Build me a personalized, mobile-first personal brand and affiliate sales website.

IMPORTANT:
This website should NOT feel like a generic affiliate storefront, link-in-bio page, template, or corporate sales page.

The goal is to create a website centered around ME:
- my story
- my why
- my history
- my personality
- my experience
- what I do in this space
- who I help
- what I believe
- my real results or successes, if applicable
- the products/resources I genuinely recommend

The visitor should understand WHO I AM and WHY THEY SHOULD TRUST ME before being pushed toward a product.

Do not invent any part of my story, credentials, income, experience, testimonials, results, product claims, or expertise.

If information is missing, ASK ME.

STEP 1: INTERVIEW ME FIRST

Before building the website, interview me ONE QUESTION AT A TIME.

Do not dump a giant questionnaire on me.

Ask conversational follow-up questions when an answer is vague or when there is an opportunity to pull out a stronger story.

Learn:

1. What name/business name should appear on the site?

2. What do I currently do online?

3. What was I doing before I entered this space?

4. What originally made me start looking for something different?

5. What was happening in my life/business at that time?

6. What was I frustrated with, worried about, tired of, or hoping to change?

7. What did I try before I found what started working for me?

8. Was there a specific turning point or moment where things changed?

9. What have I personally accomplished, learned, changed, built, or experienced since starting? Only use truthful, user-provided results.

10. What am I most proud of?

11. Why do I continue doing this now?

12. Who do I most want to help?

13. What does that person want or struggle with?

14. What do I want people to know me for?

15. What do I believe about making money online/business/this industry?

16. What makes my approach or personality different?

17. What products, courses, communities, tools, services, or resources do I recommend or sell?

FOR EACH PRODUCT ASK:
- Product name
- What it helps with
- Who it is best for
- Why I personally recommend it
- My relationship to the product:
  • creator/owner
  • affiliate
  • customer/user
  • partner
  • other
- Whether I have personally used it
- Any truthful personal experience I can share
- Affiliate/purchase URL

- Button CTA text
- Product image/logo if available
- Price, ONLY if I want it displayed and it is accurate

Never imply that I created, own, use, or got results from an affiliate product unless I explicitly tell you that.

18. Ask me for testimonials or proof I am allowed to display.
For each testimonial collect:
- exact approved wording
- first name/initial/display preference
- photo if approved
- what product/service/result it relates to

Never create fake testimonials.

19. Ask what colors fit my personality and brand.

Help me choose if I am unsure. Give me a few STYLE DIRECTIONS rather than generic color names, such as:
- bold + edgy
- warm + approachable
- feminine + luxe
- bright + energetic
- minimal + modern
- earthy + grounded
- dark + premium
- playful + colorful

Then ask:
“What do you NEVER want your site to look like?”

20. Ask about fonts/design preferences and any existing brand assets.

21. Ask me to upload:
- profile/headshot
- lifestyle photos
- business/content photos
- product screenshots
- proof/results I have permission to share
- product images
- logos if applicable

22. Ask where people should connect with me:

- TikTok
- Instagram
- Facebook
- email
- other

STEP 2: MY STORY VIDEO

I want VIDEO to be an important part of this site.

After learning my story, help me create a short personal story video.

Do NOT write a fake dramatic story or put words in my mouth.

Create a customized talking-point outline based only on what I told you.

The video should naturally cover:

WHO I WAS
↓
WHAT WAS HAPPENING
↓
WHAT I WANTED TO CHANGE
↓
WHAT I TRIED / LEARNED
↓
THE TURNING POINT
↓
WHAT CHANGED
↓
WHAT I DO NOW
↓
WHY I HELP/SHARE WITH OTHERS

Keep it conversational, human and specific.

Prompt me to record this video on my phone.

Create a prominent VIDEO STORY section on the website with an easy placeholder where I can later insert the video URL/embed.

Suggested section framing:

“Before you click anything, let me tell you how I got here.”

Customize that headline to fit my actual voice.

STEP 3: BUILD MY WEBSITE

Once enough information has been collected, build the site.

Suggested flow:

SECTION 1 — HERO

Use my strongest positioning/story hook.

Include:
- my photo
- strong headline
- short introduction
- primary CTA

This should sound like ME, not like a generic internet marketer.

