

Website Development Brief for DeepWithin.me

PROJECT TITLE:

DeepWithin.me — A Platform for Alignment, Transformation, and Global Access

1. Purpose of the Website

The website will serve as:

- A scheduling and payment portal for one-on-one or in-person alignment sessions (starting with local meetups, expanding globally via Zoom or similar tools).
- A content and product hub for:
 - Selling physical and digital books
 - Selling music (digital downloads + streaming options)
 - Selling audio versions of books
- A media and message portal where visitors can watch, listen to, or read excerpts from Kevin M. Peterkin's content.
- A central space for everything Deep Within: events, teachings, bookings, products, resources, and testimonials.

2. Website Structure & Functionality (Phase 1)

Home Page

- Brief overview of Deep Within (mission, tone, audience)
- Call-to-action buttons:
 - "Book a Session"

- “Shop the Store”
 - “Listen / Watch”
- Clean, intuitive navigation bar

Booking & Scheduling

- Integration with a booking calendar (e.g., Calendly, Acuity, or custom plugin)
- Payment integration for sessions (Stripe, PayPal, or Square)
- Option for clients to select:
 - In-person session (starting local)
 - Online (Zoom link generation)
 - Donation-based or fixed rate

E-Commerce Store

- Book sales (physical & eBook format)
 - Upload of product descriptions, cover art, and sample previews
- Audio book downloads (mp3 or embedded player)
- Music sales (albums, singles, exclusive tracks)
- Merchandise section (for future products, optional)
- Secure checkout & digital delivery system

Media Hub

- Library of:
 - Video readings / teachings

- Podcasts or audio series
 - Music tracks and performances
- Organized by categories (Books, Teachings, Music, Events)

About the Author / Founder

- Bio of Kevin M. Peterkin
- The story of Deep Within
- Author vision and divine calling

Contact Page

- Form to reach out
- Business inquiries
- Social media links

3. Technical Requirements

- Mobile responsive design
- CMS for easy updating (preferably WordPress, Webflow, or Shopify hybrid depending on scale)
- Search Engine Optimized (SEO)
- Secure payment gateways
- Ability to expand with user logins for future community or subscription access
- Blog or Reflection Journal Section (optional now, scalable later)

4. Phase 2 / Future Functionality

- Member login portal for course offerings, private teachings, or community forums
- Embedded livestream feature or event registration
- International shipping integration
- Affiliate or partner portal
- Newsletter integration and drip email campaigns
- Multilingual options for global reach

5. Tone & Aesthetic

- Clean, professional, sacred
- Neutral or deep tones (minimalist with spiritual depth)
- User experience should feel like entering a sacred space—not just a marketplace
- Think: modern sanctuary meets global library of wisdom

6. Deliverables Needed from Me (Kevin)

- Brand assets (logo, fonts, colors)
- Copy for each section (I can assist with this)
- Product details (book files, album files, pricing, images)
- Session types and availability structure
- Social media integration preferences

Final Note to Developer

This is not just a transactional website—it's a movement portal. DeepWithin.me is meant to start as an intimate meeting place for people in need of alignment and clarity, and grow into a global sanctuary for those searching for truth, identity, healing, and prophetic teaching. The site must feel both personal and scalable, reflecting the voice and calling behind it.

