LAZARUS™

STAGE 2 · I'M BUILDING IT

THE BUILD-ONCE CHECKLIST.

12 questions to settle before you brief a designer, a developer or a printer.



A free guide from The Lazarus Agency · lzrus.com

BEFORE YOU START

MOST REBUILDS START WITH A MOVING OFFER.

When the offer keeps changing, every brand and website decision gets made twice. That's usually where the budget goes: not on the work, but on redoing it.

Answer these before you brief anyone. Tick **Locked** only when the answer is agreed, written down and wouldn't change if a customer asked tomorrow. Otherwise tick **Open**.

1.

Write your answer in a sentence or two.

2.

Tick **Locked** only if it's agreed and written down. Otherwise tick **Open**.

3.

Count your Locked ticks and check your score on page 5.

Time: About 20 minutes, if the decisions are already made.

"New name, new logo, new website. Again. That's the third time this year."

WALT · DON'T BE WALT



THE OFFER What exactly are you selling?

01 **What is the one offer you lead with?**

If you list three, you haven't picked one yet.

☐ LOCKED ☐ OPEN

02 **What does the customer get, and by when?**

Spell out the result, not the process.

☐ LOCKED ☐ OPEN

03 **What does it cost, and what's included?**

A price you'd say out loud to a stranger.

☐ LOCKED ☐ OPEN

THE CUSTOMER Who is it for, in their words?

04 **Who is your best customer, in one sentence?**

Specific enough that they'd recognise themselves.

☐ LOCKED ☐ OPEN

05 **What words do they use to describe the problem?**

Their words, not industry terms. Those words go on your website.

☐ LOCKED ☐ OPEN

06 **Why do they choose you over the alternatives?**

If you don't know, ask your last five customers.

☐ LOCKED ☐ OPEN

THE BRAND What must people remember?

07 **What's the one sentence you want people to repeat?**

Your positioning. Everything else hangs off it.

☐ LOCKED ☐ OPEN

08 **Does your name still fit what you sell?**

Changing it later costs far more than changing it now.

☐ LOCKED ☐ OPEN

09 **Which three words should describe how you look and sound?**

These guide every design choice, so agree on them first.

☐ LOCKED ☐ OPEN

THE WEBSITE What must it do first?

10 **What's the one action you want visitors to take?**

Call, book, buy or enquire. Pick one.

☐ LOCKED ☐ OPEN

11 **What do visitors need to see before they act?**

Proof, prices, examples, a guarantee? List them.

☐ LOCKED ☐ OPEN

12 **Who will write the words, and who will update the site?**

Most sites are held up by the copy, not the design.

☐ LOCKED ☐ OPEN

YOUR SCORE

COUNT YOUR LOCKED TICKS.

My score: ☐ **out of 12**

Your score isn't a grade. It tells you what to do next, and what to hold off on.

10–12

Ready to brief.
Your offer is locked. Brief your designer and developer now, and expect to build it once.

6–9

Nearly. Lock the open ones.
Every Open tick is a decision someone will make for you during the build, usually at your cost. Settle them first.

0–5

Not yet. Fix the offer first.
Hold off on the logo and website. Spend a week settling the offer and the customer. It's the cheapest week of the whole build.

Stuck on a few? That's normal, and it's exactly what our first call is for. We'll go through your answers with you, for free.

BOOK A DISCOVERY CALL · LZRUS.COM/DISCOVERY-CALL



LAZARUS™

WANT US TO CHECK YOUR BRIEF?

Book a free 20-minute discovery call. We'll go through your answers and tell you what's ready to build and what isn't.

Book a free call · lzrus.com/discovery-call

GO DEEPER

The Brand Brief Kit · lzrus.com/resources/brand-brief-kit

The Website That Sells · lzrus.com/resources/website-that-sells

---

24+
years in business

1,800+
projects delivered

5
regions: USA, Australia, China, India, Middle East & North Africa

© 2026 The Lazarus Agency (ABN 57 660 541 257). For use in your own business. Please don't share, resell or publish this guide. The guidance is general and doesn't replace advice for your situation.

Psalm 2:8 · The verse our founders keep close. Faith shapes how we work; it isn't a sales pitch.

The Lazarus Agency · hello@lzrus.com · lzrus.com

By John Salib & Sylvia Goro, co-founders