



A CASE STUDY IN DESIGN

FOR EVERY STAGE

OF BUSINESS

## THREE CLASSIC BUSINESS CROSSROADS

The following case studies examine three clients in different stages of business development whose journey can provide great insight to what's possible for your business through working with River Coyote Design.

INTERIOR MOTIVES  
EXPERIENCED 50%  
IMMEDIATE  
GROWTH



ROCKLIN WEIGHTLOSS  
EXPERIENCED  
75% MORE  
NEW APPOINTMENTS



river  
coyote  
design

HIGHER  
QUALITY CALLS

*Whether you're launching a new business, in need of a website, or considering an updated site that better reflects your current services and targeted audience, branding through design plays a vital role in your success.*

*Branded design, coupled with fresh and smart (new) functionality and engaging marketing components that reflect the preferences of today's online consumer –not only how they shop for goods and services, but the proven evidence of the role mobile users will play moving forward– is vital to growing your business online.*

## RIVER COYOTE DESIGN CLIENT STUDY: FITNESS SOLUTIONS

# DESIGNING A CONSISTENT BRAND & WEBSITE FOR A NEW BUSINESS

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When Jenn Heape founded Fitness Solutions, she knew her personal journey with functional fitness was an important part of her story, as well as her ‘athletic edge’ as a trainer.

She had faced down and conquered debilitating Rheumatoid Arthritis that had plagued her since childhood, and realized meaningful weight loss (80lbs) as part of a healthy lifestyle.

More than ever, she was committed to utilizing her 18 years of experience as a certified personal trainer and fitness educator to help others take control of their lives – their health and their dreams – to reach new heights by rewriting their own story and realizing goals once thought to be impossible.

A believer in functional fitness, endurance training and customizing a client’s program to fit their individual needs and goals, Jenn knew she needed to create a brand reflective of both her expert skills and compassion: one that spoke to meeting clients where they lived (physically and emotionally) from day one, and inspiring within an environment that was both safe and purpose driven, capable of delivering the results clients were seeking at all levels.

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As a new business owner in 2012, I was looking for a design firm to help build my brand and website. The River Coyote Design team made that flawless with their precise questions and their willingness to be patient with me."

-Jenn Heape  
OWNER, FITNESS  
SOLUTIONS

RCD'S DISCOVERY  
DOCUMENT HELPS  
YOU FOCUS AND  
CLARIFY YOUR  
MISSION, VALUES  
AND GOALS



An avid cyclist competing in the Death Ride, Davis Double, Sierra Century, and High Sierra Century, Jenn learned that design and implementation of her brand, including the structure and components of her website, was a process that required focusing on her strengths and values. She turned to River Coyote Design to help her navigate the challenging landscape and finish strong.

## DISCOVERING & COMMUNICATING YOUR TRUE BRAND & MESSAGE

At the core of any successful design is 'discovery'... clearly understanding and articulating your mission and values, how to best describe your services or products, and equally important, how you define for others your ability to make life better by meeting their needs.

River Coyote Design's 'Discovery Document' helps you focus and clarify these items and more.

Whether you're selling tires, or as in Jenn's case, fitness and health, it's personal at its core, and how you define those aspects of your business is communicated through design, including color, texture, copy and style.





## FITNESS SOLUTION'S BRAND & WEBSITE

### LOGO DESIGN: THE FIRST STATEMENT YOUR BUSINESS MAKES

At the core of Jenn's philosophy is the belief that fitness, as part of life itself, is a journey—a journey that requires both physical and emotional support through proper technique and training. Functional fitness and endurance training alike also require a passion to excel beyond your limits today—a need, in many cases, to shed beliefs that no longer serve you and discover what you're capable of achieving.

Because all levels of fitness training require both the male (strength) and female (emotional) sides of our nature, as well as progress that is only possible through opposite or competing physical forces, the 'Yin Yang' symbol of completeness was a natural centerpiece within Fitness Solution's brand logo.

A large, bold, evenly balanced (no thrills or fluff) font pillars the print below a defined figure embracing the Yin Yang symbol, reflecting both the environment and philosophy of Fitness Solutions.

This primary brand message is strongly presented within the header of the Fitness Solutions website, complimented (and strengthened) by copy that reads, "Together we can create balance."

### COLOR: SILENT MESSAGING

As every color contains psychological weight that we respond to emotionally, whether we recognize it or not, the color scheme of your brand is important and can impact the actions taken (or not taken) by your unique site visitors.

Her life spent in the outdoors, Jenn wanted to incorporate the serene colors of nature reflected in blues and greens. Little did she know that her choices were also excellent when paired with her messaging and logo design; blue embracing calm, yet energizing freedom, inspiration and a sense of safety; green offering organic stability and growth ...a bridge between the stimulating and calm aspects of our lives.



## GRAPHICS

While the header graphic conveys a serious commitment to strength training, the site is sprinkled with photographs of real people and a glimpse of the no-fee gym's amenities and classes; a welcoming setting for anyone of any skill level.



