

# Website Blueprint

## OP-84337

Location: Hartford, Wisconsin, USA

Business Type: Non-Profit Religious Ministry (Faith-Based Counseling & Educational Services)

Target Audience: Families and couples nationwide seeking to strengthen their relationships through biblical principles; includes pastors' wives, women in ministry, and individuals interested in Christian marriage and family guidance. Demographics skew toward adults, married couples, and faith-based communities with an interest in spiritual growth and covenant relationships.

## Executive Summary

Living By Precepts Ministries is a Hartford-based non-profit founded by Drs. Joycelyn and Walter Henderson. The organization stands out by offering practical, faith-based support for marriage, family, and spiritual growth through a wide range of teaching resources, events, and counseling, all grounded in a strong biblical foundation. Their global experience, published works, and dedication to serving families and faith communities set them apart as trusted leaders helping people strengthen relationships and grow spiritually.

## Primary Goals

- Bring individuals into a covenant relationship with God the Father
- Equip and disciple believers to understand and exercise their covenant rights
- Provide resources and teachings to strengthen marriages and families through biblical principles

## Brand Values

- Spiritual Excellence
- Godly Character
- Servant Leadership

## Competitive Advantages

- Led by internationally recognized founders with extensive global ministry experience
- Unique focus on biblical principles for marriage and family relationships
- Established history of publishing and resource development with international reach

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#262626
Secondary		#FFFFFF
Accent		#B89C50

Rationale: The main color is a deep charcoal gray which gives a modern and welcoming feel and matches the request for 'dark mode.' The white is used for clean backgrounds and easy reading. Gold is used as an accent for buttons, highlights, and important details, representing value, warmth, and a sense of faith.

## Typography

Heading Font: Merriweather

Body Font: Open Sans

Google Fonts <https://fonts.googleapis.com/css?family=Merriweather:700,900|Open+Sans:400,600,700&display;=swap> Url:

## Imagery Style

Use real photos of the founders, events, and families to build trust and connection. Mix these with bright, well-lit images that show people in warm, joyful, everyday moments. Use clear images for book and product displays in the store. Avoid stiff poses—show natural moments and genuine smiles.

## Overall Aesthetic

Modern, uplifting, and professional but never cold. The site should feel positive, trustworthy, and inviting to faith-based families, couples, and ministry leaders. Avoid clutter—every page should feel balanced with plenty of space.

## Theme Style

Focus on a modern faith-based style: clean lines, soft backgrounds, clear sections, and Scripture or encouraging quotes featured tastefully. Use gold accents in section dividers, buttons, or underlines. The dark background gives it a current, easy-on-the-eyes look but always keep text very readable.

## Layout Approach

Simple, clear sections that are easy to navigate for any age. Each main service or product has its own section with a brief intro and clear button. The menu should be clear at all times. All store products, resources, and events should be easy to find and buy or sign up for. FAQ and contact/prayer forms are front and center. Social media and 'Donate' buttons are easy to spot but not overwhelming. The layout works well on any phone, tablet, or computer.

## **Regional Recommended**

- Use images showing Midwest families and couples, as well as diverse groups to reflect the nationwide reach.
- Picture faith gatherings, church settings, and family moments common in Wisconsin and across the US.
- Include subtle local touches: Wisconsin landscapes, church arches, and soft snow or green fields as supportive visuals.

## **Regional Avoid**

- Avoid dark, heavy, or somber religious imagery.
- Do not use stock photos with desert or tropical themes that may feel out of place.
- Skip designs that are too old-fashioned, crowded, or overly formal.

# Requirements & Features

**string**

**Description:** string

**Validation:** string

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Welcome families, couples, and faith-based individuals, explain the ministry's mission, and help visitors quickly see how Living By Precepts Ministries (LBPM) can support their spiritual and relationship growth.

### Sections

#### Hero

Purpose: Introduce LBPM, its vision, and give a warm first impression for visitors seeking biblical support and education.

Key Elements:

- Ministry name and slogan
- Meaningful Bible verse (ISAIAH 28:10)
- Short welcome message highlighting faith, family, and support
- Portrait photo of Drs. Walter & Joycelyn Henderson
- Menu at the top for easy navigation

Strategy: Create a positive and trustworthy first impression that matches faith-based values and invites visitors to explore more.

Psychology: People are drawn to authenticity and warmth; first visuals and words set the tone for trust and emotional connection.

Tone: Use clear, welcoming, encouraging language that feels personal and warm. Mention covenant relationships and spiritual support.

