

# Services Catalog 2024



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# 01. Website Design

Websites are essential for small businesses because they serve as an always-open storefront, letting customers learn about and purchase your products anytime. They make your business look professional and trustworthy, helping you stand out and connect with a wider audience. In today's digital age, having a website is a must for any small business aiming to thrive!

## Sweet Simplicity

**Investment:** \$900.00 CAD\*

**Timeline:** 1 - 3 Weeks

This plan is perfect for a business looking for a small online presence. If your main goal is just to be seen online (without much maintenance) this might be the plan for you!

**Ideal for:**

Businesses that work exclusively from a storefront or in person.

**Includes:**

Process:

- Client intro meeting (online)
- In depth client homework
- Review and revision meeting (online)
- Offloading meeting with tutorials (online)

Pages:

- Home
- About
- Contact/Connect
- Another basic page (like a Find Us page)

Other Features:

- Chat Setup
- Links to social media accounts
- Contact form
- Custom colours, themes, and other visual features to match your brand identity

\*More features available at an increased price

## Show Your Stuff

**Investment:** \$1,500.00 CAD +\*

**Timeline:** 2 - 4 Weeks

This plan is great for businesses that want to show off a bit more of themselves and have an interactive visitor experience. If you are looking to stand out online and make a strong impression, this could be your best bet!

**Ideal for:**

- Businesses that operate both in person and online
- Independent creatives (such as photographers, artists, freelancers, wedding planners, etc.)

**Includes:**

## Process:

- Client intro meeting (online)
- In depth client homework
- Review and revision meeting (online)
- Offloading meeting with tutorials (online)

## Pages:

- Home
- About
- Contact/Connect
- Another basic page (like a Find Us page)

## Base Features:

- \*Up to three of the following features: Blog, Portfolio, Services Catalog, Gallery, or a similar page/function.

## Other Features:

- Chat Setup
- Links to social media accounts
- Contact form
- Custom colours, themes, and other visual features to match your brand identity
- Custom FAQ (frequently asked questions section)
- Custom testimonials section

\*More features available at an increased price

## The Works

**Investment:** \$2,500.00 CAD +\*

**Timeline:** 4 - 6 Weeks

Are you looking for a powerhouse website? This plan is customizable to give you the tools and functions to thrive online. With features like Bookings, E-commerce, and Product Management, you can move your business online in a breeze!

## Ideal for:

- Businesses who operate mostly or exclusively online
- Online stores
- Service providers

**Includes:**

## Process:

- Client intro meeting (online)
- In depth client homework
- Review and revision meeting (online)
- Offloading meeting with tutorials (online)

Pages:

- Home
- About
- Contact/Connect
- Another basic page (like a Find Us page)

Base Features:

\*Up to three of the following features:

Blog, Portfolio, Services Catalog, Gallery, or a similar page/function.

Major Features:

\*One of the following features:

- Online booking system
- \*\*E-commerce setup and product management system

Other Features:

- Chat Setup
- Links to social media accounts
- Contact form
- Custom colours, themes, and other visual features to match your brand identity
- Custom FAQ (frequently asked questions section)
- Custom testimonials section

\*More features available at an increased price

\*\*E-commerce includes a maximum of 15 products. After that, there will be a small fee for each added product.

## 02. Brand Identity

Brand identity is like your business's personality. It includes everything from your logo and colors to your fonts and the way you communicate with your customers. For a small business, having a strong brand identity is important for many reasons:

1. **Stand Out:** It helps your business stand out from the crowd, making it easier for people to recognize and remember you.
2. **Look Professional:** A polished brand identity shows that you're serious about your business and builds trust with potential customers.
3. **Be Consistent:** Consistent branding across all your materials and platforms makes your business look reliable and well-put-together.
4. **Build Loyalty:** A strong brand identity can create an emotional connection with your customers, making them more likely to come back again and again.
5. **Boost Marketing:** Clear and consistent branding makes your marketing efforts more effective because all your messages are aligned and reinforcing the same image.
6. **Increase Value:** A strong brand identity can make your products or services seem more valuable, which can sometimes mean you can charge higher prices.
7. **Tell Your Story:** It gives you a way to share your business's story, helping customers understand what you're all about and why they should choose you.

For small businesses, getting your brand identity right from the start can set you up for growth and long-term success.

### The Basics

**Investment:** \$500.00 CAD

**Timeline:** 1 - 2 Weeks

If you are just starting out, this package provides the basic branding tools you need! With a logo suite designed creatively and uniquely for your business, paired with colour and typography guides, your business will have a great visual head start!

