

Hey RoxLee,

After our video chat, we decided to breakdown all the services you could benefit from and the prices. You can use your \$2000 for any of the sections below.

\* You really don't need all of them.

We'd like to suggest only going with brand building: part 2 as brand building: part 1 is a lot of in-depth branding. By the end of it, you'll have a neat document about your brand and every detail needed if you were ever to sell your brand.

We'd also like to recommend that you do the copywriting (writing the about, your story, meet us etc) so that we can use your \$2000 for coding a website.

We've put a little tree next to the services you'll need/ our recommendations.

## brand building: part 1

- establishing your brand core identity:

uncovering purpose, essence, values

\$800

- establishing extended identity: what you stand for,  
your brand as a person, organization, symbol, services/  
product, positioning statement

## brand building: part 2

- creating a unique logo

\$50

- creating a slogan

## web development

- design

- copywriting

- coding

- seo

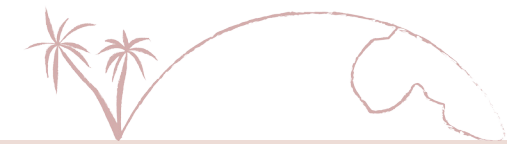
## design

free

## copywriting

(per page)

\$500



## coding

- header, footer, home page, about, story, contact, meet us, etc

\$1000



## coding

- blog

\$500



## coding

- shop

\$500



## seo (search engine optimization)

- built into the head  
- meta tags  
- links

free



## website hosting per year

- free unique URL name

\$199

If you'd like a gallery page that can be included for \$350, but in our opinion, it's not necessary as that can be added later. There will be a few pictures on your website already.

We do want to suggest adding an Instagram plug-in that will send all your most recent photos to your website. This plug-in costs \$19 and can be used as a mini gallery in the meantime. (This is what we use as a gallery on our own website.) This \$19 along with the hosting fee is not covered the \$2000.

Please keep in mind that the blog and shop quotes may change depending on the complexity of them and how much code is included. The given quote is rough, and for basic coding.