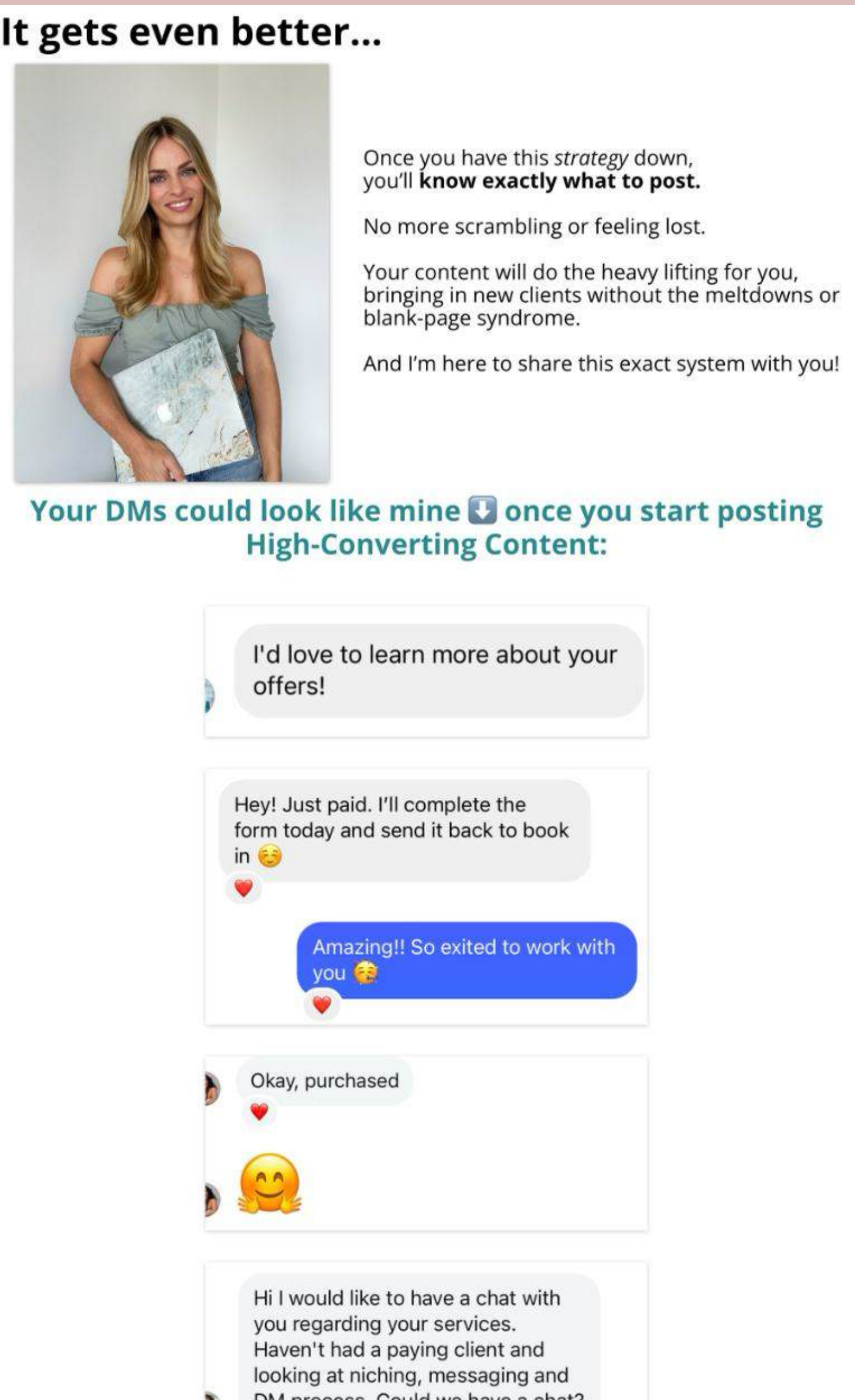
Check that your website has the signs of a modern, professional website

☐ Is your website just another long, text-heavy page like everyone else’s?

