

# Webflow Template Brief

## Mental Health Practitioners, Wellness Coaches & Therapists

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### 1. Target User

#### Primary buyers:

- Solo therapists & counselors starting or growing their private practice
- Life coaches, wellness coaches, mindset coaches
- Psychologists & psychiatrists with small practices
- Holistic healers, meditation teachers, breathwork facilitators
- Group therapy practices (2;5 practitioners)

#### What they need:

- A calming, trustworthy online presence
  - Easy booking integration
  - Simple way to explain their services & specialties
  - Credibility builders (testimonials, credentials, about story)
  - Low maintenance; they're not tech people
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### 2. Website in 10 Words

| "A calm, trustworthy space that turns visitors into booked clients."

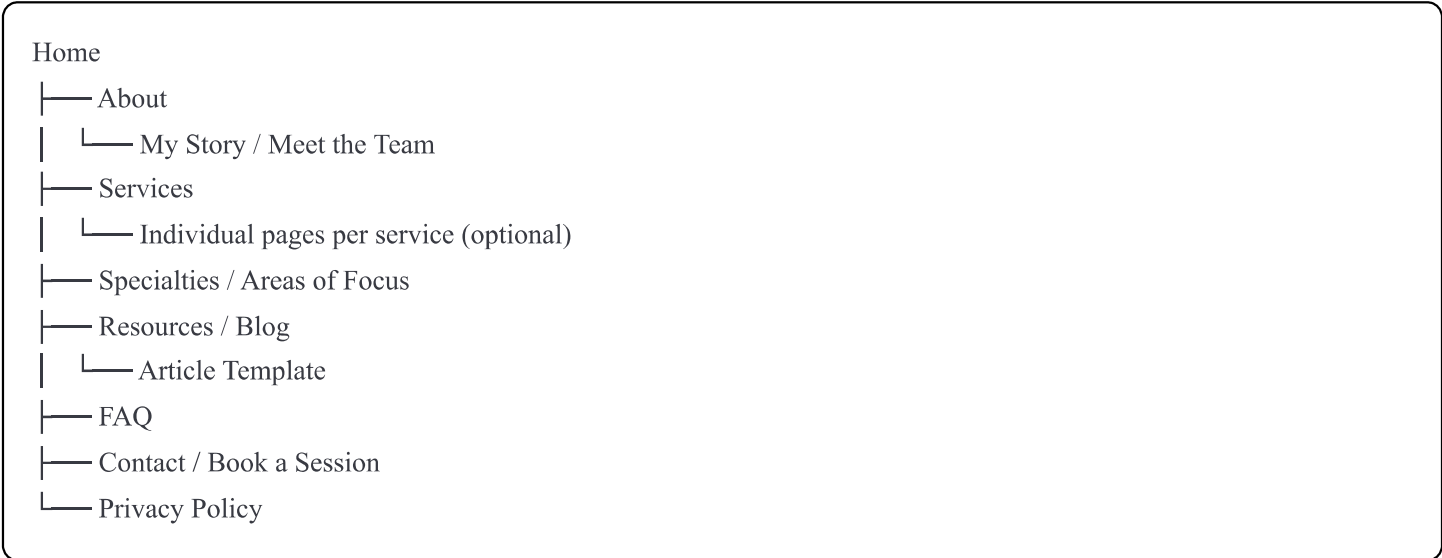
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### 3. Key Features to Highlight

- ✓ **Booking Integration Ready** ; Calendly, Acuity, Jane App, SimplePractice embeds
- ✓ **Service Showcase** ; Clear breakdown of therapy types, coaching packages
- ✓ **Trust Builders** ; Credentials section, testimonials, insurance/payment info
- ✓ **Blog/Resources Section** ; For SEO and client education
- ✓ **Contact Form with Inquiry Type** ; New client vs. existing client routing

- ✔ **HIPAA-Friendly Design** ; No invasive tracking, privacy;first layout
- ✔ **Accessibility Focused** ; High contrast options, readable fonts, screen;reader friendly
- ✔ **Calm Micro;interactions** ; Subtle animations that feel soothing, not flashy

## 4. Sitemap



### Optional Add;ons:

- Workshops/Events page
- Online Courses or Programs
- Client Portal link

## 5. Page Structure (Sections & Descriptions)

### Homepage

Section	Description
Hero	Warm headline + subtext + CTA to book. Photo of practitioner or calming imagery
Pain Point / Empathy	"Feeling overwhelmed? You're not alone." Connects emotionally
Services Overview	3;4 cards showing main offerings with brief descriptions
About Teaser	Short intro + photo + link to full About page
How It Works	3 simple steps: Book → Meet → Heal/Grow
Testimonials	2;3 client quotes (anonymized if needed)
Credentials Bar	Logos or badges: licensed, certified, member of XYZ