#### Cta Block

Purpose: Prompt visitors to get involved, connect for counseling, or explore resources and events.

Key Elements:

- Button to contact you for prayer or counseling
- Button to view upcoming events or services
- Short statement inviting visitors to join the ministry's mission
- Links to donate and shop resources

Strategy: Remove hesitation with easy next steps and highlight the support offered.

Psychology: People are more likely to act when options are made simple and the benefits are clear.

Tone: Keep calls to action friendly and faith-centered. Use phrases like 'How can we support you?' and 'Join us today.'

## About Us (*Story*)

Purpose: Share the ministry's story, leaders' backgrounds, and core mission, so visitors understand LBPM's values and unique approach.

### Sections

#### Bio Section

Purpose: Introduce Drs. Walter & Joycelyn Henderson and the founding story.

Key Elements:

- Photos of the founders
- Story of how and why the ministry began
- Short introductions to Berean Family Worship Center
- Mention global outreach and published works

Strategy: Build credibility and personal connection by showing real people behind the ministry.

Psychology: People trust organizations when they relate to leaders' stories and see the impact of their work.

Tone: Uplift with words of hope and experience. Keep it humble, faith-filled, and caring.

### **Vision And Mission**

Purpose: Clearly state LBPM's vision and values for families and couples.

Key Elements:

- Ministry vision statement
- Biblical principles guiding the ministry
- Commitment to nationwide and global outreach

Strategy: Let visitors align themselves with the mission; motivate involvement.

Psychology: A clear, positive mission inspires visitors to believe in the work you do.

Tone: Use strong, reassuring language, and keep the focus on positive change and growth.

### **Blog (*Educational*)**

Purpose: Share teaching articles, biblical insights, and tips for healthy relationships and spiritual growth.

#### **Sections**

##### **Blog Intro**

Purpose: Invite visitors to learn and grow through articles and stories.

Key Elements:

- Intro text about the blog's purpose
- Image related to education or family

Strategy: Encourage visitors to return often for fresh, uplifting content.

Psychology: Helpful information builds value and trust over time.

Tone: Uplifting, conversational, relatable—speak as a guide and friend.

### **Media (*Library*)**

Purpose: Showcase audio, video, and radio content to provide extra inspiration and teaching.

#### **Sections**

##### **Media List**

Purpose: Let visitors watch and listen to sermons, teachings, and programs.

Key Elements:

- Embedded YouTube videos
- Radio program details with air times and stations
- Links to media partners
- Short descriptions for each media item

Strategy: Offer easy access to past and current teachings to boost engagement outside of events.

Psychology: Seeing and hearing the ministry in action can motivate deeper involvement.

Tone: Use invitational and clear language, and describe what visitors will learn or receive.

## **Events (*Engagement*)**

Purpose: Give families and couples ways to connect, participate, and grow with upcoming events.

### **Sections**

#### **Event Calendar**

Purpose: List and describe upcoming conferences, classes, or online gatherings.

Key Elements:

- Easy-to-read calendar display
- Event details with date, time, and sign-up information
- Short intro that explains the calendar's purpose

Strategy: Encourage recurring visits to stay informed about ministry happenings.

Psychology: People are more likely to participate when events are clearly described and easily accessible.

Tone: Warm, inviting, and helpful. Make it easy for visitors to imagine attending.

## **Prayer (*Support*)**

Purpose: Welcome visitors to share their prayer needs and feel supported.

### **Sections**

#### **Prayer Form**

Purpose: Allow visitors to submit prayer requests safely and easily.

Key Elements:

- Simple form for name, email, phone, and prayer message
- Assurance of privacy and confidentiality
- Send button for quick action
- Explanation of how requests will be handled and protected

Strategy: Remove barriers to reaching out by making the request process easy and reassuring.

Psychology: Offering prayer meets a deep emotional and spiritual need, encouraging visitors to build a lasting relationship.

Tone: Empathetic, gentle, and comforting. Remind visitors they are not alone.

## **Donate (*Giving*)**

Purpose: Encourage visitors to support the ministry's work through giving, with clear and inspiring guidance.

## **Sections**

### **Giving Intro**

Purpose: Explain the purpose and impact of donations.

Key Elements:

- Bible verse on cheerful giving (2 Corinthians 9:7)
- Message of gratitude
- Impact statement of donations
- 'Give Now' button linked to secure giving platform

Strategy: Motivate giving by showing the difference each gift can make.

