



**BNI<sup>®</sup>**

**1-2-1**

with

Raechel  
Larsen

WEBSITE DEVELOPMENT



## Business Information

NAME:	Raechel Larsen
BUSINESS NAME:	Modern Bay Designs
LOCATION:	Vail, AZ
PROFESSION:	Website designer and developer
YEARS IN THE BUSINESS:	2018
PREVIOUS TYPES OF JOBS:	Curator, Animal Foster Care Coordinator & Behaviorist, Sailing Instructor

## Family Information

SPOUSE:	Shane
CHILDREN:	Josie (2016), Colton (2018), Brenna (2024)
PETS:	3 dogs and 4 cats.... I know, it's a lot!
CITY OF RESIDENCE:	Tucson (4 years) then Vail in January of 2022
HOW LONG:	2018

## Personal Information

HOBBIES:	Fostering kids from birth to 5 years old, fostering injured or behavioral animals, working with animal rescues, gardening, home renovation projects.
ACTIVITIES & INTERESTS:	Country 2-stepping, painting with acrylics, sailing, volleyball and working with animals.
BURNING DESIRE:	To create a homestead that is fully sustainable- Bought my homestead in 2022!
SOMETHING NO ONE IN THIS CHAPTER KNOWS ABOUT YOU:	My first startup business was training service animals for the disabled when I attended college.
THE KEY TO SUCCESS:	Clear communication







# GAINS EXCHANGE

## Goals

I plan on working to gain 8 clients per month. My current is 4-6 each month.

## Accomplishments

- Hit my annual income goal
- Expanded company services to website design, development, branding, social media, and bookkeeping
- President of local BNI chapter
- Donating a website per quarter to a non-profit
- Partnering with CleanHub to reduce plastic waste through my business

## Interests

- Gardening in ground, aquaponics (with fish) and hydroponics (with just water)
- Fostering kids, usually from birth to 5 years old
- Fostering animals with injuries, prenatal, pregnant or ones with behavioral issues
- Taking courses on how to grow my business
- Anything I can create with wood (catio, furniture, dog house, etc...)
- Scrolling through Pinterest to find the next project (wood, sewing, herb recipes, etc...)



## Networks

- Humane Society of Southern Arizona
- More Than a Bed
- Grace Retreat Foster Care
- Army
- National Guard
- North West Fire District
- Maria Wendt Program
- Women Helping Women
- Web Designer Boss Ladies
- Together We Grow Gardening
- Health & Wellness Coaches

## Skills

- Website design
- Website development
- Brand clarity
- Brand design
- Brand development
- Graphic design
- Understands the needs of others
- Create clarity for those who are confused on their brand as a whole
- Willingness to always learn
- Ability to listen
- Assertive but humble
- Straight forward
- Time management
- Planner
- Organized
- Teamleader
- Ambitious



# CONTACT SPHERE

1. BUSINESS COACH
2. COMMERCIAL BANKERS
3. SOCIAL MEDIA MANAGER
4. BRANDING PHOTOGRAPHER
5. CONTENT WRITER
6. SMALL BUSINESS OWNERS
7. CERTIFIED PUBLIC ACCOUNTANT
8. BUSINESS MANAGERS
9. VIRTUAL ASSISTANTS
10. BUSINESS CONSULTANTS



## CONTACT SPHERE TOP THREE

1. COPYWRITER
2. BUSINESS COACH
3. BUSINESS CONSULTANTS

# MY BEST CUSTOMERS

## *Non-Profit CEO*

Age: 73 year old

Sex: Woman

Industry: Non-profit for foster children

Title: Owner, CEO and Founder

**PROBLEM:** Needed a way generate donations, collect donor information and information area for families.

**Solution:** Created a website that was multifunctional for both donors and the families she served. Installed a Client Relation Management (CRM) system that collects all the families and donors information.

## *Health & Wellness Coach*

Age: 58 year old

Sex: Woman

Industry: Health and Wellness

Title: Owner, Certified coach and nutritionist

**PROBLEM:** Had a website that her demographic (60 yrs and up) was not able to use because the site was not user friendly and wanted people to schedule classes online

**Solution:** Created a new website that was user friendly for her demographic with larger, bolder text, had video tutorials for clients to watch instead of articles to read and made a one page booking system that sent reminders to clients.





