

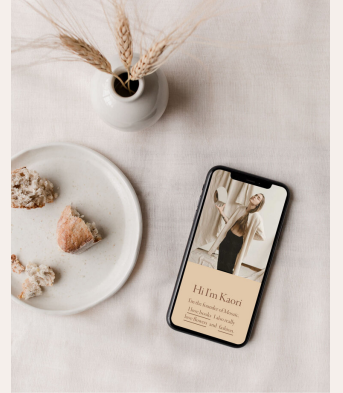
# STANDOUT



## LEARN *the* CODE

Upskill to provide more value through your services  
and attract clients that trust your expertise.

LEVEL UP TODAY



LEARN THE CODE



## DOES THIS *ring* A BELL TO YOU?

I've been building Squarespace sites for years, but I still find CSS too time-consuming.

I'm a newbie in Squarespace & coding. Can someone show me the way to becoming a Squarespace expert?

I love how easy it is to work with Squarespace, but it feels so limiting and inflexible.

My eyes glaze over every time I think about code, but I know I need it to create stunning sites.

I really want to start charging \$10,000 per project, but my skills & process are still pretty meh.

NOW *imagine*  
IF YOU COULD

01  
**LEARN *the* CODE**

Fully understand the underlying structure of Squarespace and the fundamentals of coding in Squarespace to build websites the fastest & smartest way.

02  
**CREATE *the* UNEXPECTED**

Gain the confidence to add stylish & unexpected features that your clients will love & rave about by writing your own CSS & Javascript codes.

03  
**CHARGE *with* CONFIDENCE**

Build an irresistible portfolio and communicate the quality & value of your work and client process.

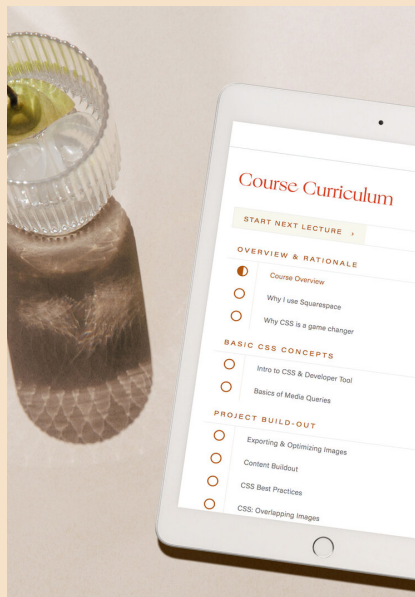
YOU'VE COME TO THE RIGHT PLACE

**STANDOUT**  
*squarespace*

An extensive online course for Squarespace design & coding. It enables designers of all levels to create stunning sites that clients would pay premium for.

The program covers **advanced** coding concepts such as Flexbox, CSS Grid, SVG Animations and Javascript Essential BUT **we'll cover the basics** in the first three modules so it's great for beginners & experienced designers.

Class starts November 9 and modules will be dripped out every other week.



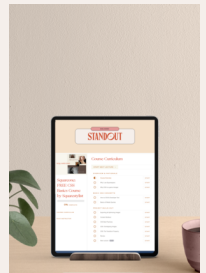
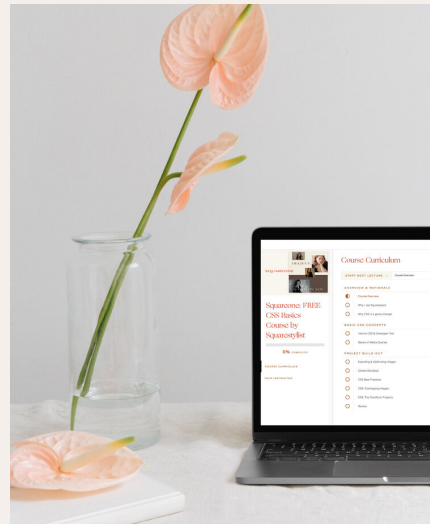
Learn Squarestylist's end-to-end process from designing visual concepts to coding stylish Squarespace websites in the fastest and smartest way.

This *project-based approach* is accompanied by monthly walkthroughs and bimonthly coaching. Watch me apply CSS concepts to recreate stylish sections in an engaging community of like-minded entrepreneurs.