## COPY

In line with the 'less is more' copy demands of today, Fitness Solutions offers the most sought after information upfront and throughout the menu. What sets them apart? The homepage makes that clear, emphasizing their "No-Fee Gym" in a large font, coupled with a wide selection of listed classes and personal training services within the main body of the page.



Jenn's personal story of pain and shattered self-worth as a young woman, and her journey through the limitations of Rheumatoid Arthritis to a life of health through functional strength training speaks of compassion for others who face similar physical and emotional challenges.

In short, potential clients identify with her story, trust her vision for others, and believe they will experience a level of support and expertise as a trainer not available elsewhere. At River Coyote Design, we call that a "10!"



## SITE LAYOUT

With an overall ease of navigation, and bold, uncluttered content areas, Fitness Solutions creates a pleasurable experience for site viewers to discover the information they need and want, quickly.

Strategically located consistently throughout the site, visitors easily find a “Get Me Started” call to action banner, allowing them to effortlessly begin their journey.

From class schedules, program rates and even testimonials, decision-making tools are at your fingertips, as well as all the encouragement one needs to get on board ...now!

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Denise and River Coyote Design were an absolute delight to work with in so many ways. Their response time was quick providing different ideas that I was extremely pleased with visually and functionally. Their communication expertise was exactly what I had been looking for. They have made my business look professional from the logo to web design using vibrant color scheme, appropriate fonts, and, most importantly, an ease of navigate.

I recommend River Coyote Design to anyone that is looking for professional services in either updating a current logo/web design, or someone like me that’s starting from scratch and searching for direction.

—Jenn Heape  
OWNER, FITNESS SOLUTIONS

before



# 4 NEW CLIENTS IN 2 MONTHS SINCE WEBSITE RE-DESIGN



// *“Business has skyrocketed since the new site design by RCD went live.”*

-Joyce Bowman & Sandra French,  
OWNERS, TAHOE INTERIOR MOTIVES



# FOSTERING NEW GROWTH THROUGH REDESIGN OF AN EXISTING WEBSITE



It's easy to get complacent... to get so comfortable with your current processes, client outreach, funnel automation and website design that you don't realize the world of consumers online has surpassed you. After all, you put in all that work on your website, right?

What consumers want and how they want it delivered have changed drastically in just the last 3 years, and if you're no longer meeting those needs and demands, you're leaving dollars on the table, or worse, sending potential clients to your competition.

Joyce Bowman and Sandra French, owners of Tahoe Interior Motives, were doing well, but questioned if their current website was all that it could, and should be. Did it reflect the high level of design afforded their clients? Was it reaching a new audience of potential clients effectively? Was it helping them expand their business?

While the simple answer to all of these questions was a resounding, no, how to go about addressing their concern was a bit more complicated.

// *I admit that I was against redoing the site initially. I thought it costs too much. I thought it was a waste of time. I am now a believer. The new site has transformed our business."*



## IT'S THE EXPERIENCE: LARGE, BEAUTIFUL GRAPHICS

Joyce and Sandra provide high-end style and breath-taking interior design to clients of all genres: elegant, rustic, contemporary and traditional. Delivering unforgettable value and style without breaking the bank makes it possible for the team to offer their magic to a range of clients from various locations and lifestyles.

Visual content dictates today's website design and allowed River Coyote Design to feature rich photography from Interior Design's stunning portfolio.

Rather than reading lengthy copy that describe the team's experience and design bona fides, site viewers are treated to a visual experience that places them within the designs themselves, almost as if reaching out and touching the fabrics, the wood, the stone.

Simply put, good design and high quality graphics transcend and create an immediate emotional response. It's all about the experience.

## COPY THAT: THE SINGLE-PAGE SITE DESIGN

As we stated earlier, less is more when it comes to copy, which means honing your message in such a way that you go beyond simply engaging your potential client, and instead, empower them with the knowledge that you (your product or service) ARE exactly who/what they need! If done correctly, the question naturally becomes: “How quickly can you help me?”

Interior Motives chose to have our in-house copywriter blend the important concepts of their original copy, with fresh new headlines, sub-headlines and copy styles that achieved the desired results.

River Coyote Design created a single-page website for Interior Motives that alternated incredible photography with short, informative sections of copy that replace the need for traditional, wordy pages for About Us, Services, and Contact.

By alternating with great graphics, the emotional engagement with the site visitor remains high as they quickly access the most important information they need to make a decision: Contact Now!

## GOING UP?

Today, a strong ‘elevator pitch’ is mandatory. What short, concise statement defines your product or service?

For Interior Motives, it all comes together with one strong, emotion-generating statement:

*Helping you create unforgettable spaces  
for home, work and life.*





## MOBILE READY & SEO FRIENDLY

While 3-5 years ago seems like the recent past, in Google terms, it's a lifetime. Changes to Google and other search engine mechanics (algorithms) can render what used to be a <page-1> search result impossible now.

Being 'mobile responsive' means a traditional desktop-designed layout of your website automatically resizes and readjusts in layout and function effectively to accommodate any and all mobile devices.

