



What do they find when they look you up?

a practical introduction to The Yellow Front Door for business owners



THEYELLOWFRONTDOOR.CA

THE OPPORTUNITY

The ninety seconds that matter most

Most business owners already put a great deal of effort into helping people find them, whether that is through referrals, social media, signs, local events, advertising, or simply the kind of word of mouth that grows from doing good work.

Those efforts matter, and they often do exactly what they are meant to do: they bring someone to your door. But being found and being chosen are not quite the same thing. That second decision usually happens in the quieter moments that follow, when someone looks you up, takes in what they find, and decides whether your business feels like the right fit.

It might happen while they spend a minute on your website, check whether your information is current, or try to understand what you offer and how to begin. It is shaped by whether the words sound like a real person, whether the experience feels clear and welcoming, and whether the next step is easy to find.

That first impression matters, but it is only one part of the experience. We help shape what people find when they look you up, what happens after they reach out, and the marketing, materials and systems that keep the relationship moving.

Getting found is not the same as being chosen.

Some businesses have a website they are proud of. Some have a brand they love. Others are starting fresh or working with pieces that have been added gradually over time. Wherever you are beginning, the question is the same: is what people find when they look you up working as hard as you are?



WHAT WE BUILD

Everything they find when they look you up

We're Julianna and Chris. We help business owners strengthen the full experience around their business, from the brand, website, and words people find when they look you up to the campaigns, client materials, follow-up, and systems that help everything run more smoothly after they reach out.

We can build from scratch, improve what is already working, or step in for one specific piece. We work with individual agents, teams, and brokerages, and can coordinate with the brand standards, tools, platforms, and partners already in place.

STARTING FRESH

Brand Foundation

— launch pricing from \$750

Logo and simplified mark, practical brand guide, key messaging, business card, email signature, social media kit, and other core brand pieces.

A polished, flexible foundation for businesses that want to feel consistent and recognizable wherever people find them: online, in print, in inboxes, and in the community.

Already have a brand or a website with a strong foundation?

You do not need to start over to make the experience stronger.

We can build on what is already working and refine the pieces that need attention. That might mean clearer language, a stronger first impression, a more useful service page, an easier path to get in touch, or materials that no longer feel connected to the rest of the business.

NEED A CLEAR PLACE TO SEND PEOPLE

Your Front Door

A website written and built for you, with the right level of depth for where your business is now.

The Website Refresh — scoped after review

For businesses with a website that has a strong foundation but no longer feels as clear, current, or easy to move through as it should. We refine the pieces that matter most, including the messaging, service information, calls to action, mobile experience, and the path from first look to ready to reach out.

The Essential Website — from \$900

A focused custom website for businesses that need a polished, credible place to send people. It brings together what you do, who it is for, what makes your approach different, the proof that helps people feel confident, and a clear way to take the next step.

The Signature Website — from \$2,200

An expanded custom website for businesses that need more room to explain their work and guide people through it. This may include dedicated service pages, team information, a portfolio or product section, FAQs, customer resources, proof, and a more developed path through the business.

Whichever option fits, the goal is the same: a clear, credible website built around your business. Copy is always included, and we can add simple owner-managed updates where useful.

These are common starting points, not a fixed menu. A project can begin with one useful piece, bring several pieces together, or grow into ongoing support.

Want to see the work?

Visit theyellowfrontdoor.ca/proof to see websites, branding, campaigns, strategy, and client resources created for businesses across industries.



The pieces that keep your business visible

A strong brand and website give people somewhere meaningful to arrive. Staying visible keeps your business familiar before someone is ready to reach out, while they are weighing their options, and after they have chosen to buy, book, or work with you.

We can help you plan the bigger picture, build a focused campaign, or create the pieces that make consistent marketing easier to maintain. Support can be one-time, seasonal, quarterly, or ongoing, depending on what your business actually needs.

Long-Range Content Planning

It is easier to stay visible when you are not deciding what to say from scratch every week.

We can build a three-, six-, or twelve-month plan around your business, audience, seasons, goals, and actual capacity. That might include content themes, campaign opportunities, email ideas, posting rhythms, sample messaging, and practical ways to use one strong idea across several places.

The goal is a plan that sounds like you, supports your business, and doesn't turn social media and marketing into a full-time job.

Focused Marketing Campaigns

Some ideas need more than one post.

We can build a clear campaign around a launch, event, seasonal offer, new service, quieter part of the business, or a particular audience you want to reach. Depending on the project, that might include strategy, messaging, a landing page, emails, social content, print pieces, forms, or follow-up.

We can build the full campaign or step in for the pieces you need most.

Client Resources and Education

Clear, useful resources help people understand what you offer, what comes next, and what they can expect from the experience.

We create welcome guides, service guides, FAQs, checklists, workshops, mini-courses, care instructions, and other tools that make important information easier to follow.

