

**You've got a business idea and some seed money and wish someone would just tell you how to move forward.**

You are looking for an experienced professional with a proven background in marketing and branding strategy.

**You're spreading the word and need to start pitching business. Who can help you realize your vision?**

You're ready for putting your name and a logo on some cards and announce your new business to the world.

**You've put off starting your website because it is pretty overwhelming and you're not sure where or how to start.**

You don't have the time, experience, or patience to figure it out. If only someone would set it all up for you and show you how to use it.

PERSONAL BRAND DEVELOPMENT

**\$1300**

Initial Consultation  
Creative Brief

Guided Process: Reaching authentic core values, mission, vision, strategy

Guided Process: Name and Tag Line\*

Guided Process: Launch Strategy

Establish Names for Online Presence: Domain name (URL), Social Media Profiles, Email Moniker

Draft outline for website  
Draft Copy for Launch Announcement  
Brand Mood boards

*\*Includes non-legally binding U.S. Patent and Trademark Office research*

Includes up to 30 hours. Additional hours and services billed separately. Direct costs are not included - client is responsible for purchase of hosting, domain name, template, plugins, stock art, etc. Meetings and tutorials in-office or via Zoom®.

IDENTITY LAUNCH PACKAGE

**\$1000**

Initial consultation  
Creative Brief  
Competitive Analysis

Logo Design  
Finalize Brand Mood boards  
Brand look and feel  
Logo and brand guidelines  
Asset library: fonts, colors, images, etc.

Stationery suite: business card, letterhead, envelope, and print announcement card

Digital Design: MS Word® letterhead template, social media headers, Mailchimp® template,

*\*Includes non-legally binding U.S. Patent and Trademark Office research*

Includes up to 25 hours. Additional hours and services billed separately. Direct costs are not included - client is responsible for purchase of hosting, domain name, template, plugins, stock art, etc. Meetings and tutorials in-office or via Zoom®.

INCLUSIVE  
INDIVIDUAL'S  
BUSINESS  
LAUNCH  
PACKAGE

**\$4000**

Full Personal Brand Development Package (\$1300 value)

Full Identity launch Package (\$1200 value)

Full Website Launch Package (\$1500 value)

+ 2 website pages: News and Events and Resources

+ Design: Leave behind one-sheet

Includes up to 100 hours. Additional hours and services billed separately. Direct costs are not included - client is responsible for purchase of hosting, domain name, template, plugins, stock art, etc. Meetings and tutorials in-office or via Zoom®.

WEBSITE LAUNCH PACKAGE

**\$1500**

Initial consultation  
Creative Brief  
Competitive analysis  
Digital Brand Strategy

Technical setup: Domain Name/Hosting, email, social media profiles, etc.

Wireframe Development  
Content Development

1-5-Page Website\* Drag-and-drop builder or WordPress template with mobile-friendly/responsive design, and organized SEO setup,

Linking to social media and subscriber database

Training: Website drag-and-drop builder

*\* Recommended Pages: Home, About, Services, Contact Form, Privacy/Legal/Regulatory, plus header, footer, and call-to-action. Add-on pages "Downloadable Resources and News/Events can be added on for \$200/page.*

Includes up to 40 hours. Additional hours and services billed separately. Direct costs are not included - client is responsible for purchase of hosting, domain name, template, plugins, stock art, etc. Meetings and tutorials in-office or via Zoom®.