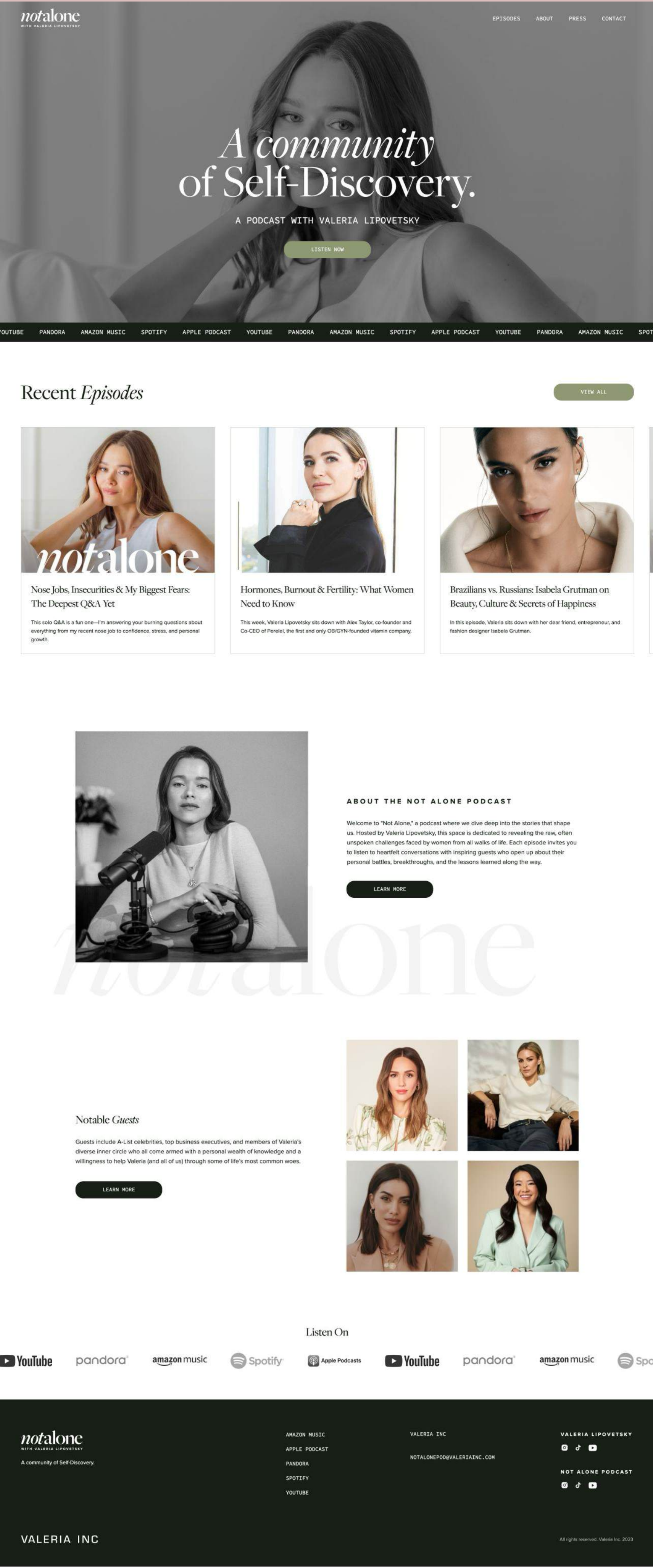
- Huge blocks of text overwhelm visitors—people skim, they don’t read.
- • This common mistake makes your site blend in instead of stand out.
- • Poor UX: Hard to scan, visually unappealing, and tiring to read.
- • Fix it: Keep it short, structured, and easy to skim with bullet points, subheadings, and whitespace.



www.blissunity.com



notalonepod.com



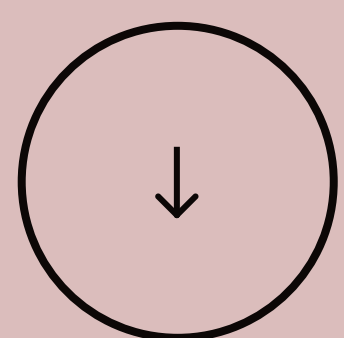
Step 2

Speed & performance: Is your website fast enough?

Website speed directly affects how people perceive your brand. If your site takes too long to load, most visitors will leave before it even finishes.

