

Your business has evolved. **Your website hasn't.**





You've done the  
**hard part.**

You've proven your product works.

You've built a profitable business, gained traction, and  
proven your offering works.





# But... There's a **problem**

Your website was built when you were bootstrapping - maybe you did it yourself, hired someone cheap on Fiver, or cobbled it together internally on a tight budget.

It served its purpose in Phase 1, **but now your business is ready for Phase 2**, and your website is holding you back.



# You know **the feeling...**

- + You're embarrassed to send prospects to your site
- + Your website looks amateur compared to your competitors
- + Your messaging lacks the authority needed to position you as the obvious choice



# However you got here, **you're ready for Phase 2**

## Investment

You're a business that's profitable, experiencing growth, and ready to invest £2-8k to get professional positioning (evolving from Phase 1).



## Skipping Bootstrap

You're a new business with proper backing that want to skip the bootstrap and hit the ground running with professional positioning from day one.



# So, what is Phase 2?

My Wix Designer specialises in **Phase 2 businesses** - whether you're upgrading from Phase 1 or starting fresh with proper investment.

## Phase 1: The bootstrap phase

DIY website, tight budget, proving your product works. Many businesses start here - but not all. Some skip this entirely with proper backing.

## Phase 2: The investment phase

Business is profitable or properly funded. Time to invest £2-10k in professional positioning that benchmarks against competitors and supports your growth systems. This is our speciality.

## Phase 3: The scaling phase

Significant brand investment (£10-20k+), ready for major scale. This is where our sister company Twine takes over.

# What makes **My Wix Designer** different?

Ryan isn't a designer trying to understand business - he's an entrepreneur with a design background building and scaling his own e-com business, Bespoke Foil Company.



- Started Bespoke Foil Company in Phase 1 (DIY, budget)
- Grew it to Phase 2 (£500K+ revenue, professional systems)
- Now transitioning to Phase 3 (ready to scale and franchise)
- Understands exactly what you're going through

# Getting you **to** Phase 2

My Wix Designer specialises in Phase 2 businesses - whether you're upgrading from Phase 1 or starting fresh with proper investment. Here's how we get you there.



## Brand Evolution

Stop looking like Phase 1. We evolve your brand to match the professional business you've become.

## Professional Messaging

Words that position you as the obvious choice, not just another option in your market.

## Conversion-Focused Web Design

A website that converts visitors into customers - built for business owners, not developers.

## SEO Fundamentals

Your competitors are getting found. We make sure you are too.

# Brand Evolution

Stop looking like a Phase 1 bootstrapper  
when you're a Phase 2 business.

We evolve your brand so it looks like it belongs alongside  
your competitors - not trailing behind them. Logo, colours,  
typography, guidelines - everything refined to match the  
professional business you've become.

# Messaging

Your website should position you as the obvious choice,  
not just another option.

We craft messaging that sounds like a market leader - authoritative, clear, and conversion-focused. Every page works to move visitors from “just looking” to “let’s talk” because the words finally match the quality of what you deliver.

# Conversion-Focused Web Design

A website that actually converts visitors into customers -  
not just sits there looking pretty.

Mobile-first, professionally structured, with the  
functionality you need to run your business. Built on Wix so  
you own it, control it, and never need to beg a developer  
for basic updates. Your site works for you, not the other  
way around.

# SEO fundamentals

Your competitors are getting found. You should be too.

We handle the technical setup, keyword research, and on-page optimisation that gets you competing with established players in search results. Because a professional website that nobody can find is just expensive decoration.



# Investment Tiers

## Essentials from £2,500

For businesses that require light branding work and need a professional foundation fast.

- 5 core pages (Home, About, Services, Contact, Blog)
- Mobile-responsive Wix build
- Basic SEO setup & Google integration
- Contact forms & Maps integration
- Light branding retouch (if required)
- 3-4 week delivery

Perfect for businesses with some branding in place, who just need clean, professional execution.

## Professional from £4,500

For businesses ready to compete professionally with strategic positioning and complete web presence.

- Everything in **Essentials**, PLUS:
- Up to 10 core pages
- Full brand evolution
- Brand style guide
- Professional copywriting or Content retouch for conversion optimisation
- Advanced functionality included: booking, e-commerce (if required)
- Keyword research and SEO optimisation
- Social media integration & Analytics setup
- 4-5 week delivery

Most clients choose this option.  
It's the sweet spot for Phase 2 businesses ready to benchmark against competitors.