## The Aquaponic Game Changer

Age: 50 year old

Sex: Man

Industry: Agriculture and Science

Title: Owner, Engineer and Gardener

**PROBLEM:** Needed an outlet to educate people on how to grow aquaponically and hydroponically.

**Solution:** Created a complete brand, website, YouTube channel and e-commerce site to sell products and educate people on how to grow aquaponically and hydroponically. He is now ranked number one on YouTube for aquaponics!



## Preschool Owner

Age: 56 year old

Sex: Woman

Industry: Education

Title: PreSchool Owner and Founder

**PROBLEM:** Had a website that was not bringing her any new students, with outdated information and no branded to her school.

**Solution:** Created a new brand for the school (logo, colors, fonts, and photos). Rebranded the website to be geared toward welcoming new families through branded photos of the school, which included children, activities and facilities. Created forms and scheduling links for parents to apply right away giving the client more time on her schedule.



## The Architect

Age: 48 year old

Sex: Man

Industry: Architecture

Title: Owner, Architect

**PROBLEM:** Small town architect that started to expand his area of work but now needed an easy way to create a portfolio of his past projects that was user friendly and showed his services and processes.

**Solution:** Created a website that showcased each of his projects in their own light. All of his services were shown as well as a scheduling link to allow potential clients to book with ease. His contact information as well as his licenses were also added to validate his profession.



## Online Marketplace

Age: 32 year old

Sex: Woman

Industry: E-Commerce

Title: Owner and Online Marketplace seller

**PROBLEM:** Needed a website in order to open up an e-commerce bank account.

**Solution:** Since she only sold on an online marketplace, a basic website was created to show and validate her business. This included a home, service, about and contact page. The service page was directly linked to her services on Facebook so sellers could still purchase items regardless of the platform they were on.



## The Chiropractor

Age: 59 year old

Sex: Man

Industry: Medical

Title: Owner and Chiropractor

**PROBLEM:** Always relied on word of mouth for new clients and families. Needed to create an online presence to attract new and younger clients. He was worried the a website would be too overwhelming for his current clients but not attract new ones.

**Solution:** Created a website that was attractive to all demographics but niched down on families, since he treats mostly families and his business is family operated. His services and special rates for families is now being seen. He is able to inform clients of upcoming events and more versus taping it on his office door.



## The Bookkeeper

Age: 28 year old

Sex: Woman

Industry: Finances

Title: Owner and Bookkeeper

**PROBLEM:** Confused on how to brand her company, needed a website to show her services and testimonies, but also a secure place for clients to send and receive documents.

**Solution:** Gave clarity in her brand with brand therapy sessions, then created a branding kit that was used to market her services and also give her business credibility. A secure portal was created to insure safe traveling of documents.





# My Customers

## Who are they?

- Generally female
- Age ranging from late 45
- CEO of a business
- In business for at least 2 years
- Rebranding or updating an established business

## What do they need?

A website that includes pages such as:

- Landing
- About
- Services
- Testimonies
- Portal Login
- Shop
- Scheduling
- and more...

that follows their new brand to either sell their

- Services
- Promote an event
- E-commerce Product (under 25 products)
- Create awareness of a cause

These brand identities include:

- Logo (for website and social media accounts)
- Color schemes
- Fonts
- Textures
- Mission
- Goals
- Vision
- Photos
- Voice
- and more...

## When can I help them?

I can be of most help when they:

- Have a business plan in place
- Before they initiate the transfer of a brand
- Transferring from one brand to another
- Have a website but do not like it
- Have a brand but do not like it
- Need a brand or website audit
- Not sure where to start when it comes to websites or branding
- Need clarity on their brand or don't know their brand



## Who's a Bad Referral?

A bad referral would be a person that:

- Does not have a budget or know their finances
- Does not pay on time
- Not accountable for their actions
- Make unreasonable demands
- Has a difficult time making decisions
- Does not respect boundaries

# Notes

*Thanks for chatting with me!*

Need a free website audit, just ask!