

## Inside 'n Out Feng Shui ([www.insidenoutfengshui.com](http://www.insidenoutfengshui.com))

### SITE OVERALL VIBE

- Personal, trustworthy, & inviting (vs corporate)
- Nature & natural environment connection (which represents abundance, health, growth, and aliveness). (ie A bit of: lush forest, flowers, a calm stream, animals that are not dominant in the visuals like birds/butterflies. Not overkill on this.)
- Peaceful, harmonious, spacious/simple (not busy or cluttered)
- Educational & insightful

### QUALITIES OF MY IDEAL CLIENT (Who site is for)

- Open-minded, caring people that value connection.
- Personal growth-oriented. Seeking positive change & more harmony.
- Active people engaged in their life.
- They want: to look good, feel good, & have fun.

\* Therefore site needs to mirror this.

### DIFFERENTIATORS

*How am I different than the other choices available to my market?*

- MORE TOOLS & METHODS: Have a background in environmental psychology and more tools & methods than the average designers/consultants. This means I can support you fully in creating a space you really love.
- BEYOND THE SURFACE: Most designers/consultants are focused on the look of your space only. I go deeper into who you are, what you want, & how your space can support you & your life better.
- CHANGE FOCUSED: Change & transformation is my background, passion, & speciality. I help you change your space to change your life.
- ATTENTION TO DETAIL: Other services miss important details. I believe success is in the details, therefore expect a higher quality of service.

### EXAMPLE SITES

#### 1. <https://marlynconsulting.com>

- +: personal & inviting
- : no environment include

#### 2. <http://www.blueprintsfengshui.com>

- +: nice environments
- : not personal & inviting

#### 3. <https://www.luminous-spaces.com>

- +: Nice Buddha picture (represents spirituality) & has green representing growth. Actually shows environment.
- +: Personal, as says "I'm glad you're here" and a picture.
- +: Like the free exploratory call.
- : Too much info & choices to sort thru & everytime I go to another page her pop up gets in my way. LOL
- : I could not figure out how to get back to the home page, no navigation from the about page to get back.

#### 4. [www.fengshuiyoganj.com](http://www.fengshuiyoganj.com)

- +: I like the green, feels good. Like the simplicity of the saying "Natural Elements + Design = Healthy Living"
- : Slider is distracting & moves too fast thru the screens.
- : Cluttered with too much on the page

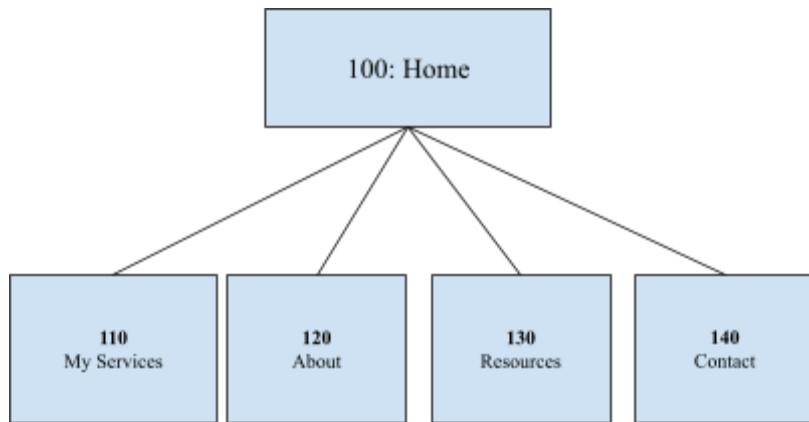
#### 5. <http://www.interioralignment.com>

- +: its short and sweet. I like the phrases "where intention goes energy flows" & "Feng Shui Honors the power of nature to affect the energy and feelings in the home".
- : Don't like slider & moves too fast.
- : Boring

### OTHER KEY NOTES

- Want pages to have different urls VS all on a 1 page scrollable site.
- Want the colors to be in the family of blue to teal to green.
- Please use lorem ipsum placeholder text for places where text hasn't been provided, then I will know the word count before more text is written.