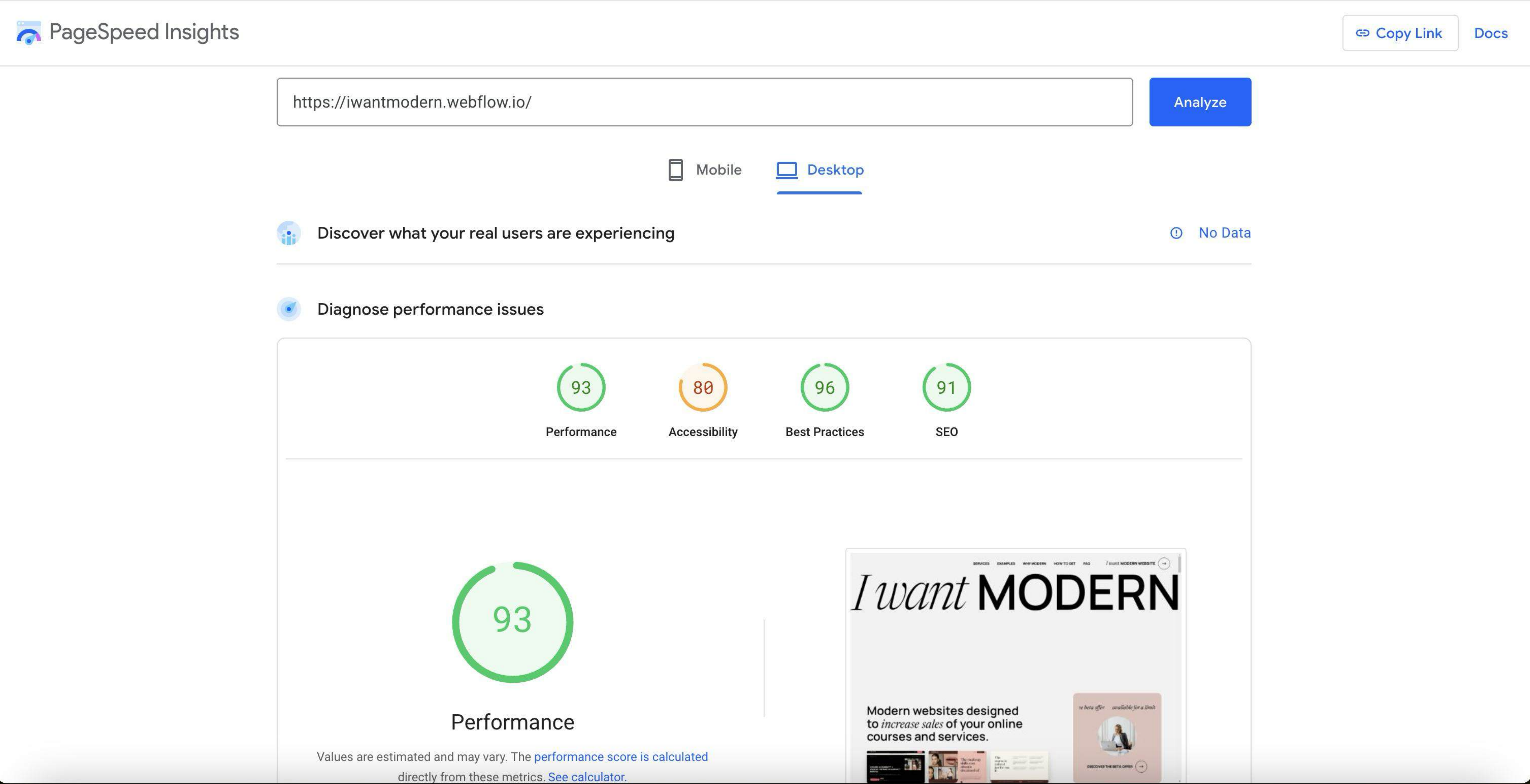
Slow performance feels unprofessional, creates frustration, and makes you lose trust and potential sales.

A fast website instantly feels modern, reliable, and worth engaging with.



❑ Check your website speed

Before making any improvements, first test your website speed with Google PageSpeed Insights: [🔗 Check your website speed here](#)



What scores should you aim for?

Speed is measured under “Performance” in PageSpeed Insights.