Websites designed as recently as three years ago are rarely mobile ready. Not only will your site visitors quickly leave for a better viewing experience elsewhere, but Google will penalize your site by ranking you lower because the site is not mobile responsive.

Tahoe Interior Motives no longer has that concern with their new website. In fact, coupled with the newest techniques in website design that River Coyote Design employed, from large beautiful graphics to single-page mobile friendly scrolling, it plays a huge role in how new clients find them today and the increased success they enjoy.



Business has skyrocketed since the new site has been live. We have gotten business from multiple clients who do not even live in the area, but have hired us based on the site alone. They hired us to design their 2nd homes in Tahoe. One couple from Hawaii, one from Newport Beach, one from Santa Cruz. And, the Santa Cruz couple also hired us to design their home in Santa Cruz as well. All of this from our website alone. We have never even met these people!"

-Joyce Bowman & Sandra French,  
OWNERS, TAHOE INTERIOR MOTIVES

# 75% INCREASE

IN APPOINTMENTS, AFTER  
WEBSITE REDESIGN BY RCD



It's like night and day since RCD re-designed our website. The phone is ringing off the hook! Our new appointments have increased by 75% which of course increased our revenue.

Since RCD launched our new website, there is a buzz about our business in the weight loss community. The new site has allowed us to compete with larger companies.

For any small business owner hesitating to update their website, Denise Pane and the River Coyote Design team will go the distance with you. I am a perfectionist and she took my ideas and brought them to life. My business has grown and matured since I started and my new website reflects those changes. Clients on a daily basis tell me how pleased they are with new website.

-Deb Murry  
FOUNDER, ROCKLIN WEIGHTLOSS

# FINE-TUNING YOUR BUSINESS GOALS & WEBSITE AFTER SUCCESS



There was no doubt that Deb Murry had reached a level of success that many entrepreneurs dream of. Her original website, also designed by River Coyote Design, had served its purpose well.

As founder of Rocklin Weight Loss, however, Deb faced a decision that many business owners experience. While the foundation of her company continues to be health coaching and successful weight loss/management through individualized private or online programs, the need for enhanced meal planning and access to high quality, nutritional food became a ‘calling’ too strong for Deb to ignore.

Turning to River Coyote Design once again, Deb was ready for a new site brand update that reflected her new direction. The RCD design team created a logo for Rocklin Weight Loss that was elegant, modern and timeless. The brand color palette was still similar to the green shades that Deb liked, so her brand transition was smooth.

The Rocklin Weight Loss website was outdated. The online marketplace being as competitive as it is today, Deb’s site needed a facelift – an updated look with better, bigger, more inviting graphics, and a structure that was not only easy to navigate, but mobile friendly. With an emphasis on beautiful photography and minimalist style, the new website was impressive and it took the Rocklin Weight Loss brand to a higher, more professional level.

Whereas the original site was heavy on content and copy, the new site is streamlined to say more with less. River Coyote Design copy editors are hands on, helping to guide clients as they hone their most important headlines and copy.

The new website also incorporates today's proven methods of building email lists for further outreach, and repurposing content in a manner not only in demand, but with the potential of creating a new revenue stream.

## TURNING VALUABLE CONTENT INTO MARKETING CENTERPIECES

Streamlining existing copy into shorter, more relevant segments for your new website does not mean that you have to simply toss out that which you've decided not to use in its existing long form. On the contrary, that content could, and should be repurposed for presentation in different, better ways that still afford potential and existing clients beneficial information on demand.

Utilizing the most relevant content, River Coyote Design created a beautifully formatted eBook for Rocklin Weight Loss titled, Eating to Live. The eBooks were designed with the same gorgeous imagery and minimalist style that is consistent with RWL's updated brand.

Available as a free download with subscription to the website, potential clients enjoy easy-to-digest and graphically appealing chapters covering how to change their relationship with food, the basics of a balanced diet, popular meal plans and recipes.

As a gorgeous free download, the call to action—Subscribe!—is much more appealing and successful, helping to build an email list that will serve Deb greatly in the future.



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## TAKING eBooks FURTHER THROUGH DESIGN

While eBooks, like informative PDF's and infographics, make a wonderful tool for email list-building as a free download, there's nothing to stop you from also selling your content as an eBook, or producing a series of eBooks that may begin as free downloads initially, but grouped together could be sold as a collection in the future. To ensure that Deb had a platform she could expand in any direction, our designer created a beautifully 'branded' cover that included a featured graphic central to the subject matter. Future eBooks published by Rocklin Weight Loss will feature the same branded framework on the cover, and a new central graphic reflective of the new book's content.

Great alone, or as a series, the eBook continues to afford business owners a flexible avenue for content to enhance consumer education while building their marketing funnel with purpose.







Between the new site and the search engine optimization (SEO) River Coyote Design did for us, appointments increased by 75%, and increased our revenue.”

-Deb Murry,  
ROCKLIN WEIGHT LOSS

At River Coyote Design, we take branding and marketing seriously and recommend our clients invest in quality branded designs that support all collateral materials. In doing so, you'll create easily recognized and easily shared components that enhance and further your message.

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