

■ Creator Starter Kit (DIY Template + Guide)

A calm, step-by-step website kit for creators, cosplayers, artists, and small business owners who want clarity without pressure.

Written with neurodivergent brains in mind: simple steps, predictable structure, and language that doesn't make you feel dumb.

How to use this kit (the low-stress way)

You do not have to do this all at once. This kit is designed for “two good hours” or “ten small minutes.” Both count.

If your brain tends to freeze when things feel big: follow the build order. Don't redesign halfway through. Don't open ten tabs. Just do the next step.

- Skim first, then come back and build.
- Aim for “clear and finished,” not “perfect.”
- If you get stuck, jump to the ‘When your brain stalls’ section.

The job of your website (so you stop overthinking)

A creator website is not a personality test, a resume, or a museum. It has one job: help the right people understand what you do and what to do next.

A good website does three things: (1) clarity, (2) proof, (3) next step. That's the whole game.

- Clarity: Who are you + what do you make + who is it for?
- Proof: Show a small selection of your best work.
- Next step: Make one action obvious (request, buy, book, join).

Your one-page layout (the easiest structure to maintain)

Multiple pages can be great later, but one-page layouts are ideal when you're building momentum. They reduce decisions and make updates simpler.

Here's the one-page structure that converts well for creators and feels safe for visitors:

- Hero: 1–2 sentences about what you do + one button
- Work: 3–6 portfolio items (or product highlights)

- How it works: 3 steps (predictable process)
- Quick answers: price range, timeline, what you need from them
- About: 3–6 sentences (human, not corporate)
- Contact: one clear method + reassurance

Step-by-step build order (do it exactly like this)

This order prevents the most common stall: trying to design before you have words. Words first, then layout.

If you only do the first three steps, you will already have a usable website.

- Step 1: Write your one-line “what I do” sentence.
- Step 2: Pick 3–6 pieces of work to show.
- Step 3: Add one clear button and contact method.
- Step 4: Add a simple ‘How it works’ section.
- Step 5: Add quick answers (pricing, timeline, expectations).
- Step 6: Add a short About section.
- Step 7: Mobile check + launch.

Write your one-line clarity sentence (with examples)

Your website headline does not need to be clever. It needs to be understood in under 5 seconds.

Use this formula: **I help [who] get [result] with [what you make/do].**

If that feels too stiff, use the simpler version: **I make [thing] for [who].**

- “I make custom cosplay accessories for people who want screen-accurate details.”
- “I design bold character portraits for streamers and indie creators.”
- “I build clean, calming websites for artists who hate sales calls.”
- “I create handmade prints and stickers inspired by fantasy and folklore.”

Hero section template (copy/paste words)

Pick one and replace the brackets. You can change it later; launch first.

- **Option A:** Hi, I'm [Name]. I create [what] for [who].
Button: Request a commission
- **Option B:** Custom [what] made with care.
Subhead: Tell me the vibe and I'll reply with availability.
Button: Check availability
- **Option C:** A calm place to see my work — and request yours.
Button: Contact me

Portfolio: what to show (and what NOT to)

More work is not always better. Too many options creates decision fatigue for visitors and stress for you.

Choose 3–6 items that represent what you want more of. If you hate a type of project, don't feature it.

- Pick your best: not your newest, not your most complex—your clearest.
- If you have photos, show 1–2 angles max per item.
- Add one sentence per item: what it is + what makes it special.
- If you sell products: show bestsellers, bundles, or clear categories.

How it works (predictability = trust)

People don't reach out when they don't know what happens next. A 3-step process reduces anxiety for them and for you.

Use this format:

- **Step 1:** Send your idea (you don't need perfect words).
- **Step 2:** I reply with availability + a simple quote.
- **Step 3:** We confirm details and I begin.

Pricing without panic (ranges are your friend)

You do not need exact prices on day one. You can use a starting price or range. This prevents time-wasting inquiries and helps visitors self-select.

If you're afraid of scaring people away: remember you're not trying to attract everyone. You're trying to attract the right fit.

- "Commissions start at \$____ and vary by complexity."

- “Most projects fall between \$____–\$____.”
- “If you’re unsure, send your idea and I’ll estimate.”

Contact section that feels safe (no pressure)

Make it obvious how to contact you, and remove the fear of ‘saying the wrong thing.’

People reach out more when your contact section gives them permission to be unsure.

- “No pressure. Tell me what you’re thinking and I’ll reply with next steps.”
- “If you don’t know what to ask for, that’s okay — start with the vibe.”
- “I respond within [time], and I’ll tell you what I need from you.”

Neurodivergent-friendly design rules (simple, high impact)

These are small changes that improve readability and reduce stress for visitors and for you.

You don’t need fancy design. You need calm hierarchy.

- Use short sections with clear headings.
- Avoid big walls of text—use bullets.
- One main button per page section.
- Keep navigation simple: Home / Work / Contact.
- Make buttons large on mobile (easy to tap).
- Use strong contrast (readable text).

Mini SEO without the headache (just the basics)

SEO does not have to be complicated. Think “help Google understand what you do.”

Do these three things and you’re already ahead of most creators:

- Put your main keyword in your headline (e.g., “cosplay props,” “character portraits,” “artist website design”).
- Name your images clearly (e.g., “cosplay-armor-foam-helmet.jpg”).
- Add simple alt text: what the image shows in one sentence.

Launch checklist (do this and hit publish)

If you do nothing else, do this checklist. A launched site beats a perfect draft.

- Headline says what you do in one sentence
- 3–6 portfolio items added
- One clear CTA button
- Contact method works (test it)
- Pricing or starting range visible
- Mobile view checked
- Quick spelling scan
- Publish

When your brain stalls (a real plan)

If you freeze, it usually means you're trying to do too many steps at once. Reduce the task until it feels doable.

Try this ladder, top to bottom:

- Open the page and change one word.
- Add one portfolio image.
- Write one sentence, even messy.
- Stop. That was progress.
- Come back later when your brain has more capacity.

Final reminder: You're allowed to build this in a way that matches your energy. Clear beats perfect. Finished beats fancy.