



# candy and the king

web developers  
content creators

Hey Chanty,

After our video chat, we decided to breakdown all the services you could benefit from and the prices. These figures are without your 50% off. So to get your total just minus 50%.

Although you could really benefit from brand building: part 1, 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've put a little tree next to the services you'll need/ our recommendations.

Once you've got your brand all figured out which will be between 2 - 4 weeks, we can start looking at building a website for you. For now, we need to build a brand.

## brand building: part 1

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

\$800

## brand building: part 2

- brand name
- creating a unique logo
- creating a slogan
- 2 meetings to discuss concepts and changes

\$60

## creative directing

- create content
- editing
- perfect your IG layout
- IG planning
- IG algorithm
- IG stories
- creating a community
- growth strategy
- IG promotions

\$300