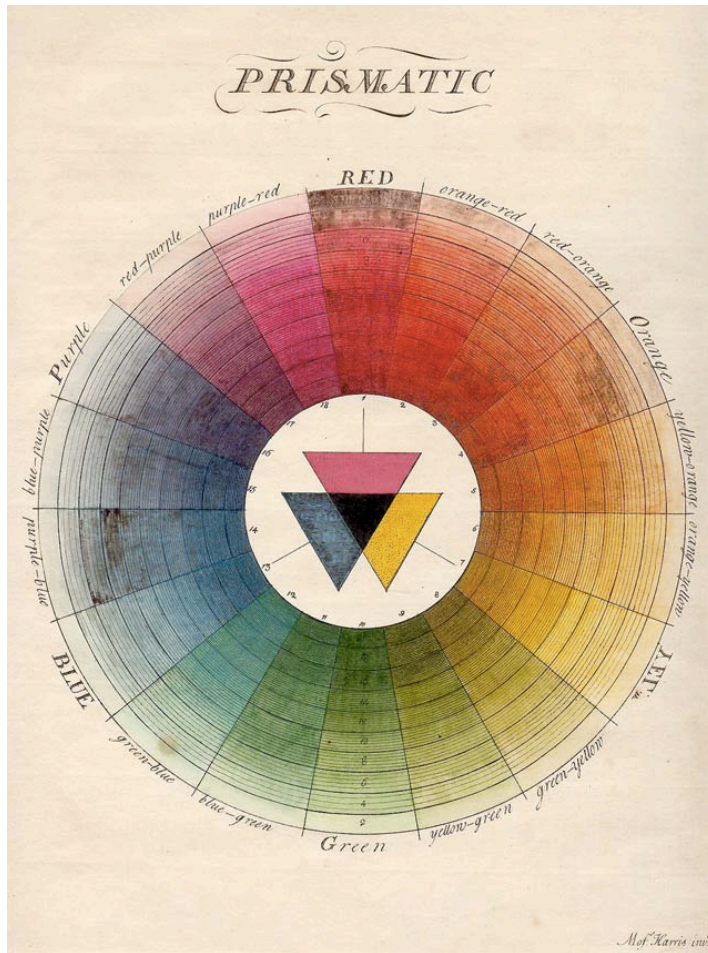# COLOUR MATTERS

colour theory

MOSES HARRIS 1766

This is the first full color wheel.

The 18 colors of this wheel were derived from what Harris then called the three 'primitive' colors: red, yellow and blue.

At the center of the wheel, Harris showed that black is formed by the superimposition of these colors

colour theory

MODERN WHEEL

This is a basic color wheel.

The colors wheel is comprised of primary colours: red, yellow and blue.

Secondary colours: green, orange, and purple

Tertiary colours: yellow-orange, red-orange, blue-purple, blue-green, and yellow-green

colour harmony

COMPLEMENTARY COLOURS

Maximum contrast and stability.

They contrast strongly, and they can be used to attract the viewer's attention and build energy.

A complementary color scheme is energizing.

colour theory

ANALOGOUS COLOURS

Lower contrast.

They contrast minimally, and they can be used to create a sense of harmony and continuity.

An analogous color scheme is calming.

colour psychology

COLOUR INCREASES BRAND RECOGNITION BY 80%

It's vital to choose and implement colours intentionally, and understand that colours are about much more than personal preference. They're about the experience you hope to create for your audience."

– PROOF http://proofbranding.com/

colour psychology

COLOUR IMPACTS EMOTION

We react on multiple levels of associations with colors: social, culture, physical, and personal.
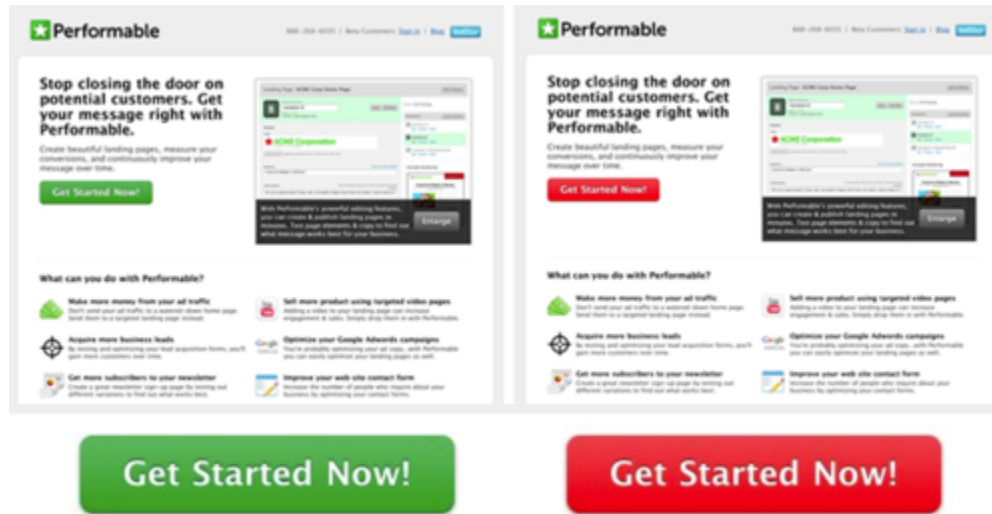
brands and industries

accessibility

EASIER TO READ

DIFFICULT TO READ

colour and conversion

user testing

The right design decision is the one that your users think is right.

