

01 / YOUR DIGITAL FOUNDATION

# Website packages

Modern design, a clear customer journey and a shared UI system. Optional care starts after launch.

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## Launch / from \$1,250 build + optional \$79/mo care

1 page, up to 5 content sections / One of our five UI kits, adapted to your brand / Inquiry form + mobile and accessibility checks / 1 consolidated revision round

Target: 3-5 calendar days. Care: 30 minutes of content edits per month, monthly site/form checks and managed code updates. Build + 12 months of care: \$2,198.

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## Signature / from \$2,250 build + optional \$149/mo care

Up to 5 pages + your services and packages / One existing booking provider connected / Shared UI kit, branded imagery and purposeful motion / 2 consolidated revision rounds + launch handoff

Target: 5-7 calendar days. Care: 60 minutes of content edits per month, monthly site/form checks and managed code updates. Build + 12 months of care: \$4,038.

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## Commerce / from \$3,250 build + optional \$199/mo care

Native Shopify theme setup + brand styling / Up to 10 supplied products and 5 content pages / Payment, shipping and tax settings configured to your instructions / 2 consolidated revision rounds + test purchase flow

Target: 1-2 weeks. Care: 90 minutes of content edits per month, monthly site/form checks and managed code updates. Build + 12 months of care: \$5,638.

Fast-launch requirements: complete brief, supplied copy and licensed assets, access, scope approval and agreed deposit. One decision-maker; feedback within 1 business day. New scope or delayed feedback changes the schedule. The 3-7-day target applies to Launch and Signature; it is not a universal guarantee.

Care is optional and month-to-month. Requests acknowledged within 2 business days; this is not a resolution guarantee. Unused edit time does not roll over. Hosting, domain, platform, paid theme/app licenses, usage fees, stock assets and applicable tax are extra.

Kit selection and brand adaptation are included in Launch and Signature. Commerce uses a native Shopify theme, licensed separately. Custom applications, advanced 3D and complex migrations require a separate quote. Payment, ownership and handoff terms are confirmed in writing.

02 / DESIGN SYSTEMS &amp; CONNECTED TOOLS

# The design kit collection

Five visual directions. One shared system for typography, spacing and customer journeys.

**Atelier / \$79**

Beauty &amp; nail studios

**Stillwater / \$79**

Spas &amp; wellness

**Obsidian / \$79**

Automotive &amp; premium services

**Solstice / \$79**

Dining &amp; boutique hospitality

**Orbit / \$79**

Retail &amp; product brands

**Five-kit library / \$249**

Static HTML/CSS/JavaScript source kits, not native Shopify, Framer or Webflow themes. Booking/cart flows are demos; integrations, hosting and authentication are separate. Proposed license: one business per kit, no source resale. Delivery and license confirmed before payment. A kit is included in a Launch or Signature build.

03 / CONNECTED TOOLS

# Automation & client portals

Practical workflows with defined scope, visible errors and a path back to a person.

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## Rules-based workflow / from \$650 + \$79/mo

1 workflow, up to 2 existing apps and 5 steps. Includes error alerts, handoff and 30 minutes of monthly tuning. Estimated delivery: 3-7 days.

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## AI-assisted workflow / from \$1,250 + \$149/mo

1 workflow, up to 3 existing apps and 8 steps. Includes a review step, evaluation examples and 60 minutes of monthly tuning. Estimated delivery: 1-2 weeks.

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## Website support assistant / from \$1,500 + \$149/mo

1 website, up to 25 approved knowledge pages, clear AI disclosure and human handoff. Includes 60 minutes of monthly tuning; no clinical advice. Estimated delivery: 1-2 weeks.

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## Hosted client portal setup / from \$1,250 + \$99/mo

Configure one existing portal provider for invoices, project updates and file access. Includes 30 minutes of monthly support. Provider subscription extra. Estimated delivery: 1-2 weeks.

Monthly support starts after go-live and includes workflow checks plus the stated tuning time. Tool/platform subscriptions and API usage are extra. Website care and automation support are separate, selected services. Sensitive-data workflows and custom APIs require separate scoping.

04 / YOUR BRAND ACROSS EVERY TOUCHPOINT

# Creative & ongoing support

Defined deliverables keep the website, visuals and social presence working together.

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## Introductory growth audit / Free

A brief review of your website and the most useful next opportunity.

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## Detailed UX audit / \$250 / one time

Up to 5 pages, mobile journey review and a prioritized written action list.

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## Brand graphics pack / \$199 / per pack

6 static graphics, each in 2 sizes, using your existing brand; 1 revision round.

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## Social / Essential / \$199 / per month

8 static posts with captions for 1 channel; 1 approval batch. Content delivery only.

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## Social / Studio / \$399 / per month

12 static posts + 2 simple reels up to 15 seconds from supplied footage; 1 channel, 1 approval batch. Content delivery only.

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## Hero motion enhancement / \$350 / from, one time

One section using existing assets, subtle depth and reduced-motion support; advanced 3D modeling quoted separately.

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## DIY kit brand adaptation / \$350 / one time

Apply supplied logo, colors, fonts and copy to one kit. Kit license extra; no integrations or hosting.

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## Additional website page / \$200 / from, per page

One standard content page in the agreed design system, with supplied copy and assets.

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## Additional design & development / \$75 / per hour

Work beyond the agreed package, estimated and approved before starting.

Social packages include one consolidated revision round. Publishing, community management, advertising spend and original shoots are separate. Product claims require client approval. Additional work is estimated and approved before starting.

05 / PLANNED FOUNDER RESOURCES

# Prepare a stronger launch.

Educational planning tools for supplement and beverage founders. Estimated prices; no orders or preorders are collected.

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## AI-Powered Supplement Brand Launch Toolkit / \$129 estimated

Formulation planning and supplier checklists / AI label-copy prompts with a human review checklist / Planned Shopify section templates for a health-brand storefront

Shopify section templates still need development-store testing before release. A full theme, platform subscription and store setup are separate from this planned toolkit.

Authoring estimate: 4-6 weeks to create.

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## Beverage Manufacturing Compliance & Scaling Guide / \$49 estimated

Ingredient sourcing and supplier-question worksheets / Kitchen-to-factory planning and traceability records / U.S. regulatory research map with dated primary sources

Category-specific requirements, including juice and acidified or low-acid foods, need specialist review. This guide does not certify compliance.

Authoring estimate: 6-8 weeks to create.

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## Supplement Formulation Blueprints / \$69 estimated

Blank ingredient-ratio and batch-planning worksheets / Stability observation logs and testing-plan templates / Label-math worksheets with assumptions and source fields

Templates for documentation, not validated formulas, ingredient doses, shelf-life conclusions or finished label approvals.

Authoring estimate: 3-4 weeks to create / estimate.

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## Founder Library / \$199 estimated

All three completed products. Individual total \$247. Proposed single-brand internal-use license; no resale. File-access help only. Custom implementation, labs and specialist services are separate.

Readiness: content must be authored, calculations independently checked where relevant, and qualified manufacturing/formulation/regulatory review completed. Any Shopify asset must be tested in a development store. These are not validated formulas, dosing recommendations, compliance certifications or label approvals.

Authoring estimates begin after scope and reviewers are available; they are not release dates or website-delivery promises. Ask about a resource without creating an account. Inquiries do not place orders, reserve releases or subscribe you to marketing.