Psychology: Clear messages of gratitude and purpose help supporters feel connected to the mission.

Tone: Thankful, positive, and inspiring—focus on community support and faith.

## **Shop (*Shop*)**

Purpose: Offer books, CDs, and DVDs that help families and couples grow spiritually and strengthen relationships.

## **Sections**

### **Product List**

Purpose: Let visitors view, learn about, and purchase ministry resources.

Key Elements:

- Photos and descriptions for each resource
- Clear prices and 'Add to Cart' buttons
- Easy checkout and contact help link

Strategy: Make it simple to shop and buy resources; highlight items that suit families and couples.

Psychology: A professional and inviting store builds trust and encourages purchases.

Tone: Clear, supportive, and faith-focused. Highlight how resources can help visitors' spiritual journeys.

## **Contact (*Contact*)**

Purpose: Make it easy for visitors to get in touch by phone, email, or by visiting.

## **Sections**

### **Contact Info**

Purpose: Provide all needed contact details in one spot.

Key Elements:

- Phone number
- Email address
- Mailing address
- Form for questions or comments

Strategy: Remove hesitation by providing multiple easy ways to reach out.

Psychology: Easy access to real people increases comfort, especially for families and those in need.

Tone: Friendly and approachable, stressing a welcoming spirit.

## **Marriage Counseling (*Service*)**

Purpose: Invite couples to seek Christ-centered support and guidance for their marriage.

### **Sections**

#### **Counseling Intro**

Purpose: Explain how faith-based counseling can help couples grow stronger together.

Key Elements:

- Overview of counseling approach
- How to request counseling or set up an appointment
- Testimonials or brief stories (if available)

Strategy: Encourage couples to take a step toward healing or strengthening their marriage.

Psychology: Speaking directly to common struggles builds trust and hope.

Tone: Hopeful, non-judgmental, encouraging. Use language that appeals to both spouses.

## **Mentorship (*Service*)**

Purpose: Offer structured guidance and mentorship for women in ministry, pastors' wives, and those seeking spiritual growth.

### **Sections**

#### **Mentorship Intro**

Purpose: Show the value LBPM brings to mentees seeking leadership, support, or deeper understanding.

Key Elements:

- Overview of mentorship programs
- Who it's for and what's included
- How to join or start the process

Strategy: Present mentorship as a path to spiritual growth and effective ministry.

Psychology: Explaining both emotional and practical benefits helps people decide to join.

Tone: Empowering, patient, nurturing. Affirm the strengths and goals of potential mentees.

## **Marriage Conferences (*Events*)**

Purpose: Promote special gatherings that help marriages thrive using biblical principles.

### **Sections**

#### **Conference Info**

Purpose: Describe upcoming or yearly events, highlight topics covered, and invite sign-ups.

Key Elements:

- Conference dates and locations
- Overview of sessions and speakers
- Easy way to sign up or learn more

Strategy: Inspire couples and families to attend and connect in a group setting.

Psychology: Events give a sense of community and shared purpose, which many are seeking.

Tone: Inspiring, energetic, inclusive. Encourage couples that growth happens best together.

## **Our Beliefs (*Info*)**

Purpose: Clearly lay out the faith, values, and biblical beliefs that guide everything LBPM does.

### **Sections**

#### **Beliefs List**

Purpose: Let visitors understand main doctrinal truths easily.

Key Elements:

- Easy-to-read list or brief statements of beliefs
- Supporting Bible references
- Warm introduction to why beliefs matter

Strategy: Give reassurance that teaching lines up with the Bible and promote clarity and trust.

Psychology: Clarity about core beliefs helps visitors feel comfortable and know what to expect.

Tone: Direct, honest, and educational. Use simple sentences and avoid jargon.

## **Recommended Sections**

- Company Story
- Team Profile
- Mission & Values

## **Psychology Insight**

Building trust through relatable storytelling and demonstrating company values

## **Copy Tone Guidance**

Authentic and engaging, highlighting the company's journey and ethos

# Implementation

## UX Psychology

**Principle:** string

**Application:** string

**Implementation:** string

## Content Strategy

**Area:** string

**Recommendation:** string

**Implementation:** string

## Conversion Optimization

**Technique:** string

**Rationale:** string

**Implementation:** string

## Priority Focus

**Category:** string

**Description:** string

**Reason:** string

## Implementation Order

1. array

## Risk Mitigation

string

**Category:** string

**Suggested Action:** string

## Business Impact

**Impact Level:** High | Medium | Low