

# Founder Website Brief Template

**Best for:** Busy founders hiring a web designer or one-day launch team.  
**Use it for:** A short brief that replaces three vague kickoff calls with one useful document.

## How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

## Business basics

- Business name, domain, market, location, and contact details.

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- What you sell and the buyer's most urgent problem.

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- The proof you can show today: clients, numbers, screenshots, credentials.

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## Page plan

- Homepage goal and top CTA.

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- Sections that must appear before launch.

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- Pages that can wait until there is real traffic data.

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## Approval rules

- One final decision-maker.

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- Feedback window on build day.

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- What counts as done enough to publish.

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## **Next step**

If you want the site done with you instead of by you, book a free intro call at [niyalo.com](https://niyalo.com). Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

# 30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Business basics: Business name, domain, market, location, and contact details.		
2	Business basics: What you sell and the buyer's most urgent problem.		
3	Page plan: Homepage goal and top CTA.		
4	Page plan: Sections that must appear before launch.		
5	Approval rules: One final decision-maker.		
6	Approval rules: Feedback window on build day.		

## What usually breaks the launch

- No single decision-maker.

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- Missing assets scattered across chat threads.

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- A CTA that changes halfway through the build.

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- A first version trying to behave like a six-month roadmap.

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