**Includes:**

Process:

- Client intro meeting (online)
- In depth client homework
- Vision meeting (online)
- Review and revision meeting (online)
- Offloading meeting with tutorials (online)

Logo Suit:

- 4 - 6 logo variations
- Logo guide

Colour Palette and Guide

Typography Guide

## The "It" Brand

**Investment:** \$1,000.00 CAD +

**Timeline:** 2 - 4 Weeks

Are you ready to make a lasting visual impact? With this package, your brand is sure to represent your business in a way that stands out! You will be provided with all of the tools and guides you need to stay visually consistent and build a lasting impression on all fronts.

### **Includes:**

Process:

- Client intro meeting (online)
- In depth client homework
- Vision meeting (online)
- Review and revision meeting (online)
- Offloading meeting with tutorials (online)

Logo Suit:

- 6-10 logo variations
- Logo guide

Colour Palette

Typography Suite

Photography/Media Guide

Custom Graphics

Full Brand Guide Document

+ \$50.00 Credit for one of my website packages!

## 03. Info Workshops

Would you consider yourself to be a DIY fanatic? Me too. But sometimes we just need a bit of guidance when figuring out how to start a new project (and do it well). In these workshops I will share with you the tricks of the trade so that you can get started with confidence! Whether you want to build your own website, design your brand identity, or launch your socials, these one-on-one meetings will set you up for success.

### DIY Website

**Investment:** \$250 CAD

**Method:** Three one-on-one online meetings

Designing your own website can be challenging, but also really rewarding! In this one-on-one workshop, we will make a detailed, unique website plan for your business, find a website provider that fits your needs, and equip you with the knowledge you need to build a website on your own!

**Includes:**

This workshop is made up of three online meetings with you and/or your small team. Here's what we will be covering:

- In the first meeting we will talk about your business. What do you do? Who are your customers? What do you need out of a website? Then we make a plan.
- In the second meeting we will go over the web design basics. I'll share what I know with you so you can jump right in! Working together, we will use our plan to set up your site with everything you need.
- In the third meeting we will talk through any challenges you are facing or concerns you may have and make a plan for moving forward.

You also have the opportunity to send me your final website design for feedback! I can talk you through anything that might need to be changed, and will definitely celebrate with you over your success!

### DIY Brand Identity

**Investment:** \$250.00 CAD

**Method:** Three one-on-one online meetings

Think you have an eye for brand design? No one knows your business more than you. So when it comes to building your brand identity, it can be nice to have full control over your image! In this one-on-one workshop, you will learn everything that goes into creating an impactful brand identity, discover the software and programs you need to create logos and graphics, and make a detailed plan for your business moving forward!

**Includes:**

This workshop is made up of three online meetings with you and/or your small team. Here's what we will be covering:

- In the first meeting we will talk about your business. What do you do? Who is your target audience? What makes you unique? We will also discuss all of the components of a great brand identity so that we can start brainstorming ideas.
- In the second meeting I will walk you through my brand design process and introduce you to the programs and software that you need. You will learn some of my favourite tips and tricks (which can save you COUNTLESS hours)!
- In the third meeting we will talk through any challenges you are facing or concerns you may have and make a plan for moving forward.

Another beautiful thing about the Info Workshops is that you can send me your designs for constructive feedback to make sure that your brand identity is set up for success!

## DIY Social Media

**Investment:** \$250.00 CAD

**Method:** Three one-on-one online meetings

Social media is a fantastic tool for businesses. However, it can be complicated to get your socials up and running! In this workshop, you will learn which platforms are best for your unique business, how to set up your accounts, build a detailed social media plan and schedule, and learn how to make your posts visually consistent! If you are looking to build up your socials, this is a great place to start.

**Includes:**

This workshop is made up of three online meetings with you and/or your small team. Here's what we will be covering:

- In the first meeting we will talk about your business. What do you do? Who is your target audience? What makes you unique? What is the tone of your business? Based on this information, we will decide which platforms are the most promising for your business!
- In the second meeting we will talk about all of the different posting options and start building a detailed social media schedule. I will also share with you my favourite tools to make \*stunning\* posts with very little effort!
- In the third meeting we will go over each of your platforms to learn how to customize and set them up. Then you can make your first posts!

You can also send me some of your first posts for constructive feedback, cause there's nothing wrong with a second opinion! I look forward to being one of your first followers!