WHAT'S INCLUDED WHAT'S INCLUDED WHAT'S INCLUDED WHAT'S INCLUDED WHAT'S INCLUDED WHAT'S INCLUDED WHAT'S INCLUDED

## 01 IN-DEPTH *modules & lessons*

Get an inside look at the Squaresylist signature process, which integrates code customizations in the most efficient way possible. The curriculum covers advanced concepts such as Flexbox, CSS Grid, SVG Animations and Javascript but total beginners can follow through since the basics are covered in the early modules. Learn to write your own codes by learning the fundamentals of design & coding.



COURSE CURRICULUM COURSE CURRICULUM COURSE CURRICULUM COURSE CURRICULUM COURSE CURRICULUM COURSE CURRICULUM

01	<sup>01</sup> START <i>with</i> STRATEGY	02	03	04	05
----	------------------------------------------	----	----	----	----

## WEBSITE STRATEGY *and* DESIGN

We'll craft an effective website strategy based on business objectives. This includes understanding when Squarespace is the best platform for a client. I'll also explain how to gather inspiration and present design options in Adobe XD (free version). No prior knowledge needed—I'll walk you through the very basics.

START WITH STRATEGY

- The most efficient way to organize your inspiration via Notion.
- Come up with an overall website strategy based on business objectives.
- Learn the basics of Adobe XD and offer UI design as a standalone offer
- How to efficiently design your layout options using Adobe XD
- Learn to create a Design System to standardize your designs. Template included.

## BUILDING BLOCKS *of* SQUARESPACE

Go over the basic structure of what makes Squarespace work, all the way from blocks to pages. You may think you know everything about this, but you might just discover that you've been doing it wrong this whole time.

- Different blocks, pages, and collections in Squarespace 7.1
- Built-in design options and color themes in Squarespace 7.1
- The *right* way to add columns, rows, and blocks to make your site responsive. Trust me, you might have been doing it wrong for years.
- Optimizing images and building the site with SEO in mind

LEARN THE CODE

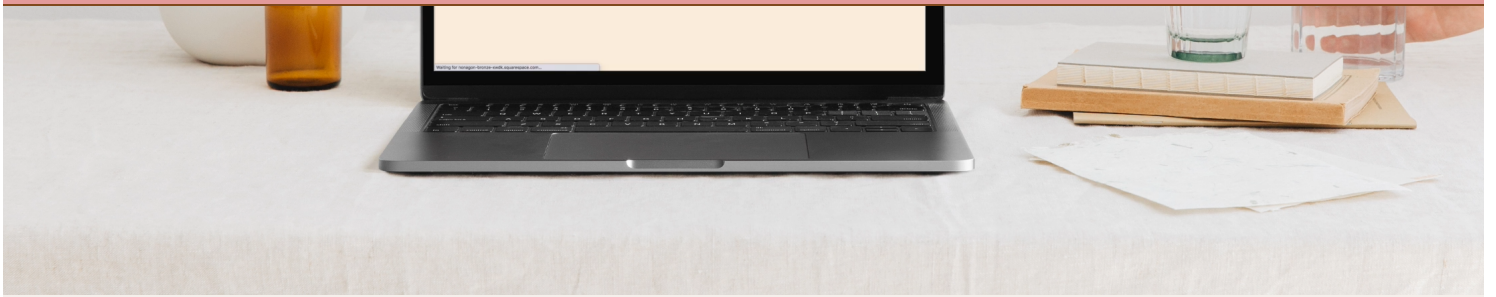
CREATE THE UNEXPECTED

CHARGE WITH CONFIDENCE

INTEGRATE WITH EASE



ENROLLMENT CLOSED. PLEASE JOIN THE WAITLIST.



## *the* APPROACH

You're not copy-pasting code without knowing what they're for. There's an art to code customization—I'll be teaching you the proper techniques to minimize your code and maximize your time.

But you won't be just sitting there to watch, either. Standout Squarespace helps you dive straight in by helping you create your own custom-coded site. This project will equip you with the necessary skillset that will amaze your clients.

By the end of the course, you'll be working with a streamlined process that enables you to think less about debugging errors and more about providing premium value in every project.

ESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT

READY TO *up-level*  
YOUR WEB *design* BUSINESS?

