



# benign.design

# USP

Unique Selling Proposition

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# Hot brand design, Wix websites that WOW, and smarty-pants marketing.

## **Benign Design: Your Business leveller-upper.**

Hey dreamers and achievers, are you ready to level up your small biz? Introducing me, Helene, your brand's BFF at Benign Design. My career has added sparkle to bigwigs like Mercedes and Puma for a very long time – but now I've ditched the boardrooms for my couch office in Auckland and I'm here to help your brand SHINE BRIGHT! ✨

## Hot Brand Design

Whether you're a startup on a grand entrance mission or an established business looking to turn up the heat, my creative calling is to help you. Together we'll develop your brand's story and street appeal to attract its people. You'll leave me (but actually stay) with your own pro level Brand Guide and asset pack.

## Wowing Wix Websites

Does your website look like it crawled out of the 90s (or, heaven forbid, no website at all)? You deserve better! Together we'll unleash a Wix website that doesn't just attract visitors, it'll trigger a full-blown internet stampede! Think smooth navigation, captivating text and a backend that's as a click to use.

## Smarty-Pants Marketing

Get ready for marketing plans that are smarty-pants smart! I blend my learned insight with your goals, creating roadmaps for you that are easy to understand and drive. I'll be your marketing brain and HQ planning strategies that wake up your audience (and sales).

## Sign Off

I'm not here to overwhelm you with jargon or fancy tricks. I'm here to be your supportive guide, helping you translate your dreams into a proud-worthy reality. We'll design a brand that tells your unique story, build a Wix website that's easy to manage, and develop marketing strategies that are simple but smart.

P.S.S. And if you feel you need to keep me around, I also offer a VIP support package that'll give you access to All my services for 6 months, here's the deal though, only after we've done either a Brand, Wix Website or Marketing Strategy together.

#BenignDesign #ShineBright #SmallBusinessSuperhero #MarketingMagic

P.S.S. I offer a free 15 min consultation to see if we inspire each other. So what are you waiting for? Let's chat!