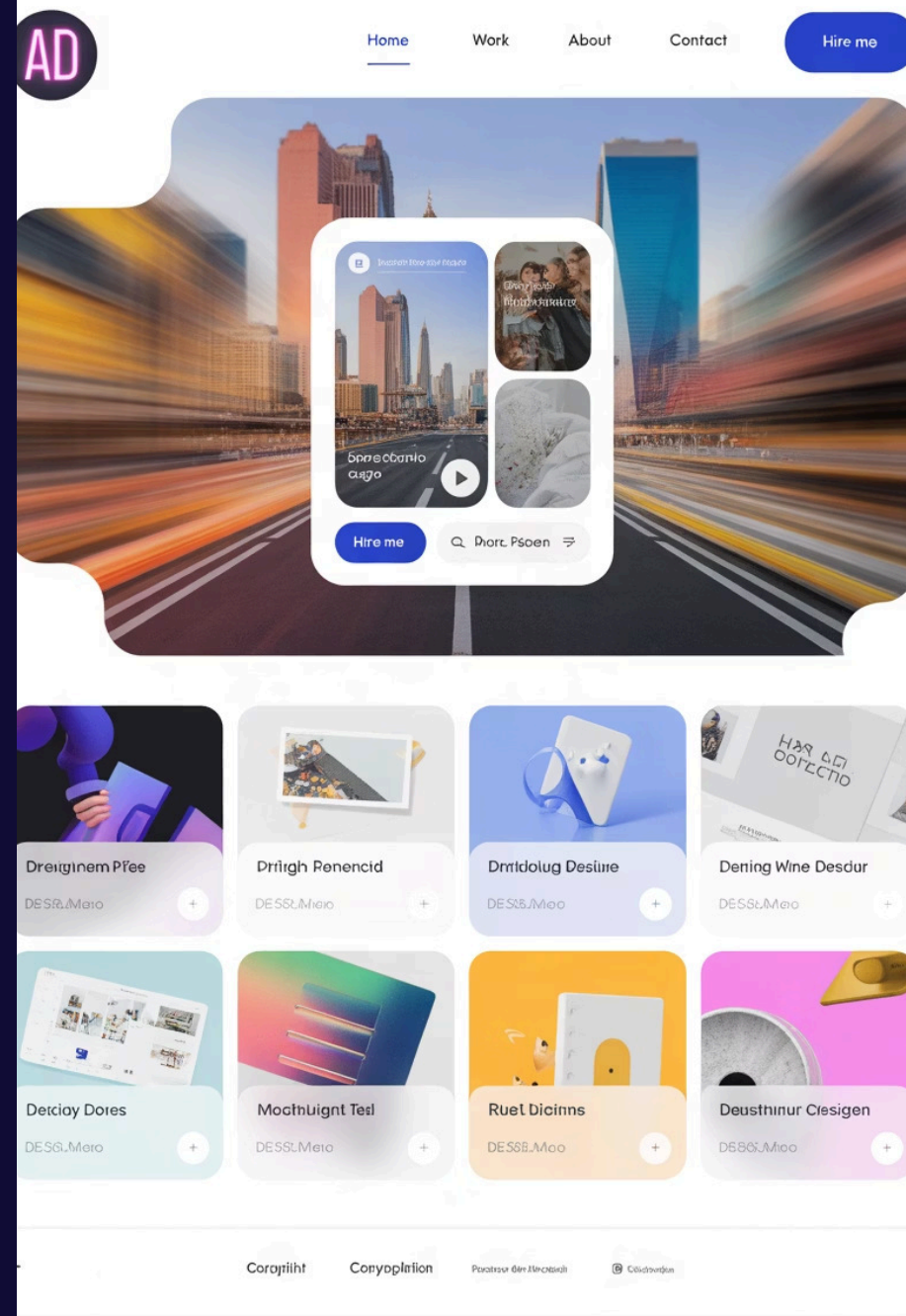


# 5 STAR BDM | Website Services Portfolio

 by Grant McGaugh



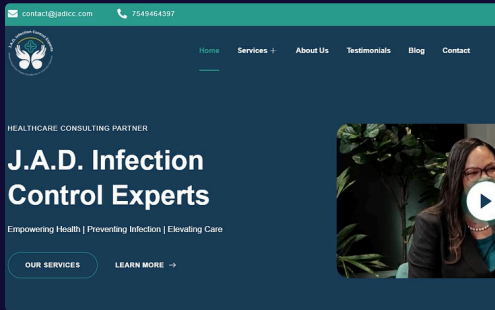
# Explore the 5 STAR BDM Portfolio

Are you looking for a bold, functional, and mission-driven website like JADICC, ICABA World Community, or Pink Lotus Project? Do you want a platform that reflects your voice, your values, and your vision?

The 5 STAR BDM Website Services Portfolio showcases how we take personal brands, nonprofits, and small businesses from idea to impact—with websites that don't just look good, they build legacy.



# Featured Projects



## JADICC

A health equity nonprofit platform with professional polish and clarity



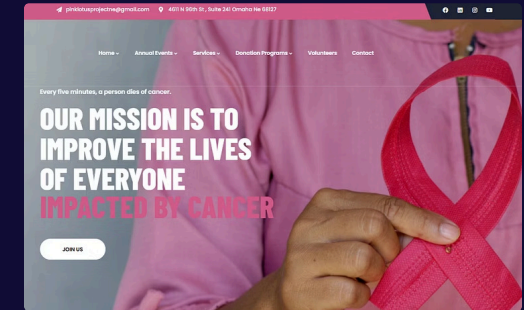
## ICABA World Community

A dynamic digital community with events, membership, and marketplace integration



## Gateway Healthcare Solutions

A healthcare navigation consultancy site built for trust and access



## Pink Lotus Project

A women's empowerment nonprofit with event, donation, and program features

Each project is built using our BRAVE branding framework, strategic UX, and mobile-first development. Every site tells a story. Every detail drives results.

# What a Website Portfolio Typically Includes

A website portfolio is more than a gallery—it's a business development tool. It builds trust, demonstrates strategic depth, and positions your capabilities with clarity.

Here's what ours includes:



