

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.

PHASE 02

Gather Your Essentials

YOU'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.

PHASE 03

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.

PHASE 04

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.

PHASE 05

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.)

PHASE 06

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

Ready for More?

*Follow us on Instagram for design tips and client spotlights:
[instagram.com/ttcreatoragency](https://www.instagram.com/ttcreatoragency)*

*Explore digital tools at:
www.thettcagency.com*

WWW.THETTCAGENCY.COM