## SITE MAP & PAGES



### On All Pages

- Navigation menu at top incl “Home”. Consistent look on every page.

### 100: Home

- Business Name “Inside ‘n Out Feng Shui” & Tagline “Shift your space, Shift your life”



- 1** Front door with plants.

*Possibilities for upgraded photo:* Inviting front door with plants/nature, Annette at a front door welcoming you in, door opening to nature, or ?. This is the key picture for the website, so it must convey the overall site vibe.

- 1 or 2 paragraphs below the key picture with a personalized explanation of what I do (ie written in first person). I will close explanation with an offer of a free exploratory call (hyperlinked to contact page). This text will build on “shift your space, shift your life”, explaining it more. I will start with something like “I’m glad you stopped by”, have them ponder where they are now & how they will get to where they want to be.
- Testimonial on bottom, rotating with a smooth, calm transition. See bottom of [www.brenthammond.com](http://www.brenthammond.com) to see how I’d like it.

### 110: My Services



- 2** Picture of feng shui elements.

*Possibilities for upgraded photo:* A picture of a nice living space/home. (matching with overall site vibe).

- A list of the services I offer: (home decorating/feng shui design, patio/garden design, decluttering, feng shui home staging, feng shui home buying), followed by 1-2 sentences explaining each service & it’s benefits
- After this list I want a personal message from me (1-2 sentences total) that includes an offer of a free exploratory call (hyperlinked to contact page).

### 120: About



- 3** Picture of Annette.

*Possibilities for upgraded photo:* A picture of me in a nice environment, connected to the viewer OR connect to another person I’m serving.

- 2 paragraphs explaining my story. I will close my bio with an offer of a free exploratory call (hyperlinked to contact page).
- Testimonial on bottom, rotating with a smooth, calm transition. See bottom of [www.brenthammond.com](http://www.brenthammond.com) to see how I’d like it. Note: Start the rotation in a different place IE halfway thru.

### 130: Resources

- 1-2 sentences text from me introducing the resources/articles (lorem ipsum for now)
- For each article I want a thumbnail picture, the article name, & a brief description of it (as below). Both the thumbnail & article name should be link to the article (target=”\_blank”) Note: all thumbnails are square.
  - 4** — [Feng Shui Colors: The Science and Psychology Behind It](#): Feng Shui Colors and the science behind it.
  - 5** — [Psychology of Interior Design - How Decor Affects Your Emotions at Home](#): How your Décor affects your emotions at home. [VIDEO](#)
  - 6** — [Feng Shui: Healing through your environment](#): Health & healing article.
  - 7** — [6 Feng Shui Tips to Improve Your Health, Happiness, and Vitality](#): Tips for Health.
  - 8** — [Feng Shui Basics: How Your Space Can Affect Your Mood](#): Feng Shui for Happiness.
  - 9** — [Feng Shui Simply: Change Your Life From the Inside Out](#): Good article on Clutter.

 10 — [Bedroom Makeover: 9 Feng Shui Tips for Better Sleep](#): Bedroom Makeover 9 tips for better sleep.

 11 — [5 Reasons to Clear the Clutter out of Your Life](#): Another interesting article on clutter.

 12 — [Surroundings on Your Side](#): Great video on how your environment affects you. [VIDEO](#)

- *In future:* I'll add more links to articles, books, or other resources, and once the list gets too long I'll add headings to group the articles.

#### **140: Contact**

\* This page is inspired by <https://brenthammond.com/contact>. See this link for ideas.

- Text: "I look forward to hearing from you"
- Entry box for name, email, confirm email, message & a "send" button. See <https://brenthammond.com/contact> for how I like the form.
- Business name, phone #, my email, with icons below for facebook & linkedin
- A quote "Our mind creates our environment... And our environment creates our mind." —Daniel J Siegel

#### Future Pages

- Benefits of Feng Shui
- FAQ's

# JN29: SITE CHANGES

## 0. Overall

- a. I'd like to alter the color orange in all places (ie buttons, links, etc) to a more reddish-orange (like fire).