These pieces can help someone feel confident choosing you and make the experience smoother once they do.

Ongoing Creative and Strategic Support

Marketing rarely stays finished for long. Websites need updates, plans shift, and new ideas take shape.

Ongoing support might include quarterly planning, newsletters, campaign development, seasonal refreshes, new resources, reusable templates, or help turning one strong idea into content for several places.

Some want regular support. Others call when something new is starting: we're here for both.

Build around what you need

Support can be one-time, seasonal, quarterly, or ongoing. We can shape the plan, create the pieces, strengthen what you already have, or stay involved as new ideas and needs take shape.

The quiet systems behind a better customer experience

The experience people have with your business is shaped by more than what they see. It also depends on what happens after they inquire, how clearly they are guided, and whether the right follow-up arrives at the right time.

We can improve one step, connect several pieces, or build around the tools and routines you already use. These are common starting points, not a fixed list.



Launches & Announcements

A smoother way to introduce a new service, offer, event, or seasonal promotion. We can bring the website copy, email, social content, forms, and follow-up together so the message feels clear and consistent wherever people see it.



Booking & Appointment Flow

Booking links, confirmation emails, reminders, preparation notes, and follow-up arranged into one smoother experience. Customers know what to expect, and you spend less time sending the same information again and again.



Inquiry & Lead Response

A clearer path for what happens when someone fills out a form, sends a message, or asks for more information. Thoughtful confirmations and follow-up help warm inquiries become real conversations instead of disappearing into a busy inbox.



Quote & Proposal Follow-Up

A more polished path from the first request to the estimate, decision, deposit, and next step. The process feels clear and professional without becoming complicated or impersonal.



Customer Onboarding

Welcome emails, forms, guides, timelines, and important information brought together in a way that helps customers begin with confidence. A clearer start often makes the entire relationship easier.



Reviews & Referrals

Simple, well-timed requests that make it easier for happy customers to leave a review, recommend your business, or send someone your way without every follow-up depending on your memory.



Repeat-Customer Touchpoints

Seasonal reminders, rebooking prompts, maintenance notes, product updates, or helpful check-ins that keep the relationship going. The goal is to stay useful and familiar without sounding canned.



Updates & Resource Delivery

A clearer way to share progress updates, next steps, forms, guides, instructions, or other useful materials. Customers can find what they need more easily, and you spend less time searching through old messages or repeating information.

We can work with the tools you already use, including forms, email platforms, booking systems, websites and customer-management tools, and help the pieces work more smoothly together.

Every business has its own way of working. These are simply places to begin, not a fixed system you have to fit into.

WHERE TO START

Start where the experience could be smoother

You don't need to rebuild everything at once. Most businesses already have useful pieces in place: a recognizable name, happy customers, a website with good bones, a brand they still like, or systems that handle the basics.

The opportunity is usually not to start over. It is to make what you already have clearer, more current, and easier to use, both for you and for the people trying to choose you.

IF YOUR BRAND, SIGNAGE, MENUS, CARDS OR MATERIALS FEEL OUT OF STEP WITH THE REST

↳ **Start with the brand pieces.**

IF PEOPLE NEED A CLEARER PLACE TO LAND

↳ **Start with the website.**

IF THE WEBSITE HAS A STRONG FOUNDATION, BUT COULD FEEL CLEARER OR MORE CURRENT

↳ **Start with a Refresh.**

IF STAYING VISIBLE KEEPS FALLING TO THE BOTTOM OF THE LIST

↳ **Start with a marketing plan or focused campaign.**

IF CLIENTS KEEP ASKING THE SAME QUESTIONS

↳ **Start with a guide, FAQ or customer resource.**

IF INQUIRIES, BOOKINGS, FOLLOW-UP OR UPDATES ARE TAKING TOO MUCH HEADSPACE

↳ **Start with workflow support.**

IF SEVERAL PIECES NEED TO WORK TOGETHER BETTER

↳ **Start with a custom project.**

Every piece can stand on its own.

Already have a brand, website, system or process you like? We can meet you there.

Tell us where the experience feels unclear, outdated, or harder than it needs to be, and we'll help you choose the right place to begin.

That could mean one physical piece, a new client resource, a focused campaign, a website update, or a better way to connect the tools you already use. If you're not sure what needs attention first, start with a Presence Review & Action Plan.

Payment plans are available for larger projects.





START HERE

See where the experience could be smoother

Before you decide what needs attention, take a few minutes to look at your business through a customer's eyes. The Scorecard helps you review the first impression, your website, the words people find, the next step, and any places where the experience could feel clearer or easier to act on.



theyellowfrontdoor.ca/the-scorecard

Want a more detailed look?

Start with a **Presence Review & Action Plan** for a practical review of your website, brand pieces, messaging, and client path: what is working, what feels unclear, and what to fix first.

Visit theyellowfrontdoor.ca/presence-review

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