Section	Description
Blog/Resources Teaser	2;3 recent articles
CTA Banner	"Ready to take the first step?" + booking button
Footer	Contact info, social links, privacy policy

## About Page

Section	Description
Hero	Personal photo + headline like "Hi, I'm [Name]"
My Story	Authentic narrative; why they do this work
Credentials & Training	Education, certifications, licenses
My Approach	Therapy style, coaching philosophy
Personal Touch	Hobbies, values, fun facts (humanizes them)
CTA	"Let's work together"

## Services Page

Section	Description
Hero	Overview headline + brief intro
Service Cards	Each service with: title, short description, who it's for, CTA
Pricing (Optional)	Transparent rates or "starting at" info
Insurance/Payment Info	What's accepted, sliding scale options
FAQ Teaser	Common questions about services
CTA	Book a consultation

## Contact / Booking Page

Section	Description
Hero	Welcoming message
Booking Embed	Calendly or similar integration
Contact Form	Name, email, inquiry type, message
Office Info	Location, hours, virtual options
What to Expect	Brief note on response time, first session prep

## Blog / Resources Page

Section	Description
Hero	"Resources for your journey"
Featured Article	Highlighted post
Article Grid	Filterable by category (anxiety, relationships, self;care, etc.)
Newsletter Signup	"Get weekly insights"

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## 6. Design Vibe

**Keywords:** Calm, Warm, Grounded, Safe, Professional, Human

### Color Palette Ideas:

- Soft sage greens, warm beiges, muted terracotta
- Cream/off;white backgrounds (not stark white)
- Deep navy or forest green for text (softer than pure black)

### Typography:

- Headings: Soft serif (like Fraunces, Lora, or DM Serif)
- Body: Clean sans;serif (like Inter, Nunito, or Plus Jakarta Sans)

### Imagery Style:

- Natural light, soft focus
- Real people (diverse, relatable); not stock;y
- Nature elements: plants, soft textures, cozy spaces
- Avoid clinical/hospital vibes

### UI Elements:

- Rounded corners on buttons and cards
  - Soft shadows (not harsh drop shadows)
  - Generous white space
  - Subtle hover animations (gentle scale, fade)
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## 7. Tonality of Content

**Voice:** Warm, empathetic, approachable, gently confident

### Do's:

- Speak directly to the reader: "You deserve support"
- Use inclusive language: "wherever you are on your journey"
- Keep sentences short and digestible
- Balance professional credibility with human warmth

### Don'ts:

- Don't be clinical or cold
- Avoid jargon unless explaining it
- No pressure tactics or urgency language
- Don't overpromise results

### Example Headlines:

- "You don't have to figure this out alone"
  - "Healing happens here"
  - "A safe space to be yourself"
  - "Let's find your calm together"
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## 8. Real;Life Inspiration Websites

Website	Why It Works
<a href="http://zencare.co">zencare.co</a>	Clean directory style; great service layouts
<a href="http://lysschambers.com">lysschambers.com</a>	Warm, personal, beautiful About page
<a href="http://headspace.com">headspace.com</a>	Friendly illustrations, calming colors
<a href="http://talkspace.com">talkspace.com</a>	Trust builders, clear CTAs
<a href="http://mindfullycounseling.com">mindfullycounseling.com</a>	Solo practice done right
<a href="http://thenestcounselingllc.com">thenestcounselingllc.com</a>	Soft, approachable group practice

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## 9. Agencies Specializing in This Niche

Agency	Notes
Brighter Vision	Therapist websites specifically; lots of templates
Jefte Design	High;end therapist branding
Practice of the Practice	Consulting + web for therapists
Jeanne Sanford Design	Wellness industry focus
Juliane Schütz Studio	European; beautiful wellness branding
Good Jeeves	Clean, conversion;focused for coaches
Dapper Fox Design	Brand + web for coaches/consultants

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### Quick Summary

This template should feel like a **warm hug in website form**. The goal is helping visitors feel safe enough to take the vulnerable step of reaching out. Every design choice; from colors to button copy; should reduce friction and build trust.

**Success metric:** Visitor lands → feels understood → books a session.

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*Brief Version: 1.0*