Here’s what’s considered good enough for most course creators & coaches:

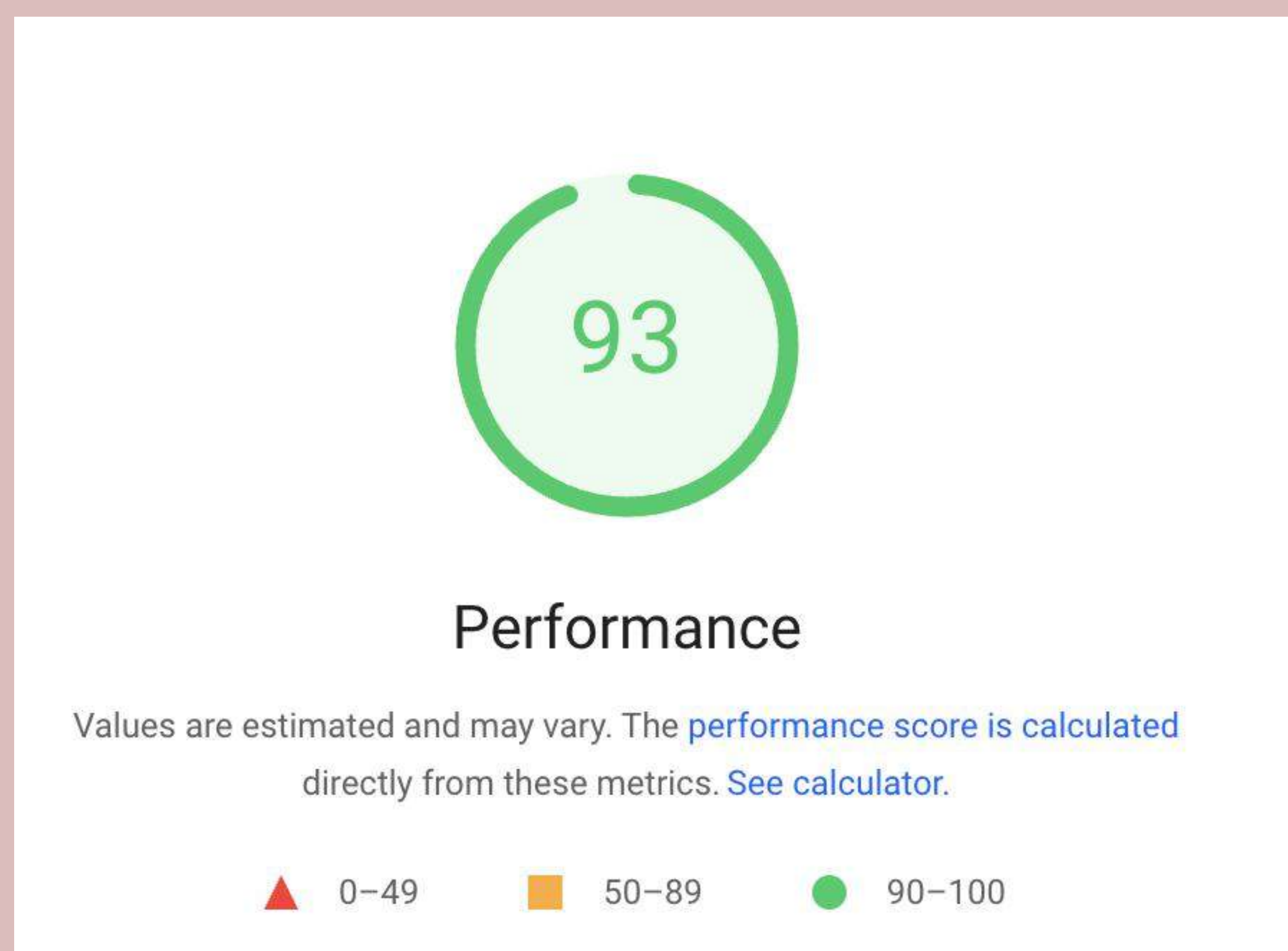
 Desktop Performance Score:

- 80+ = Good
- 90+ = Ideal

 Mobile Performance Score:

- 60+ = Minimum acceptable
- 70-80 = Good
- 90+ = Ideal

Your goal: Get into the green zone (90+) if possible, but a score of 70+ on mobile and 80+ on desktop is already solid.



Quick fixes to improve website speed

☐ **Optimize all images & use WebP format**

Images are the #1 reason websites are slow!

- Convert all images to WebP (use [TinyPNG](#) to compress them).
- PNG should only be used for images with transparent backgrounds.
- Use SVG for logos, icons, and illustrations (they don't lose quality).
- Keep image sizes under 300KB whenever possible.

☐ **Reduce the number of fonts uploaded (max 3 fonts)**

Too many fonts slow down your website. Each uploaded font increases load time.

Use a maximum of 2-3 fonts (1 for body text, 1 for headings, and an optional accent font).

☐ **Reduce the number of plugins & third-party scripts**

Extra plugins & tracking scripts slow down websites.