It was -->



I want it to be closer to -->



- b. Please add "BaZi Calculator" to menu, after Resources & before Contact
- c. Lose Free exploratory call button & Make contact as the orange button, to balance the page
- d. Footer text changes: 1/ Instead of "Follow me on social media", change to "Connect with me on social media". 2/ Change "Ready to start" to "Ready to 'Shift Your Space'" & instead of the placeholder text you can now put "Contact me for a free exploratory call".

## 1. Home

- a. Instead of "Learn more about me and the arrow", can we have a bouncing arrow at the bottom (ie see [www.brenthammond.com](http://www.brenthammond.com) for what we mean). Note: doesn't have to be bouncing if complicated or time consuming.
- b. I'd like a different graphic for the leaf, that is less cartoony (more live, more nature ie photo vs cartoon). Also not a leaf. Can you provide some alternate options? IE something else in line with the site & feng shui (maybe google feng shui pictures for ideas). Candle +/or something water related is best. (LOTUS FLOWER w water)
- c. Also we can cut down the word count for paragraph 2 (make it the same word count as 1 or 3).
- d. Please correct the spelling of "Lori Otwa". Her last name is "Otway"

## 2. My Services

- a. Please reduce the space above and below the "how can I help" text & graphic (ie less margin top & bottom) AND move the listed services block up so it's directly below how can I help (ie less top margin).
- b. Please change the service titles to: BaZi Chart Reading || Home Decorating / Feng Shui Design || Patio/ Garden Design || Home or Office Decluttering || Feng Shui Real Estate Services
- c. Please change "How Can I Help?" to "How does your environment affect you?"
- d. Again I'd like a different graphic for the leafs. See 1b above for notes. Doesn't have to be Candle or water related (could be but also could be bamboo, wood, or other feng shui elements — that tie into the theme of the site). \*This graphic is also on the Resources page

## 3. About

- a. Please change the top picture, as with the trees being cut off top & bottom, it looks cramped, confined, & cluttered. The vibe I want is more expensive, peaceful, and nature. MAYBE GIVE A LITTLE MORE SPACE also
- b. Please reduce the space above & below the my picture & text block (ie less top & bottom margin) — MAYBE DO JUST A TINY BIT

## 4. Resources

- a. I like the picture on the top, but it's a bit cramped (ie top of the plant is too cut off). Please adjust or change. MAYBE GIVE A LITTLE MORE SPACE
- b. Please reduce the space below the intro text, so we get into the services quicker (ie less bottom margin)
- c. Leaf: See 2d for graphic change.

## 5. BaZi Calculator

- a. I want to add this calculator <https://blueearthdevelopment.com/bazi-calculator-widget> (I bought the annual plan)  
It's a short copy/paste script (Brent will email as soon as I get). See [here](#) for installation videos.  
If you need it here's the log in page: <https://blueearthdevelopment.com/login> (username: [annette.mail@me.com](mailto:annette.mail@me.com) || password: Willis2007)

## 6. Contact

- a. Please reduce the space above "I look forward to hearing from you" & remove the quotes around it. (ie less top margin)
- b. Please change the picture to the right of the form. In Feng Shui we don't like spiky plants (more soft and welcoming). Reduce size of picture to match with top and bottom of form
- c. The form feels a bit narrow. Please make wider. Also a bit more height for the message form box.
- d. Remove the lorem ipsum text above the phone # and email. Also remove the words "Phone" & "Email" & just show the data here.
- e. Again don't like the leaf graphic at the bottom, as per 1b & 2d.

# AU03: SITE TEXT & MINOR CHANGES

## 0. Overall

### a. MAIN FONT CHANGE

- Please change the main font (used in Inside 'n Out logo, home page tagline, footer, etc). It's choppy (some letters have thick lines & others super thin) & lacking clarity (not good for Feng Shui). Worst of all the "Shift your space" tagline, easily looks like "Shih your space". — need consistent, clear font

### b. MENU FONT

- The font used in the menu is a bit too thin, especially on Annettes monitor. Please change the font to something thicker or maybe bump it up a point size — whatever looks good.

