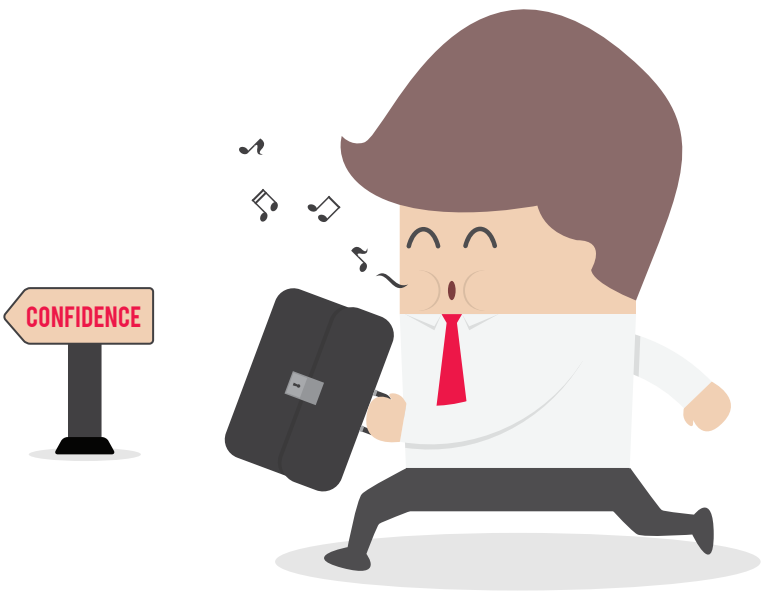# 6 Ways to Mentally Prep for a Website Project

*To help you mentally, emotionally, and psychologically prep for your new website project, we've put together this infographic. Think of this infographic as a supportive hug to get you through the process. Before we dive-in, know these emotions and concerns are completely normal and you aren't alone.*

## 01 Kick Anxiety to the Curb

A fear of the unknown is totally common. You may feel uncertain or uneasy because you don't know what to do or expect.

*It's time to kick your anxiety to the curb! You hired a team of experts to get you through the process. Don't sit and stew anxiously about your project. Instead, ask questions and find out what you are responsible for in the project.*

## 02 In Website Builders, You Must Trust

You likely haven't worked with the website firm before and you may feel you can't trust them.

*Just like George Michael, you gotta have faith. Remember, you hired the firm because they impressed you and showed you other websites they've built. Have faith in the website experts and listen to their suggestions, they know what they are doing.*
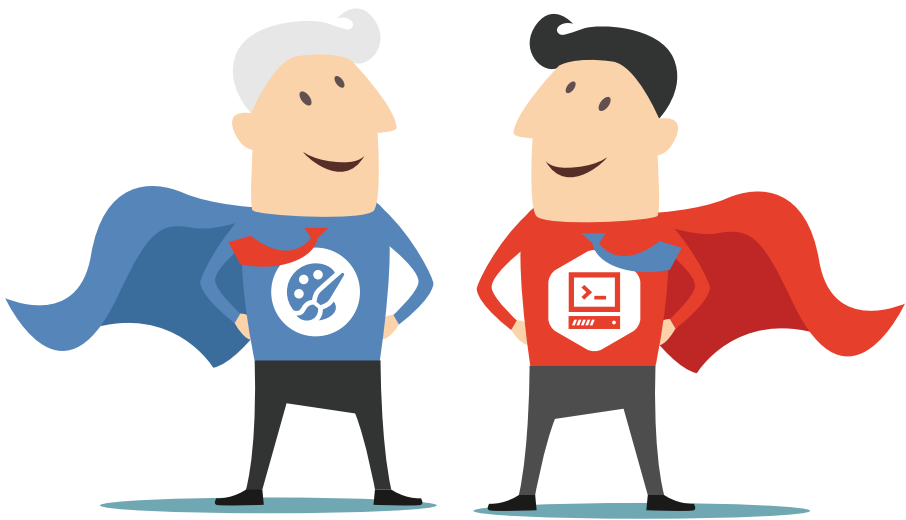
## 03 Don't Over-share or Give T.M.I.

It's normal to feel confused about giving feedback or how the revision process works. This isn't Dr. Phil, so don't be tempted to give too much information (T.M.I.) or feedback.

*Your website design team will let you know when they need your input or feedback. Remember, it's OK to like what you see and not need changes. Don't feel you have to change everything that is sent to you for feedback or approval.*

## 04 Give Your Content Some Tender Love

You know your product, services, and value propositions, so writing content is simple and quick, right?

*Wrong. Pump the brakes, content is NOT easy. It takes time, thought, and attention. Allow enough time to carefully review content and provide clear feedback or input. By showing some love to your content to start with, you will save yourself time during the revision process.*

## 05 Breathe In, Plan, Breathe Out

Many people think that a website is just throwing graphics, copy, and a layout all together. Underestimating the process is the number one cause of website launch delays, according to statistics we made up.

*The truth is that a website redesign is tough and can be a painful process, but, with the right investment of time and resources, the end result can be awesome, uplifting, and life-changing.*

## 06 Pin the Tail on the Deadline

You may already have a lot on your plate and have trouble finding time to work on your deliverables.

*Being on time is important for surprise parties and website projects. All deadlines affect a website launch. Build time into your work schedule to complete your duties for the website. Make your priorities clear to your internal teams and don't take on any other new projects during that time.*

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