- Remove any unused tracking codes, pop-ups, chat widgets, or external embeds.
- Only keep essential scripts like Google Analytics & Meta Pixel.

☐ **Avoid using videos as background elements unless optimized**

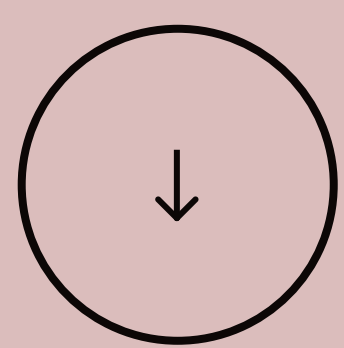
☐ **Use a fast hosting provider like Webflow**

[Learn how to get a Webflow website](#)

Step 3

User experience (UX): Is your website easy to read and navigate?

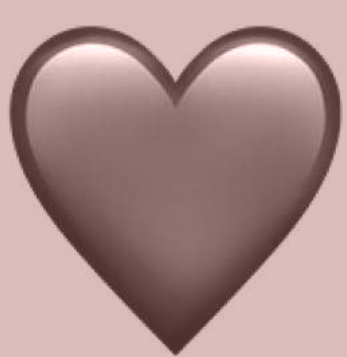
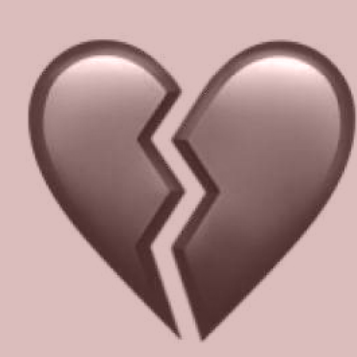
Good UX ensures your visitors can find information quickly and easily. A confusing website leads to frustration and lost conversions.



Check your website's usability

☐ Is text easy to read against the background?

- Low contrast between text and background can make content hard to read, reducing accessibility and user engagement.
- Use tools like [Contrast Checker](#) to ensure your text meets readability standards.



your dream work lifestyle
create a workflow that's both productive and fulfilling

stop apologizing
and instead embrace and use all the unique parts of who you are

build real confidence
and find true self-worth that will help you detach and turn you into a magnetic confident woman

YES THIS IS EXACTLY ME

[brandwithsina.com](#)

YES THIS IS EXACTLY ME

Colour contrast checker

Aa **2.41**

Background colour: #b8a2a2

Foreground colour: #ffffff

AA Large: Fail x AAA Large: Fail x AA Normal: Fail x AAA Normal: Fail x

YES THIS IS EXACTLY ME

Colour contrast checker

Aa **8.73**

Background colour: #b8a2a2

Foreground colour: #000000

AA Large: Pass ✓ AAA Large: Pass ✓ AA Normal: Pass ✓ AAA Normal: Pass ✓

YES THIS IS EXACTLY ME

Colour contrast checker

Aa **7.00**

Background colour: #6c5353

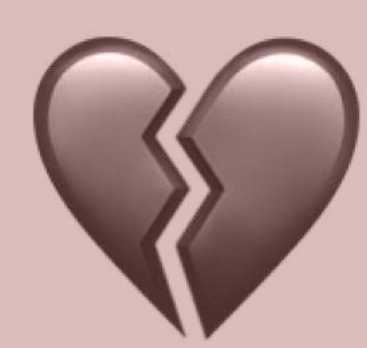
Foreground colour: #ffffff

AA Large: Pass ✓ AAA Large: Pass ✓ AA Normal: Pass ✓ AAA Normal: Pass ✓

Check your website’s usability

☐ Is your website fully optimized for mobile and other devices?

- Common mistake: Many websites look broken on mobile—text is too small (hard to read), layouts shift, or users can scroll sideways instead of just up and down.
- Why it matters: Most visitors browse on mobile first. If your site is frustrating to navigate, they leave.



www.blissunity.com

Once you understand how your audience *really* thinks when making buying decisions, your content stops being just something to scroll by...

it will get *client-magnet* vibes.

I learned this the hard way...

I used to spend hours writing posts, trying to stay consistent, but all I got were crickets — 11 likes and 3 unfollows.

Ouch 🤔

Once I added **Sales Psychology** to the mix, my content stopped just "existing"—it started *reeling* people in.

Now, my posts are designed to pull people in and make them crave what I offer.

I don't chase clients.

My content does the selling for me.

