

The Clarity One-Pager SOP

Map it before you build it — from Dr. Julika Novkova, Juls' Psychology

THE PLAY (ONE LINE)

Before you build, rebuild, or automate anything, put the whole business on one page — the role of each asset, the client journey, and what you are NOT.

Why this matters

"How many people come to you with a clear map of their website? Like infrastructure, depth, horizontals, verticals, client journey."

Most founders are handed a website, a funnel, or an AI workflow before anyone defined its job. The one-pager is the pre-building step that makes every later decision cheap.

1

founders who ever arrived with the conversion path fully mapped

3

clicks Jules maps between landing and purchase

15

years Jules has run her own owned-land sites

80%

of the work that is execution, not ideas

The 6 Steps

1

Name the role of the thing you're building

Before design, before copy, answer one question: why does this website (or product, or channel) exist inside the business? Jules asks every founder this and most cannot answer it — they were told they needed one. An asset without a defined job cannot be judged, improved, or replaced.

2

Map the client journey on a single page

Infrastructure, depth, horizontals, verticals, and the route a stranger takes to becoming a buyer. Jules wants it explicit: land here, click there, go there — roughly three clicks before the purchase. One page, on paper. If it needs more than a page, it isn't clear yet.

3

Write down what you are NOT

The don'ts belong on the map next to the do's. Jules calls the negative framing "very important nowadays" — partly because it sets human boundaries, and partly because it is the only thing that stops an AI layer from confidently speaking outside your lane.

4

Strip the pictures and read the words alone

Jeremy's standard audit: paste your page text into a blank document with no images and read it cold. Does it say what you do, where you do it, how you do it, and back it with proof? "We have the best service" is meaningless. "Salon" could be dogs, nails, hair, or red-light therapy.

5

Hunt the friction between your pricing and your offer

Jules's restaurant client was struggling and assumed the problem was big and expensive. It wasn't: the menu wording and the pricing model contradicted each other. Rewriting the menu and clarifying the pricing removed the friction in weeks. Systemic does not have to mean costly.

6

Only now hand it to AI — or to a builder

With the one-pager done, automate the repetitive layer and keep humans in the loop wherever AI would distort the empathy and authenticity the brand carries. The map is the source of truth the automation repeats. Without it, you scale the confusion.

The one asset I am mapping first:

☐ Role defined

☐ Journey mapped

☐ Don'ts written

☐ Text-only audit

☐ Pricing friction

☐ Handed to build