## **Project Showcases**

Highlighting context, purpose, and outcomes



## **Purpose-Driven Narratives**

Framing the client challenge and the strategic solution



## **Brand Consistency**

Demonstrating intentionality in typography, color, layout, and messaging



## **Services Delivered**

From strategy to launch, detailing the full scope



## **Measurable Outcomes**

Including user behavior shifts, engagement increases, or conversion improvement



## **Client Testimonials**

Evidence of our process and the results it creates



## **Call to Action Pathways**

Every page is designed to spark the next conversation

This is not just a collection of projects. It's a curated system of proof.

# Why You Need a Website Portfolio

A world-class portfolio serves four functions:



## Proof of Capability

It confirms your ability to deliver—not just design. It shows that your work is not decorative, but transformational.



## Pre-Sales Filter

It allows potential clients to self-assess fit before they reach out—saving time and improving alignment.



## Competitive Differentiation

It gives buyers a reason to choose you. It reframes your value beyond price or platform.



## Authority Positioning

Done well, your portfolio becomes more than a reference. It becomes your most trusted sales tool and reputation asset.

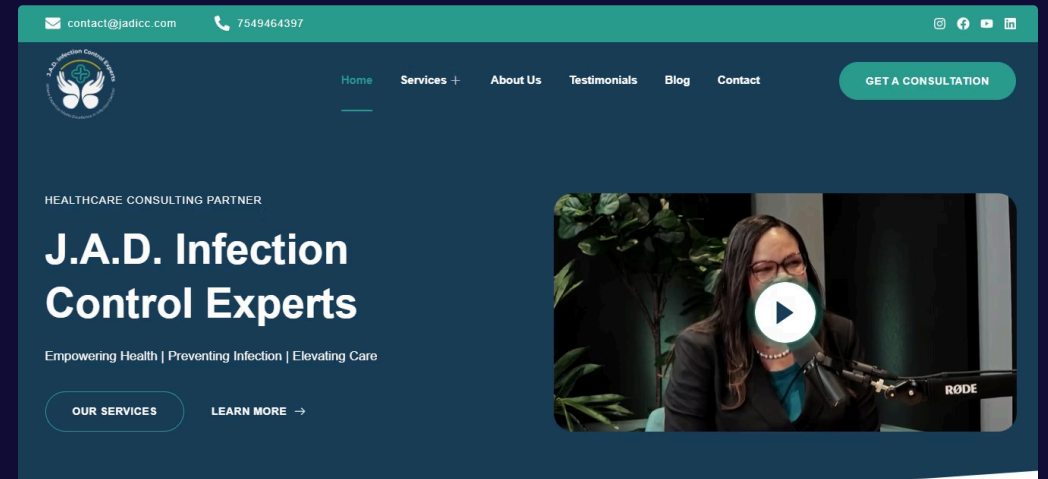
At 5 STAR BDM, our portfolio doesn't sit in the background. It leads with purpose.