\$365

6 monthly payments of \$365

PAYMENT PLAN

12 months\* access to the following

- 11 modules of in-depth lessons
- Bimonthly group coaching calls
- Monthly project walkthroughs
- Access to exclusive community
- Code toolkit (full version)
- Code knowledge base
- Web design process templates
- Notion client portal

- ☆ Bonus: Shopify + Squarespace masterclass
- ☆ Bonus: Advanced e-commerce in Squarespace
- ☆ Bonus: Hosting courses in Squarespace

☆ Pay in Full Bonus: Selling Squarespace Templates

JOIN WAITLIST

\$1,997

Pay in full for \$1,997

PAY IN FULL

12 months\* access to the following

- 11 modules of in-depth lessons
- Bimonthly group coaching calls
- Monthly project walkthroughs
- Access to exclusive community
- Code toolkit (full version)
- Code knowledge base
- Web design process templates
- Notion client portal

- ☆ Bonus: Shopify + Squarespace masterclass
- ☆ Bonus: Advanced e-commerce in Squarespace
- ☆ Bonus: Hosting courses in Squarespace
- ☆ Pay in Full Bonus: Selling Squarespace Templates

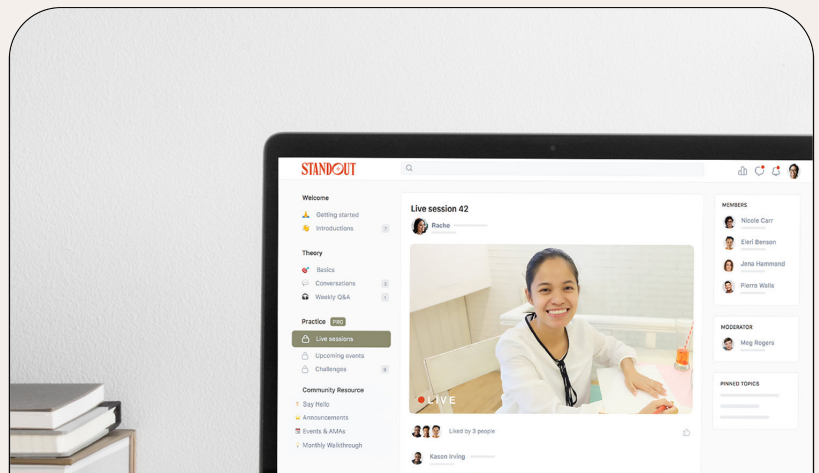
JOIN WAITLIST

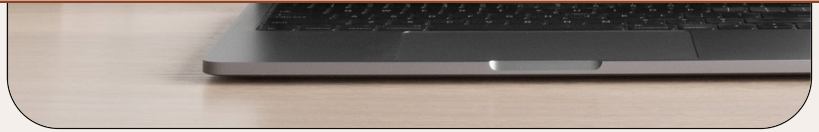
\*For this pilot run, we'll start counting 12 months from when the last module (Module 11) is released in March 2021

Our next launch will be in Jul 2021. Click the chat button below if you have questions.

## COACHING *and* COMMUNITY

You'll have an opportunity to connect with me and other students throughout the course—the support you need to achieve your goals.





## 01 EXCLUSIVE *online* COMMUNITY

Once you enroll for the course, you'll be a member of our private community. It's a thriving platform where you can collaborate, discuss, or share your big wins with everyone in the course to stay empowered.

## 02 *bimonthly* GROUP COACHING

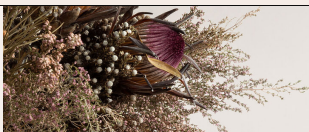
Say goodbye to hours of scrolling and getting lost in Google search results. You're hearing the answers and feedback you need through our live one-hour Q&A calls every other week. You'll learn a lot by presubmitting questions of your own or listening to inquiries from other designers.

## 03 *monthly* PROJECT WALKTHROUGHS

Peek over my shoulder as I walk you through how I design and develop stylish layouts in Squarespace. Each month, you'll be able to suggest which layout to feature and watch me as I recreate it in real time.

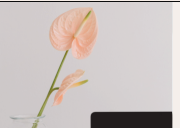
## WHO KNEW *leveling-up* COULD GET BETTER?