## Scale from £9,500

For businesses preparing for significant growth who want comprehensive positioning and ongoing momentum.

- Everything in **Professional**, PLUS:
- Up to 20 pages
- Complete brand strategy and identity
- Strategic content architecture across entire site
- Advanced functionality + custom integrations
- Sales enablement assets: Pitch deck, lead magnet, brochure
- Comprehensive SEO strategy
- 3 months post launch SEO retainer included (£2,400 value)
- 6-8 week delivery

Perfect for businesses establishing systems for scale. You get everything to compete at the highest



# Built for business owners, **not developers**

- + You own and control your site from day one
- + No ongoing developer costs eating your margins
- + Enterprise-level hosting and security included
- + Update content yourself without waiting on anyone
- + Scales with your business through Phase 3 and beyond

# What's it like to **work together?**



**Ryan personally handles all strategic work:**

- + Brand strategy and evolution
- + Messaging and content
- + Creative direction and web concepts

**His expert team handles technical execution:**

- + Web development and build
- + SEO implementation

**The result:** Strategic thinking at the top, efficient delivery throughout, costs that make sense for Phase 2 businesses.

# What happens when you say **yes**?

- + **You reach out** - Tell us about your business and which package you're considering
- + **We confirm fit** - We'll make sure we're the right solution for where you are
- + **Onboarding brief** - You complete a detailed questionnaire
- + **We build** - Our team gets to work using our proven process
- + **You launch** - Your new Phase 2 website goes live on schedule

# Bespoke Foil Co

## Phase 1 to franchise-ready

### The Challenge

Started Phase 1 (2017) with hundreds of under performing products and DIY systems. Profitable but scattered - needed strategic focus to break £500K and prepare for franchise expansion.

### Our Solution

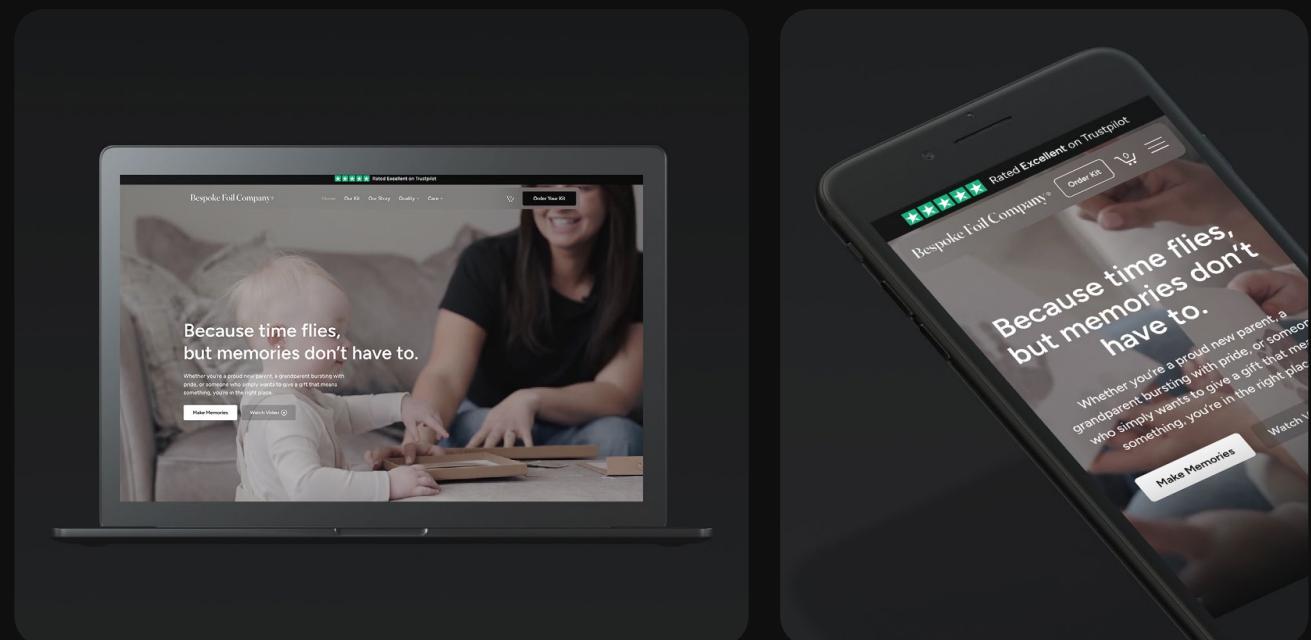
Complete strategic rebrand. Stripped back to focus exclusively on best-selling foil handprint kits. Developed proprietary Foil Fusion Technology key messaging as differentiator. Built professional e-commerce platform with systems designed for franchise replication.

