



**Letter to a  
younger me —  
What I wish  
someone had told  
me before I built  
my first website.**

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# There's *never* a perfect time to start.



Things are never aligned, there isn't enough time in the day, the week or the month, the cat has the flu, the budget has run out before the end of the month, and the family and life pressures pile up. This is kind of... well... just life.

***There is never the perfect or ideal time to launch your website.***

So like with most things in life, there's no need to wait until you're ready, or until a patch of time magically appears in your schedule. You just have to start before you really feel ready.

# 01




# 02



**A website is a  
*work in  
progress.***

Chances are, if you wait until you have the perfect design, perfect copy, perfect words and phrases, perfect photographs, and perfect structure in mind, you'll never get around to making it happen. I have come to think of a website as a work in progress. You're always working on it, tweaking content, adjusting images, adding blog and events and other dynamic content. Once you see it as a work in progress, you can free yourself to start the work and get going, knowing that you can come back and fix, edit, tweak and adjust.




# It helps to have a *guide.*

I am a massive fan of DIY. In fact, I have several DIY projects on the go at the moment from sewing my own curtains, to building my own campervan interior (this is proving more difficult than I thought!).

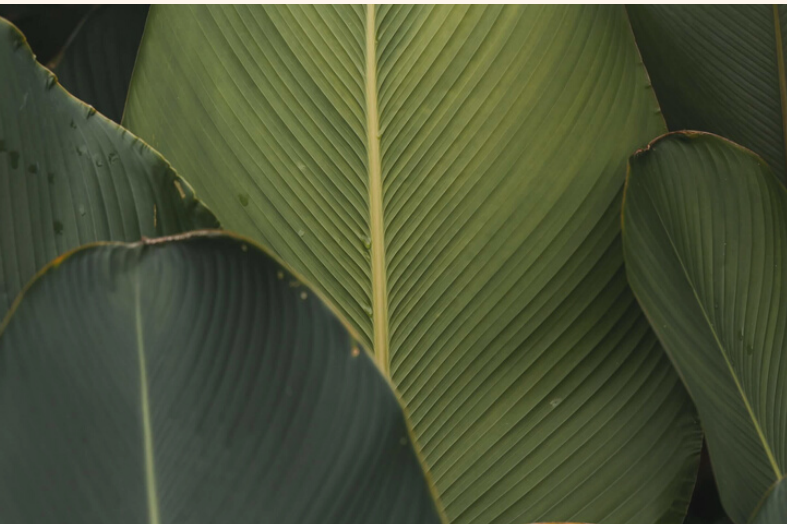
**However, there comes a point at which all the DIY-ing in the world is taking up more time and mental energy than hiring someone to guide you through the process.**

A website builder/designer has been there before, they aren't overwhelmed by the information out there, and they have done this before.

They know what to pay attention to, what is critical and what can be set aside as secondary. They know what technical information is important, they know the milestones that need to be reached and they have answers to your many questions and access to resources that might take you many hours or days to find. Sometimes it is worthwhile finding a guide.



# There's no *right way* to do things.



Wordpress, Wix, Webflow, Squarespace, Shopify. There are a ton of very helpful tools and web-building platforms out there, none of which is necessarily the right or wrong platform for you. **There are only more suitable or less suitable tools for your specific context and your set of needs.** I work with Squarespace because I find it suits small to medium business owners who want a professional and responsive online presence and who take a hands-on approach to their site content and updates, without feeling like they also need to become a tech genius!

Squarespace is very manageable and intuitive to use. But there are areas to watch out for too. As an example, Squarespace commerce in South Africa (and Africa) is not the most helpful or sensible route to take. It is all about figuring out what works for you. And at the end of the day, it is more helpful to pick one option and move forward than to be stuck in indecision.



# 05



## Your website is important, but it is not a silver bullet.

Although it's digital and not necessarily tangible, I think that a website can symbolise the start of something. You can send people a link and say 'Hey, look what I made, look what I'm doing, look what I'm selling.' This is an amazing step in the journey toward creating your own business or launching a project. But a website is just one tool in your tool belt. There is still marketing, research, finances, thinking, connecting and a ton of other work to do. A website is a starting point or a touchstone, but it is only one of many things your business or project might need to really thrive. The sooner you get the website done, the more mental room you have to focus on the other aspects of your business! A beautiful website won't solve the problem of no sales, or a lack of clients, or any other list of things we all need to do to make our businesses happen.

Taking this approach can give you a bit of breathing room too, your website doesn't have to be perfect, it just has to be done (see point 2).



# Start small, but start.

You may have a great, big, world-changing idea. You may want to start a global network, an international community project, or a gathering of people from all over the continent. That's fabulous and I am here for big dreams.

## **But it's okay to start small.**

You can start with phase one. Phase one can be a landing page. Phase one can be a four-page website with minimal information and a few well-selected stock photos. Phase two can be a blog and events page. Phase three can be a commerce option, an online course, a membership site, or a subscription service. The sky is the limit. But when you think about publishing a website, try to think about in phases, what can be done now, and what can be done later. This will help prevent overwhelm, make progress, take the next step and get something done.



# *It can be done!*



When you start to consider opening a business, establishing a shop, creating a coaching or consulting service, or launching a blog there are so many moving parts that it can start to feel like a neverending to-do list. I know from working with (by now) hundreds of business owners, NGO founders, coaches, therapists and creatives that as daunting as it can seem, it can be done. You can launch your website, and put your project out there in the world.

**I am here to help. I am always happy to connect.  
Let's talk.**

**Claire**

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**07**