Looking to scale your Squarespace biz in the near future?  
Here are even more tools that will help you accomplish that.



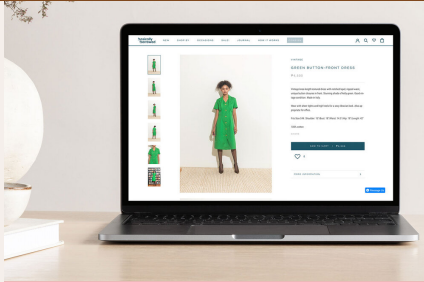
BONUS ONE

SHOPIFY *and* SQUARESPACE *masterclass*





ENROLLMENT CLOSED. PLEASE JOIN THE WAITLIST.



and the power of Shopify e-commerce. I'll show you two options (a) adding shopify button (b) seamlessly hosting entire shop page of website to Shopify while keeping the other pages in Squarespace. I personally prefer the second option because this gives the website most flexibility. It's a great exercise to practice how you can apply CSS beyond Squarespace.



1/4



ESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT THE INVESTMENT

\$365

6 monthly payments of \$365

JOIN WAITLIST

\$1,997

Pay in full for \$1,997

JOIN WAITLIST

\*For this pilot run, 12 months will be counted after the last module (Module 11) is released.  
Our next launch will be in Jul 2021. Click the chat button below if you have questions.

ENROLLMENT CLOSED. PLEASE JOIN THE WAITLIST.

HT FOR ME IS STANDOUT SQUARESPACE RIGHT FOR ME IS STANDOUT SQUARESPACE RIGHT FOR ME IS STANDOUT SQUARES

#### THIS COURSE IS FOR YOU IF

- ✔ You're eager to understand plugins you're already using (and even write your own)
- ✔ You want to solve website styling issues without relying too much on others
- ✔ You're willing to put in the time and effort that it takes to get results and create websites with ease
- ✔ You need to learn how to approach work in a creative, technical, and efficient way
- ✔ You want to be confident in your expertise so you can charge premium and deliver

### THIS COURSE IS NOT FOR YOU IF

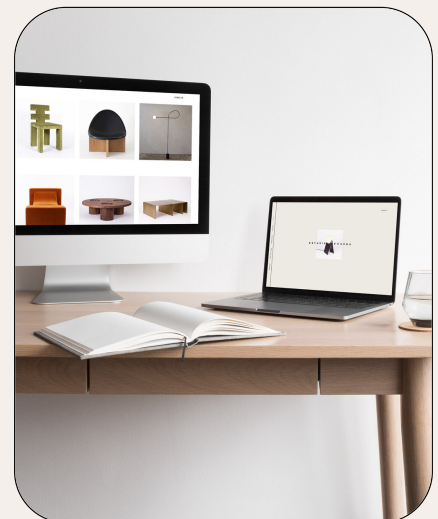
- ⊗ You're looking for a copy-paste solution that's already done for you
- ⊗ You prefer to play it safe with the easy, no-code fixes available
- ⊗ You aren't willing to learn and apply a new technical skill
- ⊗ You don't think there's anything wrong with your current workflow
- ⊗ You're perfectly fine with how much you're earning from your craft

## GET 12-MONTH\* *access to the* PROGRAM, SUPPORT, *and* UPDATES

Containing this course within 12 months is my way of encouraging you to begin making progress. Because in reality, you can't afford to spend *an entire lifetime* putting off your dream.

And honestly? One whole year is more than enough time to make it happen.

\*For this pilot run, we'll start counting 12 months from when the last module (Module 11) is released. Class starts 9 Nov 2020. Modules will be dripped out over several weeks. Please refer to calendar.





## *hi there,* I'M RACHE

I'm a web designer and developer turned Squarespace trainer. I enable fellow creatives and biz owners to create standout sites through dynamic courses and templates.

Five years ago, I quit my day job as a chemical engineer to pursue my passion for web design. And I didn't have a single clue about code! Like most of you, I had to learn it the hard, time-consuming way: mindlessly adding CSS snippets from Google and online forums, only to spend hours and hours troubleshooting the error.

About **100+ Squarespace sites** later, I'm finally able to grasp and apply the best practices when it comes to designing websites right here. I built this course because I sincerely believe that it doesn't need to take that long for you to do the same.