### The Results

Grew to £500K+ revenue. Eliminated operational chaos through product focus. Established premium market positioning. Built franchise-ready systems and brand assets. Now actively preparing Phase 3 franchise expansion.

### Ongoing

Transitioning to Twine (our sister company) for Phase 3 strategic work. Franchise development underway. Systems allow Ashley to run operations while Ryan focuses on growth.



“

Ryan doesn't just design websites - he builds systems that let you scale. We went from operational chaos with hundreds of products to a streamlined £500K+ business ready for franchise expansion.

The rebrand gave us the positioning we needed to go from Phase 2 to Phase 3.



**Ashley Eccleston**

Co-Founder, Bespoke Foil Company



# Ask Sonia

## Amateur site to Global sales

### The Challenge

Amateur DIY website limiting international growth in food safety training. Poor SEO meant zero organic traffic, broken VAT system forced manual invoicing for every international booking, and hours wasted updating 50+ course pages individually.

### Our Solution

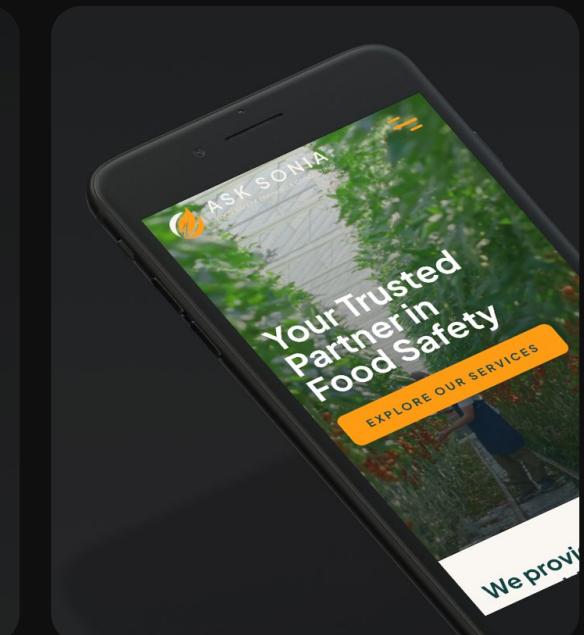
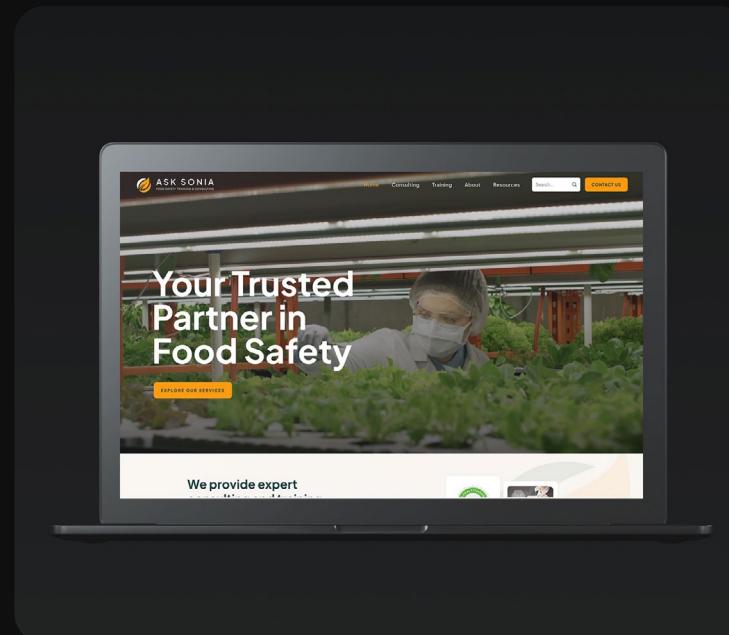
Complete brand evolution, custom CMS for course management, resolved VAT automation through custom development, and implemented SEO foundations. Built for international credibility and operational efficiency.

### The Results

Investment paid back in one month. International training revenue more than doubled. Traffic shifted from 80% LinkedIn referrals to majority organic search. Manual invoicing reduced from constant to twice in two months. Hours of weekly admin eliminated.