user testing

KNOW YOUR MARKET

ASK + LISTEN

TEST

WEBSITE

Whip

http://websitewhip.com

- Tools and best practices

- WordPress expert at your finger tips

- Clear path to make your dreams come true

- Costs LESS than 4 hours with a web designer

- Basic website
  - $2000

- High-converting website
  - $4000 - $10,000

- Premium theme
  - $60 - $100 dollars
  - Countless hours of researching online
  - Frustration
  - Lack of confidence

What widgets will actually help me get clients?

Where should I place my opt-ins?

WHAT IS AN OPT-IN?

What's a header and what should I put there?

WHAT THE HECK IS "ABOVE THE FOLD"
AND WHY IS IS SO IMPORTANT?

*What's the biggest mistake I could make building my
own website and how do I avoid it?*

you can do it. here's how.

LET'S TALK ABOUT HOW SCARY IT IS TO BUILD YOUR WEBSITE FROM SCRATCH.

The project gets stalled over hosting and themes. You're stumped by code and SEO. Streams of money pour of your bank account for apps and plugins and widgets, oh my!

Every time you sit down at your computer a bolt of panic shoots through you. You've got your creds, experience and passion. A solid, functional website is the missing piece—that thing you need to grow your practice, reach your people, and share your light.

Finally, a step-by-step tool that guides you gently through the website creation process. And speaks your language.

Read on for all the details or visit the website to be notified as soon as registartion opens.

COURSE OVERVIEW

Whip *verb* \(h)wip, 'wip\: move fast or suddenly in a specified direction. "Then she was able to whip up her own WordPress website!"

Whip your business into online shape by installing, configuring, and designing your own WordPress website.

In this 6 week guided course you'll get expert training & support, fabulous resources, practical homework, and *all* the tools that you need to start your online business.

FIRST THINGS FIRST

Week one

Hosting demystified

Purchase a Domain name

Set up a profesh Email account

What is WordPress

WordPress.com vs WordPress.org

Install WordPress on your server

BABYSTEPS & TOOLS

How to login to WordPress

Dashboard

Admin Bar

Settings

Media Library

Week two

GETTING A BIT COZY

Week Three

WordPress Posts vs. Pages

Create a WordPress Page

Create a WordPress Post

Tips for formatting Pages and Posts

Schedule Future Posts

MAKE IT ALL YOURS

Week Four

We'll get clear on your website goals

Demystify WordPress Themes

Install a WebsiteWhip optimised theme

Customize your theme

Colour theory basics

Theme toolbox: do's and don'ts

MAKE IT *WORK* FOR YOU

Navigation & User Experience

WordPress Menus

WordPress Plugins & Widgets

JamieLeigh.com's Top 10 Plugins

Week Five

WE'RE MOVIN' ON UP.

Week six

WordPress Maintenance

Essential security tools

Create & manage users

Backup, backup, BACKUP!

Managing comments & preventing SPAM

NOW WHIP IT GOOD

Grad bonus

How to optimize your website for more traffic:

Titles & Permalinks

Optimizing photos

Get real with keywords

Keep an eye on traffic sources

Listen to your people, be genuine, and love what you do!

20% DISCOUNT

iheartcolour

Finally, a step-by-step tool that guides you gently through the website creation process.

And speaks your language.

YOU KNOW YOU WANT IT MORE THAN YOU FEAR IT

Visit the website and get whippin'

resources

http://www.designlovefest.com/

http://peek.usertesting.com/

https://blog.bufferapp.com/the-science-of-colors-in-marketing-why-is-facebook-blue

http://proofbranding.com/

http://blog.hubspot.com/blog/tabid/6307/bid/20566/The-Button-Color-A-B-Test-Red-Beats-Green.aspx

http://websitewhip.com

ABOUT JAMIE LEIGH

A dynamic website is both a work of art and a feat of technology

Which happens to be something I totally dig.

On one hand, I'm a heart-centred creative. I've got a degree in visual anthropology and I'm fascinated by the unique ways we express ourselves and our worldviews. I believe creativity is at the core of what makes us human—and I love humans.

But on the other, I'm all tech. In a past life, I was a network administrator. Industrial-strength passwords and redundant backups give me goosebumps.

I used to think those two sides of my identity were in conflict with each other. Crazy, right? Now I know the truth: like Marty and Doc, they're way stronger together.

So I create WordPress websites that are both smart AND beautiful.

Just like you.