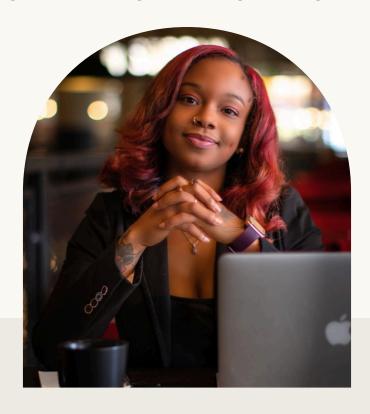
## TAYLOR THE CREATOR AGENCY



Launch Roadmap

# From Idea to Online Presence

THETTCAGENCY.COM

### PHASE 01:

# Clarify Your Vision BEFORE WE DESIGN, WE DEFINE.

- What is your offer or service?
- Who are you here to help?
- What problem are you solving?
- What makes your brand unique?

**Goal:** One sentence that explains what you do, who it's for, and why it matters.

# Gather Your Essentials

# OU'LL NEED THIS INFO TO BUILD YOUR WEBSITE + BRAND.

- Business name
- Logo and brand colors (or we can help)
- Bio or About section
- Services or offer list
- High-quality photos (headshots, workspace, or stock)
- Testimonials or proof of concept (if available)
- Contact info + social links

**Pro Tip:** Use Google Drive or Notion to organize your files in one place.

# Create Your Brand Identity

THIS IS WHERE YOUR LOOK AND FEEL COME TO LIFE.

- Define your brand personality (3 words: e.g., Bold, Welcoming, Strategic)
- Select a color palette and font style
- Choose a voice/tone (funny? professional? soulful?

**Need help?** Our Branding Mini-Guide walks you through it step-by-step.

# Build Your Website

### THE DIGITAL HOME FOR YOUR BRAND.

- Choose a platform (Wix, Webflow, Shopify, etc.)
- Structure your pages (Home, About, Services, Contact, etc.)
- Add clear calls-to-action (e.g., "Book Now", "Subscribe", "Buy Now")
- Test mobile + desktop views

**Tip:** Keep it simple. Clarity always converts better than clutter.

# Prepare to Launch

POLISH THE DETAILS AND GET READY TO GO LIVE.

- Final edits and copy polish
- Connect your domain name
- · Set up your email list or lead capture
- Add Google Analytics + SEO basics
- Test all buttons, links, and forms
- Schedule launch content (social posts, emails, etc.)

# Go Live + Promote

# IT'S TIME TO SHARE YOUR WORK WITH THE WORLD!

- Announce your launch on Instagram, LinkedIn, or email
- Offer a limited-time promo or freebie
- Ask a few people to share
- Celebrate your win this is big!

Done is better than perfect. You can always refine as you grow.

### BONUS

# Post-Launch Essentials

- Add testimonials + case studies
- Maintain your brand across all platforms
- Keep content fresh (blog, newsletter, portfolio, etc.)
- Revisit and refine quarterly

Want help with any part of this roadmap? Let's build your launch together → thettcagency.com

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