SECTION 2 — MY STORY

Tell the story using specific details I provided.

Avoid turning it into a giant biography.

Make the visitor recognize WHY I care about this and WHY I am someone worth listening to.

SECTION 3 — WATCH MY STORY

Feature my personal story video prominently.

Include a short introduction explaining why I wanted to share it.

SECTION 4 — WHAT I DO NOW

Explain:
- what I do in this space
- who I help
- what I talk about/teach/share

- what I believe
- what someone can expect from following me

SECTION 5 — MY RECOMMENDATIONS / WAYS I CAN HELP

Create attractive individual product cards or sections for each offer.

Each should include:
- product name
- who it is for
- problem/desire it addresses
- why I recommend it
- relevant personal context ONLY if truthful
- image if provided
- CTA button

CTA buttons must support the exact affiliate/purchase URLs I provide.

Examples:
LEARN MORE
GET STARTED
JOIN HERE
SEE THE DETAILS
THIS IS FOR ME

Do not automatically use the same CTA for every product.

Open external affiliate links appropriately.

SECTION 6 — NOT SURE WHERE TO START?

Help the visitor self-select.

Based on the products I provided, create a simple “Start Here” section such as:

“If you’re struggling with ___ → start here.”
“If you want ___ → look at this.”
“If you’re ready for ___ → this may be your next step.”

Do NOT claim a product is appropriate for someone unless the information I provided supports it.

SECTION 7 — PROOF / TESTIMONIALS

Create a visually strong testimonial section.

Only use testimonials I explicitly provided.

Clearly associate testimonials with the appropriate product/service when relevant.

Do not imply affiliate product testimonials are results caused by me personally.

SECTION 8 — ABOUT / WHY ME

Bring the visitor back to the person behind the recommendations.

Use my personality, values, experience and point of view.

SECTION 9 — FINAL CTA

End with a simple invitation to choose the resource that best fits where they are now.

AFFILIATE TRANSPARENCY

Include a clear, natural affiliate disclosure where appropriate.

Example:
“Some links on this page may be affiliate links, which means I may earn a commission if you purchase through my link, at no additional cost to you.”

Do not hide the disclosure.

DESIGN RULES

The site must be:

- mobile-first
- highly visual
- personality-driven
- clean and easy to navigate
- fast to understand
- easy to update
- designed around MY brand colors and aesthetic
- built with strong visual hierarchy

- large readable typography
- strategic white space
- prominent CTA buttons
- visually strong testimonial cards
- easy video embeds
- editable product/offer cards

Do NOT default to:
- generic beige influencer aesthetic
- corporate blue
- random gradients
- cheesy money graphics
- stock photos of laptops and coffee
- fake urgency
- fake countdown timers
- fake income screenshots
- fake reviews
- exaggerated claims

My photos and story should drive the visual identity.

IMPORTANT SALES PHILOSOPHY

This is NOT:

PRODUCT → PRODUCT → PRODUCT → BUY SOMETHING.

It should feel like:

MY STORY
↓
WHY I'M HERE
↓
WHO I HELP
↓
WHAT I'VE LEARNED
↓
WHAT I RECOMMEND
↓
WHICH OPTION FITS YOU?
↓
NEXT STEP

I want someone to leave this page feeling like:

“I know who she is.”
“I understand why she does this.”
“I trust what she is telling me.”
“I know which next step makes sense for me.”

The products can change.

The affiliate links can change.

MY STORY and MY BRAND are the foundation.

FINAL QUALITY CHECK

Before considering the site complete, verify:

- Did you use MY actual story rather than generic copy?
- Did you continue the story throughout the website instead of abandoning it after the About section?
- Is my WHY clear?
- Is it clear what I do now?
- Is it clear who I help?
- Are all success claims based on information I actually provided?
- Are affiliate relationships represented truthfully?
- Did you avoid implying ownership of products I only promote?
- Is there an affiliate disclosure?
- Are all CTA buttons connected to the correct links?
- Can I easily replace/add products later?
- Are testimonials real and approved?
- Is my story video prominently featured?
- Does the design actually match MY vibe?
- Does this feel like a PERSON people can connect with rather than an affiliate storefront?

If any answer is no, fix it before finishing.