

# Client Intake Form Response Guidelines

Getting the text for your website is important to communicate well to your community. You may already be clear on how to do so for some pages and/or you may be confused or need a little support for other pages. These "Guidelines" contain templates, prompts, and references to help you write your website text. These "Guidelines" are not rules for how you write your text, but they are supportive material to make this part of the process easier.

Please send us your most developed writing and do your best to re-draft your text before you enter it into the "Client Intake Form." We do not offer copywriting services, meaning that we do not edit your writing or grammar unless something significant stands out to us. We may suggest tweaks.

- We only accept one "Client Intake Form" so be sure to find consensus among community/business members involved with this project before submitting.
- These "Client Intake Form Response Guidelines" are designed to support the process; you do not need to turn them in to us.

## Essential Tools:

It is best to be as concise and clear as possible on your website. You will find that sometimes we suggest word count limits for some pages. Here is a word counter to help you. Just copy and paste your text into this space provided on this website to get an accurate count of how many words are being used. Word Counter:<https://wordcounter.net/>

- Here are cardinal guidelines for writing text for your website: <https://www.seattleu.edu/web/content/writing/>
- A downloadable PDF version of the "Client Intake Form Response Guidelines" can be found on your "Project Page" linked here: <https://www.sevenvisionstudios.com/escprojectpage>

Have fun, let this process be a creative one!

## Section 2: Look, Aesthetic, Photos

"Please share the links of 2-3 websites you like the look of and share the reasons why you like each website. "

### Prompts:

- Look for websites that have a similar business or community to your own.
- If you want your website to have a specific look like 'ocean vibes,' a feeling like 'someone is coming home,' or a color preference like, 'lot's of white space on the pages' please find examples and show to us.
- Please remember to clearly state what you like about each website you share with us.

"Please tell us about who you wish to reach; your intended community (sometimes called a niche). Please be as specific as possible.

We understand that your message has the ability to reach people from many walks of life. However, it is important to have a good understanding of your intended community.

**Notes:**

The focus here is to get clear on the intended community you wish to reach.

**Prompts:**

Your answers may range from specific to broad. Once you are done with answering these questions, you may want to refer back to them as you are writing text for your website.

Close your eyes and picture who you are intending to reach with your message or mission...

- What are their details? Examples: married/single, ethnicities, leaders, at-risk population, loves sport: no social, etc.
- What is their age group? 20-30s, 30-50s, 60+
- What activities or hobbies are they into? Examples: indigenous ways and ceremony, community-building, self-awareness, etc.
- What are some struggles they knowingly face? Examples: abuse, addiction, mental-health, feeling like they don't belong, Spiritually-lost, depression, no community, no belief-system, homelessness, etc.
- What do they really want in life or care about? Examples: Connection, community, recognition, to follow something dignified, to be seen, love, lasting relationships, a Spiritual Path, etc.
- How can what you offer help, support, or connect with them?

**Section 3: Your Website Pages**

## 1. Home Page Text

### Notes:

- The writing on this page should be brief and concise.
- This page is the best place for your community or business mission statement (which you already have).
- We suggest that the text on your “Home Page” be: 1. your Mission Statement and 2. one welcoming paragraph. If your Mission Statement exceeds 5 sentences, we do not need an additional ‘Welcome Paragraph.’
- We suggest staying under 100 words for the text on your “Home Page.”

### Mission-Statement Template Options:

Mission-Statements are not limited to one sentence, they can be a paragraph-long if you wish. Feel free to expand on the template you choose.

Option 1: “To [contribution/goal] so [impact].”

Option 2: “Our mission is to [contribution/goal] by [what you offer/how you do it] for [target audience] so [impact].”

Option 3: “To build/offer [what you offer/how you do it] for [target audience] to [contribution/goal] and [impact].”

### Prompts for Homepage Text:

These prompts will aid you in constructing a Welcoming Paragraph if you decide to have one. Additionally you are having trouble with a Mission Statement, this will help you construct that as well.

- Who is the Earth and Spirit Council?
- What are you doing? Or What are you offering?
- Why would someone want to connect with you? Or Why should they care about what you are doing? Why is what you are doing important to you (ESC)?

Here are two examples of text on website “Home Pages”: 1. <https://www.lakotaway.org>  
2. <https://www.sevenvisionstudios.com/education>

## 2. About Page Text

### Notes:

It is best to be as concise as possible. If what is said in 200 words can be said in 150 words, then say it in 150. If what is said in 150 words can be said in 120, then say it in 120.

We suggest that the text on your "About Page" follow the template below in part or in full.

### About Page Text Prompts:

These are suggested prompts for writing your about page.

Please note that you may want to change the order of this template to suit the flow of the text on the website.

Provide:

- A one-sentence or phrase greeting, in your voice? This is a special welcome that is unique to your community or philosophy. For example, something that Grandpa Rod or an elder said.
- A one or two-sentence Mission-Statement? And/or about your organization's values?
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- A one or two-paragraph overview of your organization. Who are you? Three highlights of the work you do? For example: events, non-profit work, documentaries you have made, etc.
- A one-paragraph history of how your organization came to be?

Below are a few examples of text on website "About Pages." We suggest looking at many examples of "About" "Our Story" and "Meet Us" pages online as there are many formats that are beautiful and effective: 1. <https://stand.earth/about/our-story/> 2. <https://www.nicwa.org/about/> 3. <https://www.sevenvisionstudios.com/about> 4. <https://www.santafecf.org/about>

## Doc Synopsis Text

### Notes:

- The writing on this page should be brief and concise.
- We suggest that your synopsis be three paragraphs or less or under 170 words.

### Documentary Synopsis Text Template:

- Title
- Genre
- Longline (one sentence summary)
- One paragraph explanations of storyline or subject matter
- Key concepts addressed
- Key speakers or communities involved in film

Here are two examples of text on website “Documentary Synopsis”:

1. <https://www.voicesofthewisdomkeepers.com/> 2. <https://thedesertsaidance.com/>

## Events Page

### Notes:

- It is best that the text on your “Event Page” be minimal.
- For this page, it is best to give us the information prompted below and we will make design choices arrange your text in the best way.
- If you have a event coming up, please indicate the title of the event on the “Client Intake Form.”

### Prompts:

- Event Title
- How often events occur
- Synopsis of events (summary)
- Intention of event
- Noteworthy speakers that have come to your events (please ensure that the name spellings are correct)
- A clear invitation for people to come to the event.
- Additional info

You do not need to submit this form.

These "Guidelines" are solely to help you fill out the "Client Intake Form."

Thank you!

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