### c. MENU CHANGES

- Please change the menu order, so "About" comes before "My Services"
- Change text "Bazi Calculator" to "BaZi Calculator"

### d. TEXT HEADERS

- Please make sure text headers are consistent [That is, in a few places the text case is mixed IE My Services/How does your environment affect you has some lower case letters (like the d) & some upper case] — just change the font

### e. ONE MORE TESTIMONIAL

- There will be one more testimonial for the testimonial slider. We'll email later, as it's not ready just yet.

## 1. Home

### a. PIC CHANGE

- Change the "I'm glad you stopped by picture", to the exact same picture as the "About" page. Annette will later get new pics of herself & change one or both of them. For now there will be repetition.
- Note: no text is needed on this picture (ie we're losing the "Im glad you stopped by")

### b. TEXT & BUTTON

**Add paragraph header:** Have you ever wondered... *why do some people have all the luck?* (<---use this case)

**Paragraph text:** Hello. My name is Annette Austen and I'd like to introduce you to the answer. An answer that lies deep within some very ancient Chinese wisdom and teachings.

Chinese scholars discovered that 3 factors affect the success or failure of a person – Destiny, "Man Luck" and Feng Shui.

Everyone has an energetic blueprint set by the date and time of their birth that determines their Destiny. The scholars saw how knowing the energies you came into this life with reflects who you truly are, your potential and weaknesses. They created BaZi as a system of reading one's energetic blueprint or Destiny. A BaZi Reading gives you an advantage in life helping you to break free of cycles and move when the energy flow matches your personal energy.

Beyond the energetic blueprint set at birth, the scholars saw how success or failure in life was determined by Man Luck (the choices we make & the actions we take). They discovered that all life cycles thru energy patterns in 10 year cycles of energy. They saw how the patterns of ups and downs one is experiencing during a lifetime is determined by one's actions. When you know your pattern, you know when to act and when to sit still. The cycles are like life lessons which can help you foster growth or illness.

Finally, the Chinese scholars saw how one's success or failure was determined by one's environment and surroundings. This is authentic Feng Shui. The physical and the energetic aspect of our surroundings – like the mountains, rivers, location and direction all affect the quality of our lives.

Curious to see how these ancient Chinese teachings can help you?

**Change button text to:** "Click here to learn more" (link button to About page)

## 2. About

### a. TEXT (to the right of Annette picture)

When I first stumbled upon Chinese Metaphysics back in 2007, I felt like I was looking into a mirror.

I had been working as a business trainer, corporate coach, and accounting associate for years and here was an ancient Chinese study that mirrored my role in helping people with practical tools to get the results they want to navigate personal change.

I was hooked by the science of Feng Shui and needed to learn more about this ancient wisdom.

Today after years of professional experience along with a decade of learning, I offer my clients gems of expertise combined with ancient wisdom so that they can create prosperity and health in their professional and personal lives.

I love sharing insights and experiences with others. I thrive on continually learning and expanding my knowledge — I am continually taking classes with masters of the ancient art.

My Feng Shui consulting includes 8 Mansions, Classical (Landform), Xuan Kong (Flying Stars), Western (Bagua) schools of Feng Shui, as well as BaZi astrology, which uses the 10,000-year calendar. These disciplines enhance each other and are more powerful when used in tandem.

I offer the wisdom of these teachings through consultations (link to My Services), lectures, workshops and classes.

I invite you to make a personal choice to act upon your life, rather than allowing your life to act upon you.

Making better personal choices for yourself makes a better life. And, in this way, you can choose your own destiny.

b. DELETE SECTION

- Delete the “How can I help” section & instead, just have the orange button below the about me text
- that is put button under text not separate section

c. BUTTON TEXT

Change button text to: “Learn more about my services” (link button to Services page)

### 3. My Services

a. TEXT (to right of 5 elements picture)

Change paragraph header to: How successful does your environment feel?

Paragraph text:

What comes to mind when I ask you to think of what makes a person successful? Good education? Talent? Looks?