### Ongoing

Continued organic growth and international expansion. Systems allow Sonia to scale globally while working less - time now spent on content creation and charity work instead of website maintenance.



“

Ryan transformed our business in ways I hadn't even considered. We came for a CMS solution and left with a complete rebrand, international sales that doubled, and hours of admin time back every week.

The investment paid for itself in the first month - I only wish I'd done it sooner.



**Sonia Andrei**

Founder, Ask Sonia



# Ecogen Phase 1 DIY to Market Leader

## The Challenge

Frustrating DIY website limiting growth in renewable energy recruitment. Lacked authority to compete for major contracts, relied on third-party software for job listings, and poor user experience meant low conversion rates.

## Our Solution

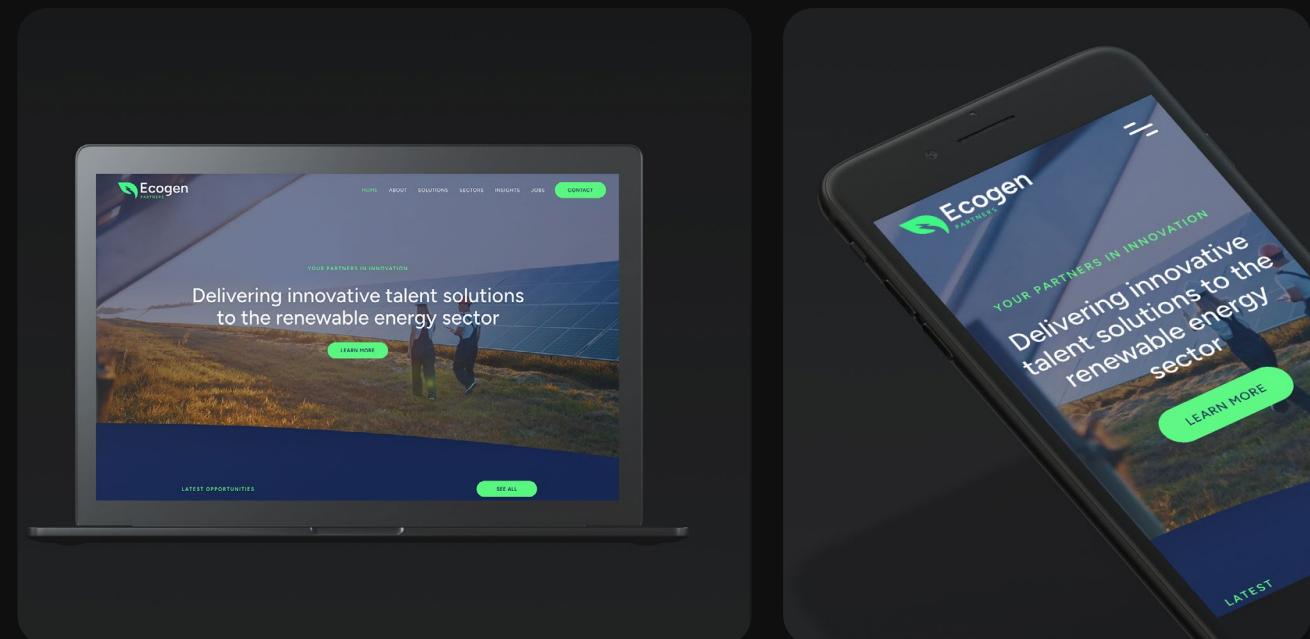
Complete rebrand with strategic messaging focused on innovation. Built custom job board integrated directly into Wix. Professional website with conversion-optimised user journeys for international reach.

## The Results

Authority positioning established through strategic brand evolution. Custom job board eliminated third-party dependency. Form submissions increased by over 200% through optimised user journeys.

## Ongoing

Continued SEO optimisation maintaining visibility in competitive renewable energy space. Strategic support as they scale internationally and expand across emerging markets.



“

We needed to look like the market leader we were becoming, not the startup we'd been.

Ryan repositioned our entire brand and built systems that actually work. Form submissions increased by over 200% and we finally have the professional credibility to compete for the contracts we deserve.



**Paul Evans**

Founder, Ecogen



Every day in Phase 1 is another day  
**behind your competitors**

Book your free 5 minute audit I will personally shoot  
a 5 minute video explaining where you are at, and how we  
will get you to phase 2.



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