



she is bold.

2020 PRICING AND SERVICES

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Hey! I'm Samantha- the founder and lead strategist at She Is Bold. It's an honor to have you here and to have the opportunity to come alongside you in your business. Pour a cup of coffee or a glass of champagne, and flip through these pages to see which of our signature packages or a la carte offerings best suits your needs. Need help deciding? Just shoot me an email and let's chat about it. I can't wait to hear from you!

Keep it bold.

♡,  
Samantha

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# The Full Brand Story Suite™

\$1,497

A full logo suite and Brand Story Guide™ including everything you need from your unique positioning statement and brand voice to font pairings and suggested stock imagery so you can turn your ideal readers into customers and set yourself apart from "everyone else".



## INVESTMENT INCLUDES:

- 90 minute discovery call
- Design questionnaire
- Brand story guide & finalized playbook
- 3 logo concepts
- 2 Final rounds of revisions
- Pinterest exploration
- Primary Logo
- Secondary Logo
- Submark
- Color palette selection
- Font selection
- Finalized brandboard
- Launch Guide
- 3 matching collateral pieces



# Branded Photoshoot & Styled Images

\$ 9 9 7 \*

Get a fully branded, custom photoshoot tailored to suit your exact marketing needs. Whether you want to work on site with us on site or remotely, we'll take care of everything from the shot list and backdrops down to the last prop detail so you don't have to stress a thing. You'll get an entire gallery of everything you need from styled flat lays and lifestyle images to headshots and product details so you can look like a pro across all channels and finally book more clients.



\*BASE PRICE. CONTACT US FOR MORE DETAILS

# Showit Website Design

\$ 2,997



Our semi-custom website design + Brand Story Suite so you can get all the looks of a fully custom website at just a fraction of the cost. From logos and everything mentioned in the Brand Story Suite previously, we'll customize your website on our favorite platform, Showit (the same one we use!) and you'll be able to have a gorgeous new website in as little as just 2 weeks!

- Everything in the Brand Story Suite
- One hour website consultation
- Design questionnaire
- Pinterest exploration
- Template selection (template price not included)
- Finalized responsive website design for up to 6 pages & 4 hours of copywriting
- 2 rounds of revisions
- 30 Minute website tutorial & handoff recording
- Launch guide



# *The Entire Editorial Calendar*

\$1,297

A monthly, done-for-you social media content calendar and managed social media, blog post and newsletter service.

## INVESTMENT INCLUDES:

- Brand story and voice discovery
- Monthly goal planning session
- Content strategy & execution
- Up to 5x done-for-you social media captions & posts per week including researched hashtag strategy, image selection, monitoring, & growth testing
- Up to 3x social media stories per day
- 1 uploaded and scheduled blog post per week
- 1 uploaded and scheduled newsletter per week
- Month end performance report & recommendations



# The Canva Collateral Pack

15 custom Canva templates tailored to match your existing brand needs. Template options include but aren't limited to: social media posts, social media stories, lead magnet covers and interior pages, business cards, Pinterest graphics, Facebook covers, and more.



## INVESTMENT INCLUDES:

Brand questionnaire  
30-minute kick off call  
15 custom Canva  
templates/pages of your  
choice





# The Marketing Master Plan

\$ 1,297



No more piecing together your everyday marketing to-do's with our Marketing Master Plan. The Marketing Master Plan is a complete audit of your existing (or non-existing!) marketing efforts where we dig into everything from your branding and messaging to your social media and email list strategies so we can hand you one, streamlined roadmap of everything you need and the order you need to do it in...to turn all those God-given dreams into a reality.

- 90-minute goal setting & kick off call
- Market research
- Custom marketing plan for the entire year delivered by final PDF and broken down monthly
- Custom Trello Dashboard outlining steps and time line for marketing to-do's
- Audit of up to 4 business platforms & accounts to gather & analyze existing strategies & data

# Consulting

We offer 3 monthly consulting packages including ongoing phone support and unlimited email access for topics including but not limited to: Facebook ads strategy and optimization, email list building, content marketing strategy, webinar strategies, growth strategies and more.

