

The GoodWeird Process

The same five stages, every time. Here's what happens in each, what I'll need from you, and what we agree before moving on.

A thing to know up front: at the end of every stage, we lock what we've decided - together, and I'll always tell you when we're about to. That's how the price stays fixed and the project keeps moving. And locked doesn't mean forbidden: you can change your mind about anything later. It just becomes a separate, small job rather than the project circling back on itself.



1 • Discovery

Following an initial discovery call, you get a questionnaire - proper questions, the kind that take a walk to answer. Take your time with it. Then we have a recorded conversation, about an hour, going deeper into what came up. If location works, a walk and talk works well. I record it because how you speak matters as much as what you say - your actual words become the raw material for everything that follows.

From you: honest answers, and links to anything you've already written or made that feels like you.

What we lock: nothing yet - this stage is about gathering, not deciding.

2 · Strategy

I go away and work with everything you've given me. I come back with what I've found: what's genuinely distinctive about your work, who it's really for, and where you sit in the world - including any tensions worth naming rather than smoothing over. You'll see a few possible directions, not one recommendation.

From you: reactions, pushback, and a choice.

What we lock: your positioning - the direction everything else is built on.

3 · Words

Every page of your website, written in your voice - drawn from what you actually said in Discovery, not a house style. I put this in a wireframe, so you can see it in the context of a web page. We work page by page: you get each one, you mark it up, I revise.

Two rounds of changes on each page, then we sign it off. If something genuinely needs a third look, I'll say so - that's my call to offer, and it's about getting it right, not about the clock.

What we lock: your copy, page by page.

4 · Identity

Type, colour, imagery, feel. You'll see a few initial visual routes first - so you're choosing a direction, not just approving one. The route you choose gets developed properly, with two rounds of refinement.

If we need portrait shots and you don't have any, it happens here: a couple of hours to shoot, location permitting, so the pictures and the identity are made for each other.

What we lock: your visual identity - and with words already signed off, the whole brand now exists.

5 · Build

I build the site and put it on a private link for you to click around in - real pages, real words. You send me a snag list, I fix it, and we go live.

After launch, I stay on the hosting (£100 a year) so you never think about the technical side. When you need something changed, you just ask - updates are from £50 per request, quoted before I start.

What we lock: launch. It's live, it's yours, and it sounds like you.

The practical bits

- Timeline: typically 6-8 weeks end to end. The honest variable is decision speed - yours and mine. The locks exist so neither of us stalls the other.
- What's included: everything above, for £3k. Open-licence fonts included; if your identity calls for a licensed font, you buy it directly (budget around £200).
- What's not: online shops and web apps. If you write, I'll set you up on Substack (£200) - where writing actually gets read - rather than building a blog you'd have to maintain.
- What I ask of you: candour in Discovery, decisions at the locks, and a bit of courage. The goodweird only works if we don't sand it down.

Questions before we start? john@goodweird.co.uk