Dream clients find me, binge my posts, and buy within minutes of following me.

goviralish.com



@misterstumpofficial
"Without a doubt, this is the fastest way to make serious money as a Creator. My first month, I made \$500. My second month, I made \$900, and in six months I was at \$7,000+. My channels also grew so fast I was getting brand deals faster than my friends who had been trying to grow their pages for years lol."



@anelleandkate
Janelle and Kate's channel made videos as a side hustle and now gets 5 billion monthly views.



andreeaali.webflow.io


APPLICATION ACROSS DIVERSE MODELS

Witness the application of foundation, concealer, powder, and more on models of various ages, ethnicities, and skin conditions.

CURATED WISDOM BEYOND PRODUCTS

Benefit from accumulated insights from my over 400 YouTube videos, directly addressing makeup challenges and offering effective solutions.

ENROLL NOW

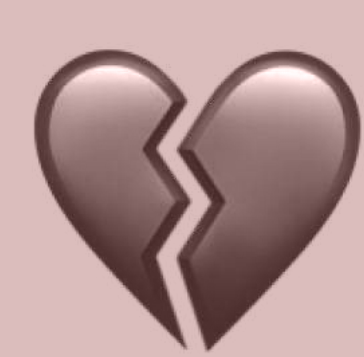


ENROLL NOW

Check your website’s usability

☐ Is your text long, center-aligned, and lacking white space?

- Hard to scan: Center-aligned text makes it difficult for readers to follow, especially in long paragraphs.
- Too condensed: Without enough white space, the text feels cramped and overwhelming.
- Causes eye strain: Readers struggle to find the next line, making content harder to digest.



tinnalohaiza.my.canva.site

HOW IS THIS DIFFERENT FROM OTHER COURSES? I’VE ALREADY INVESTED IN THE PAST, AND I’M AFRAID.

It’s practical, not theoretical—you’ll implement step-by-step strategies with templates, scripts, and tools you can use right away. This program is based on what I’ve personally used to build my 7-figure business while balancing real-life responsibilities.

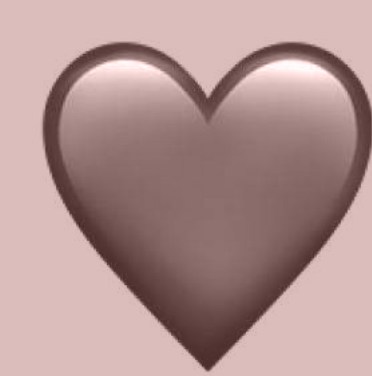
Unlike other programs, Elevate won’t overwhelm you with endless content, constant changes, or overhyped teaching. Instead, it offers a clear, actionable approach that connects mindset, messaging, and strategy—all designed to fit into your life, not take it over.

DO YOU OFFER REFUNDS?

Elevate has a 72-hour no questions asked money back guarantee. That’s how confident we are of the transformational power of this program.

HOW DOES THE AFFILIATE OPPORTUNITY WORK?

If you decide to become an affiliate partner for Elevate, you will receive a link upon purchase for you to start promoting the program as soon as you feel ready. Further resources will be provided inside our Skool community. Your 70%



lazy-millionaire.webflow.io

LEARN FROM THE TRUSTEDEXPERT *in the industry*

Meet Amie Tollefsrud, founder of Rebelle Nutrition. Amie transformed her passion for nutrition into a \$9 million business by creating and selling online courses, and now she’s here to show you how to do the same.

- Transitioned from living in a 120 sq. ft. hut to running a multi-million dollar company with over 10,000 students
- Specializes in helping others create passive income with online courses
- Have the ability to earn \$1k, \$10k, or even \$100k+ per month—whether you’re “working” or binge-watching your favorite shows

Step 4

Execution:

Make your website reflect your true value

Your website might be working—but is it working the way it should?

You now know what's holding it back. But insight without action won't move your business forward.

A modern, high-converting website isn't just about sales. It's about how confidently you show up.

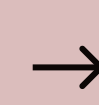
If your site feels outdated, slow, or off-brand, it's not just costing you clients—it's draining your energy. But when your website reflects your value, everything changes. You feel clear, proud, and in control.

♥ If you need expert help applying these changes, we're here for you.

🔗 [Book a free website review](#)



🔗 [Follow *I want* MODERN on Instagram for expert tips](#)



A website should be your best business asset. If it's not working for you, it's working against you. Let's fix that together.