# Real-World Example – 5 STAR BDM in Action

## JADICC

- Nonprofit health equity site
- Accessible design + professional tone
- Built for grant visibility and collaboration

<https://jadicc.com>



# ICABA World Community



- Membership, events, and media hub
- Multifunctional UX with global reach

<https://icabaworldcommunity.com>

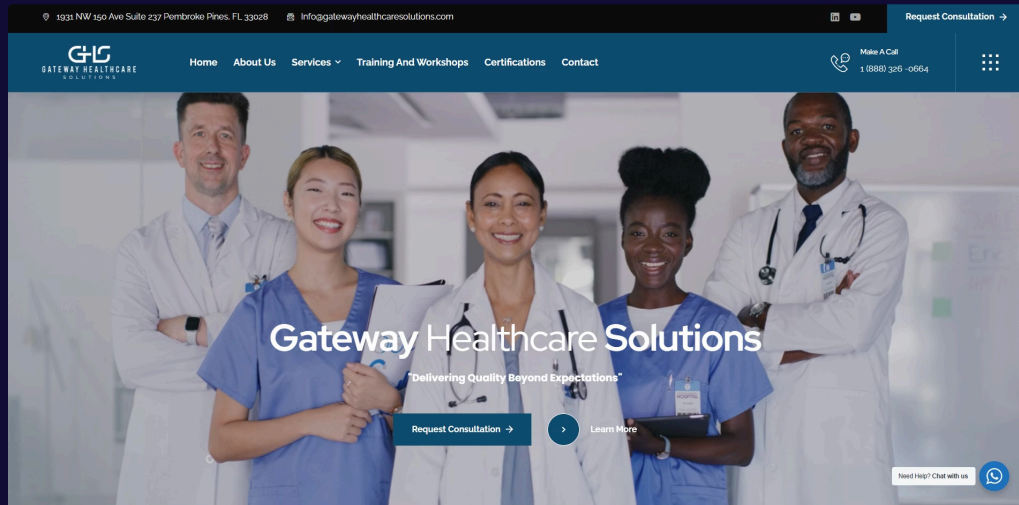


# More Client Success Stories

## Gateway Healthcare Solutions

- Health consulting brand site
- Clear structure, trust-building interface

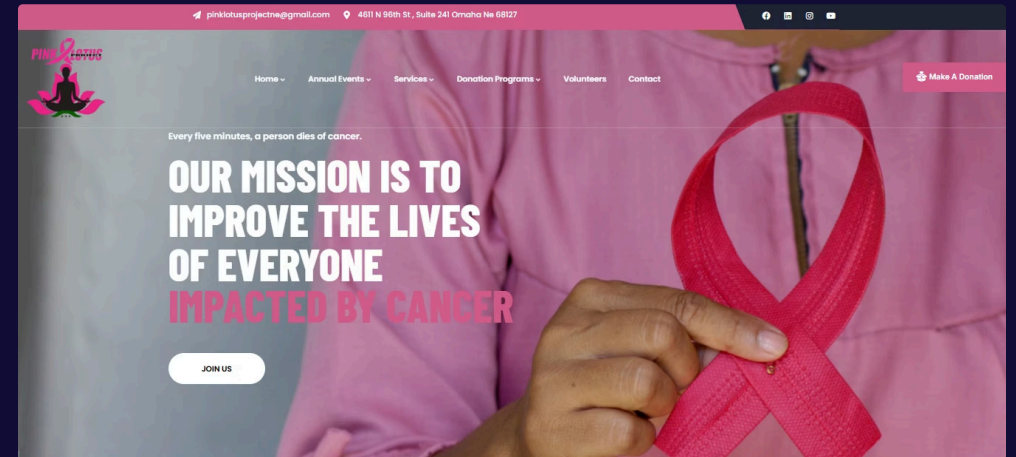
<https://www.gatewayhealthcaresolutions.com>