## BI-MONTHLY:

Perfect for the self-starter and those who take direction well - Get Bi-monthly, 30-minute phone calls and unlimited email access to help you stay on track and get all your questions answered in a jiffy.

## WEEKLY:

Need more accountability each week or want to check in on the performance of campaigns, tests, etc. and course correct with someone by your side? Our weekly consulting option is just for you.

## BI-WEEKLY:

Have an upcoming launch or want to make sure quick moving projects go off without a hitch? Let's chat twice a week to keep things moving swiftly and hold you accountable.

\$VARIES



\* ALL CONSULTING PACKAGES INCLUDE UNLIMITED EMAIL ACCESS AND A COMPLIMENTARY KICK OFF CALL. NO MONTHLY COMMITMENT.

# Retainer Packages

Book any of these signature services on a monthly recurring basis for a 90-day or 6-month commitment and save more.

- Consulting
- Canva Designs
- Social Media Grid Curation
- Content Ideation
- Editorial Calendar Management
- Branded photography
- Social Media Management & growth strategy
- Copywriting

\$ VARIES



\* CONTACT US FOR CUSTOM PRICING AND AVAILABILITY



# *A La Carte Offerings\**



Business Card Design

Pinterest Design

Social Media Design

Lead Magnet/Opt-in Design

Slideshow Design

Canva Templates

Additional Webpage Design

Shopify Lite Integration

Photoshoot Direction

Custom Showit Website Design

Custom email opt-in forms

Editorial calendar outline

Email List Set up

And more!

\* AVAILABLE FOR EXISTING CLIENTS ONLY OR WITH A \$297 BRAND ESTABLISHMENT FEE. CONTACT US FOR A CUSTOM QUOTE & AVAILABILITY.



# 01

## DO YOU OFFER CUSTOM WORK?

Yep, and it's some of our favorite. We'd love to hear about your custom project! Just shoot us an email to chat.

# 02

## CAN YOU TELL ME A LITTLE BIT MORE ABOUT THE BRANDING PROCESS? HOW DOES IT WORK?

All of our brand packages kick off with a brand discovery call and a little client homework like creating a Pinterest inspiration board. You get several concepts, rounds of revisions, final artwork, and launch guide alongside unlimited email access during our time together.

# 03

## HOW LONG DOES IT TAKE FOR LOGO WORK OR SHOWIT WEBSITE DESIGN?

All branding work can be completed in as little as 2 weeks and for longer client response time, upwards of 3-4 weeks.

## 04

ARE THERE MONTHLY REQUIREMENTS FOR CONSULTING?

Nope. No monthly contract commitment, just month to month as you please with a 14 day notice if you plan to secure your spot for the following month.

## 05

WHAT'S THE DIFFERENCE BETWEEN COACHING & CONSULTING?

We love this quote that answers that: "Hire a consultant when you need an expert who can teach you a process or method. Hire a coach when you want to discover it yourself."

Forbes also wrote an amazing article articulating the [difference here](#).

## 06

WHY SHOULD I HIRE AN AGENCY VERSUS A VIRTUAL ASSISTANT?

Virtual assistants are great for administration execution and agencies are good for overall strategy, execution, AND account management (ie: proactive about scalability). An agency is also a one-stop shop and point of contact without juggling several VA's or freelancers so you can have streamlined communication.

## 07

## DO YOU OFFER PAYMENT PLANS?

We sure do. Most payments can be split into 2 or more monthly payment options depending on the cost of the service.

## 08

## WHAT MAKES YOUR AGENCY DIFFERENT THAN OTHERS?

\*Clears throat for formal response\*

Known for our unapologetic point of view and self-expression, we cultivate boldness in everything we do. We discover your unique brand story (a client-favorite) and pair it with data driven discernment to leverage brand diversity and jumpstart the authentic credibility, connectivity, and cash flow you crave.

Bridging the gap between personal brand and big business, we're committed to fusing smarts and heart in order to deliver the ultimate marketing master plan to steward your business well and scale your business with total authenticity AND confidence.

SO YOU'RE READY TO WORK WITH US? .

We don't blame you. Hit the button below to schedule a time for us to chat, it's on the house.

Let's Chat >



Be bold. Get heard. Spread the Word.™