With the right guidance and support, I want you to start creating Standout Squarespace sites that your clients will pay premium for. I hope this inspires you to take a step closer to your dream the way I did before.

JOIN THE WAITLIST

MARK THESE DATES ON YOUR  
CALENDAR!

Since we're just at the pre-sale stage, the course content will be dripped out to you over several weeks. Keep in mind these dates are subject to change, so stay tuned for updates!



ENROLLMENT CLOSED. PLEASE JOIN THE WAITLIST.

MODULE ONE  
WEB DESIGN  
& STRATEGY

MODULE TWO  
BUILDING  
BLOCKS OF  
SQUARESPACE

MODULE THREE  
CORE CSS  
CONCEPTS

SCROLL THROUGH

## FAQs

HAVE A QUESTION? HERE ARE SOME ANSWERS!

IS THIS PROGRAM FOR EXPERIENCED DESIGNERS OR FOR BEGINNERS?

WILL THIS PROGRAM INCLUDE MINI-COURSES/PLUGINS AND TEMPLATES FROM YOUR SQUARESTYLIST SHOP?

WHY DOES THIS COURSE USE SQUARESPACE?

WHY WOULD I NEED TO LEARN CSS HERE?

DO I GET ALL THE COURSE MODULES RIGHT AWAY?

HOW LONG DO I HAVE ACCESS TO STANDOUT SQUARESPACE?

IS THE COURSE SELF-PACED? HOW LONG WILL IT TAKE ME TO LEARN EVERYTHING?

DO I NEED TO LEARN HOW TO CODE BEFOREHAND?

WHICH SQUARESPACE PLAN WOULD I NEED FOR THIS COURSE?

IS THIS COURSE APPLICABLE FOR BOTH SQUARESPACE 7.0 AND 7.1?

HOW DOES THIS COURSE DIFFER FROM THE MINI-COURSES OR STYLISH SECTIONS?

Standout Squarespace covers basic and advanced concepts. While I discuss the basics of Squarespace and CSS in the first three modules, the rest of the modules will cover advanced CSS concepts like Flexbox, CSS Grid & SVG Animations - even Javascript Essentials.

There's also a module about pricing and positioning yourself so you can totally charge 10k+ per Squarespace website.

I initially thought of just coming up with an ADVANCED Squarespace course only BUT as I troubleshoot websites even by experienced designers - I still see a lot of unnecessary spacer blocks and CSS codes! Truly, there's not enough resources on how to properly add columns,

ENROLLMENT CLOSED. PLEASE JOIN THE WAITLIST.

DO I GET TO LEARN ENOUGH JAVASCRIPT TO WRITE MORE ADVANCED PLUGINS?

I WANT TO ENROLL IN THIS COURSE. WHAT ARE MY PAYMENT OPTIONS?

HOW DO I GET THE COURSE BONUSES?

WHAT DOES YOUR CUSTOMER SUPPORT LOOK LIKE?

WHY AREN'T WE USING FACEBOOK GROUPS?

CAN I GET A REFUND IF I'M NOT SATISFIED WITH THE COURSE?

simplify and minimize lines of code

Hence, Standout Squarespace is for designers and aspiring designers in all levels. If you never touched Squarespace before, this is the best way to learn to save yourself from trial and error. If you've been designing Squarespace sites for years, trust me when I say this will be a breakthrough in your process.

STAND  
OUT  
STAND  
OUT

## 100% RISK-FREE *guarantee*

While I truly believe that this course will enable you to learn the code, create the unexpected, and charge with confidence in Squarespace, I want you to be comfortable enough to see it for yourself.

If you haven't seen results despite doing your best work after 15 days of getting the first module, reach out to me and I'll issue you a full refund. That's a promise!

*THIS is the only time THE PROGRAM will be offered*  
**AT THIS PRICE.**

**\$365**

**6 monthly payments of \$365**

**JOIN WAITLIST**

**\$1,997**

**Pay in full for \$1,997**

**JOIN WAITLIST**

\*For this pilot run, 12 months will be counted after the last module (Module 11) is released.  
Our next launch will be in Jul 2021. Click the chat button below if you have questions.