Ancient Chinese scholars knew there was more to living a prosperous life than such factors.

Read on to learn how my BaZi Readings and Feng Shui Real Estate Services can help you understand the environmental factors that can help you “shift your space and shift your life”.

b. TEXT: BaZi Chart Reading

\*Change “Bazi Chart Reading” to “BaZi Chart Reading”

Ancient Chinese scholars discovered that your personal Destiny was set by the time and place of your birth and BaZi is the art of reading your birth chart. Your BaZi chart is a snapshot of your energy make up stored in your physical body. It compels you to behave in certain ways. And when you are going against the flow of the energy, you are out of sync with your Destiny.

Life is always in flux and so are we and BaZi gives you a road map to strategize and take advantage of certain cycles of energy to your advantage. A BaZi Chart reading is a personal map that gives you the power to make informed decisions on the direction to take in your life. A BaZi reading includes your 6 power days this year & the 6 days you need to watch out for.

c. TEXT: Home Decorating / Feng Shui Design

The space you live in affects how you feel on the inside. When you change the layout of your home, you change how you feel, which has a deep impact on your life. Your home needs to support your life. Because when you flow with the energies in your home or office, your thoughts, actions and decisions become clearer, this helps us maximize opportunities and have a better life.

A Feng Shui Design consultation will advise you on the energy map of your home and works best in conjunction with a personal BaZi Chart Reading. Essentially, certain areas of your home have better energy than others. I will let you know where these are and how to use them to your advantage.

d. TEXT: Patio/ Garden Design

The external environment of your home determines the positive Qi within it. It's as simple as creating a great outdoor place to relax or entertain in to harmonize the energies in your total home environment. Designing your patio or garden space can create a nurturing peaceful environment to thrive in.

e. TEXT: Home or Office Decluttering

There's nothing that blocks the flow of your energy in your home more than clutter. Energy gets trapped and traps you along with it. Removing clutter can positively change your life. When you remove excess items in your space, your thoughts clear up. Home or Office Decluttering can help create space in the mind and this helps us declutter from the outside in. And when we make a choice to declutter inside and out, we positively change the outcome of our personal and professional lives.

f. TEXT: Feng Shui Real Estate Services

**Buying a Home:**

A Feng Shui consultation can help you find the perfect home – one that supports you, aligns with your personal energy, and helps you to create the life you want. This is done by analyzing the interior of the home, the direction it faces, and the environment around it. By analyzing of the energy of your potential new home and its environment and aligning it with your personal energy, you can confidently ensure its a perfect new home purchase for you.

**Selling Your Home:**

Presenting your property in the best light will sell your home faster and at a higher price. By utilizing the ancient science of Feng Shui, I can help make your home to be more appealing to potential buyers by improving its layout, making the front door welcoming, and removing clutter. Creating positive Qi in your home is the key to a quick and profitable sale.

g. PERSONAL MESSAGE BLOCK

Curious to learn more? Book a free 15 minute no-obligation exploratory call with me.

Change button text to: "Get in touch" (link button to Contact page)

**4. Resources**

a. TEXT BLOCK below header pic

Discover the wisdom of Feng Shui, the psychology of interior design, and how you can make your life better today.

a. PERSONAL MESSAGE BLOCK (\*same as 3g above)

Curious to learn more? Book a free 15 minute no-obligation exploratory call with me.

Change button text to: "Get in touch" (link button to Contact page)

**5. BaZi Calculator**

a. Add sentence above plug in

Use the calculator below to generate a personalized BaZi chart.

**6. Contact**

a. TEXT under "I look forward to hearing from you

Contact me if you have any questions, or to book a free 15 minute no-obligation exploratory call.

b. Please change the picture to the right of the form to this one:

[www.shutterstock.com/image-photo/natural-relaxation-water-element-168119216?src=c0sXDpLgvkUpSPVkZnSJBg-1-6](http://www.shutterstock.com/image-photo/natural-relaxation-water-element-168119216?src=c0sXDpLgvkUpSPVkZnSJBg-1-6)