## Pink Lotus Project

- Nonprofit empowerment platform
- Donation, storytelling, and event tools

<https://pinklotusprojectne.org>



Each site was built with the BRAVE Blueprint™: Boldness, Resilience, Authenticity, Vision, Execution



# Formats of a Website Portfolio

We deploy portfolios intentionally, across five formats:



## **Live Web Page**

Filterable, public, optimized for visibility and conversion



## **Downloadable PDF**

Polished, portable, ideal for proposals or investor decks



## **Case Study Slide Decks**

High-impact for presentations or internal use



## **Video Walkthroughs**

Engaging, humanizing, ideal for content marketing and onboarding



## **Private/Gated Access**

For high-trust or regulated environments

Each format serves a strategic purpose—and tells the brand story with focus.

# Next Steps

If you're ready to move from uncertainty to clarity, from digital silence to strategic visibility—here's how to take action:

## Book a Discovery Consultation

Gain clarity, identify your brand gaps, and define the roadmap.

[grantmcgaugh5starbdm.as.me/schedule/6275c49c](https://grantmcgaugh5starbdm.as.me/schedule/6275c49c)

## Request a Brand or Website Audit

We'll analyze your current platform and deliver specific, strategic guidance.

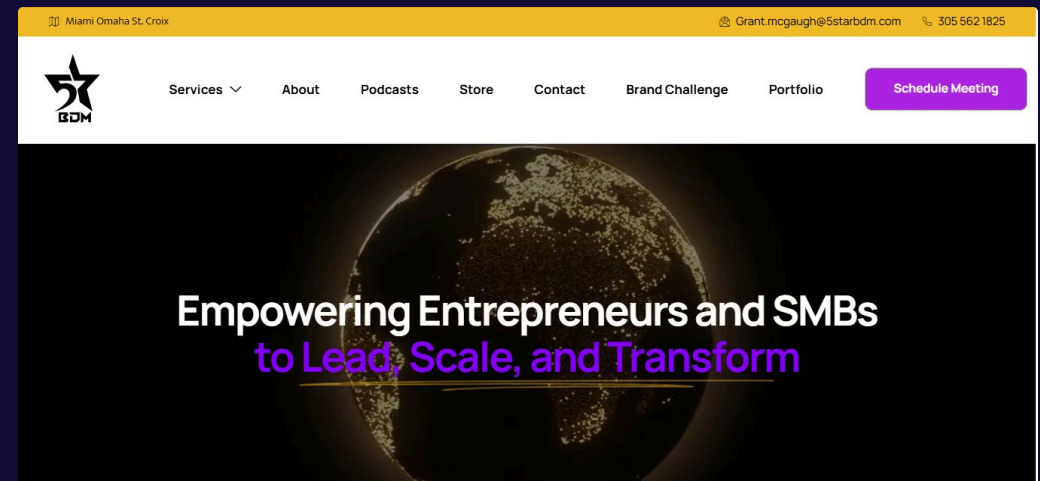
Email: [grant.mcgaugh@5starbdm.com](mailto:grant.mcgaugh@5starbdm.com)

## Engage with the Brand

Website: 5starbdm.com

LinkedIn: [linkedin.com/in/grantmcgaugh](https://www.linkedin.com/in/grantmcgaugh)

YouTube: [youtube.com/@5starbdm](https://www.youtube.com/@5starbdm)



The question is not whether you need a better website. It's whether you're ready for a platform that leads.