GASM

HOW MUCH SHOULD BRANDING *ACTUALLY* COST IN 2025?

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WTF IS BRANDING ANYWAY?

Let's start here — because most people don't actually know.

They think branding is just:

- A logo
- A color palette
- A vibe they saved on Pinterest

But here's what branding actually is:
Branding is how your business builds trust at first glance.

It's your message, visuals, tone, and presence — working in alignment to tell the world what you do, how you do it, and why it matters.
It's your reputation on purpose.
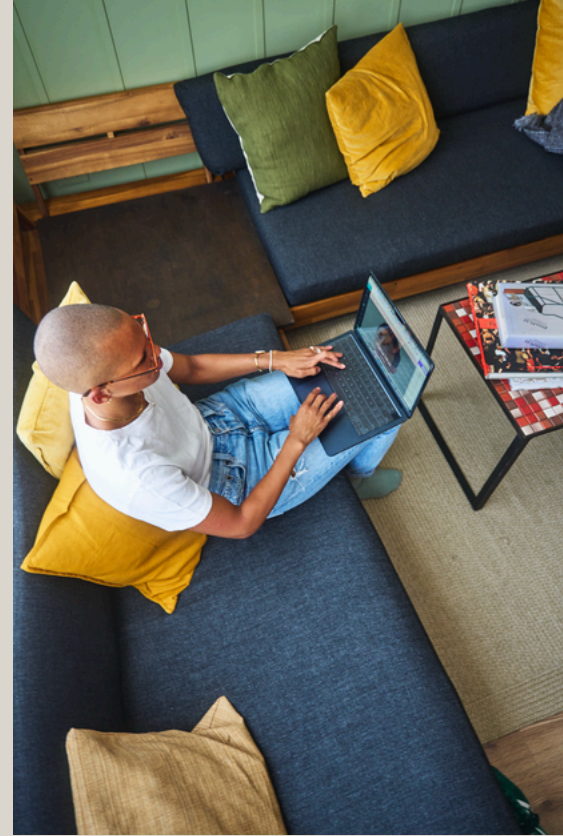
BRANDING VS MARKEING

Branding is who you are.

Marketing is how you spread the word.

Branding is what people say about you when you're not in the room.

Marketing is the mic. Branding is the message.

If your marketing is loud but your branding is messy? **You're wasting money.**

SO... WHAT DOES A BRANDING CONSULTANT ACTUALLY DO?

Great question.

Most people come to me not really knowing what I do — just that something in their business feels off. Their visuals don't match the quality of what they offer. Their words don't land. Their brand presence just... isn't doing it.

Here's what I do:

- I help you define your brand voice and identity
- I translate your energy into visuals, systems, and strategy
- I build digital ecosystems (websites, email, content plans) that convert
- I act as creative director, designer, strategist, and sometimes your branding therapist

Bottom line: I help you articulate, elevate, and own who you are as a brand — and make sure that every scroll, click, or pitch deck reflects it.

WHY IT MATTERS:

- 94% of first impressions are design-related
- Consistent branding increases revenue by up to 23%
- People trust brands that look and sound confident

Branding turns strangers into **buyers**

Browsers into **fans**

Scattered ideas into **high-converting clarity**

Think of branding as your business's energy translator. When it's done right, people just get you. They know what you do, who it's for, and why they want in.

GENERAL BRANDING COST BREAKDOWN

Option	Cost Range	Best For
DIY	$0–$500	Beginners or personal passion projects
Freelancer	$1,000–$7,500	Solopreneurs + side hustlers
Boutique Studio (like mine)	$5,000–$20,000	Founders who need strategy + style
Large Agency	$20,000–$100,000+	Corporates or funded startups

THE GASM BRANDS PRICING MODEL (HOURLY)

You don't need a 6-month retainer or a $50K proposal to work with me. You just need a vision, a goal, and a few hours.

At GASM, we now charge by the hour — because it's more transparent, flexible, and efficient. You only pay for what you need, when you need it.

Time Block	Cost Range
2 Hours ($500)	Brand audit, content consult, narrative polish, quick design fix
8 Hours ($1,750)	Full 3-page Showit site, email set-up, deck or sales page
40+ hours ($8K +)	Full brand, website, systems, launch strategy

MOST POPULAR PROJECTS (AND HOW LONG THEY TAKE)

| Service	Avg. Time
Brand Identity (Logo, Fonts, Colors)	4–8 hrs
Brand Narrative	4 hrs
Showit Landing Page (1–3 pages)	8–12 hrs
Full Showit Website (6–8 pages)	24 hrs
Signature Rebrand	40 hrs
Sales Page	12 hrs
Pitch Deck	12 hrs
Email Automation Setup	8 hrs
Quiz Integration	8 hrs
Social Templates + Strategy	4–8 hrs
Coaching & Consulting	2 hr minimum

HOW TO BUDGET LIKE A PRO

5-MIN READ

Instead of asking "How much does branding cost?"

Ask this:

- What's it costing me NOT to be branded?
- How many clients bounce because they don't get it?
- How many speaking gigs or product sales am I missing?
- What does my brand say when I'm not in the room?

Practical Budgeting Tips:

- If you're early stage → start with narrative + identity
- If you're pivoting → invest in web + systems
- If you're scaling → bundle branding, funnels, and launch strategy
- If you're unsure → book a 2-hour mini session with me ($500) and get direction, fast
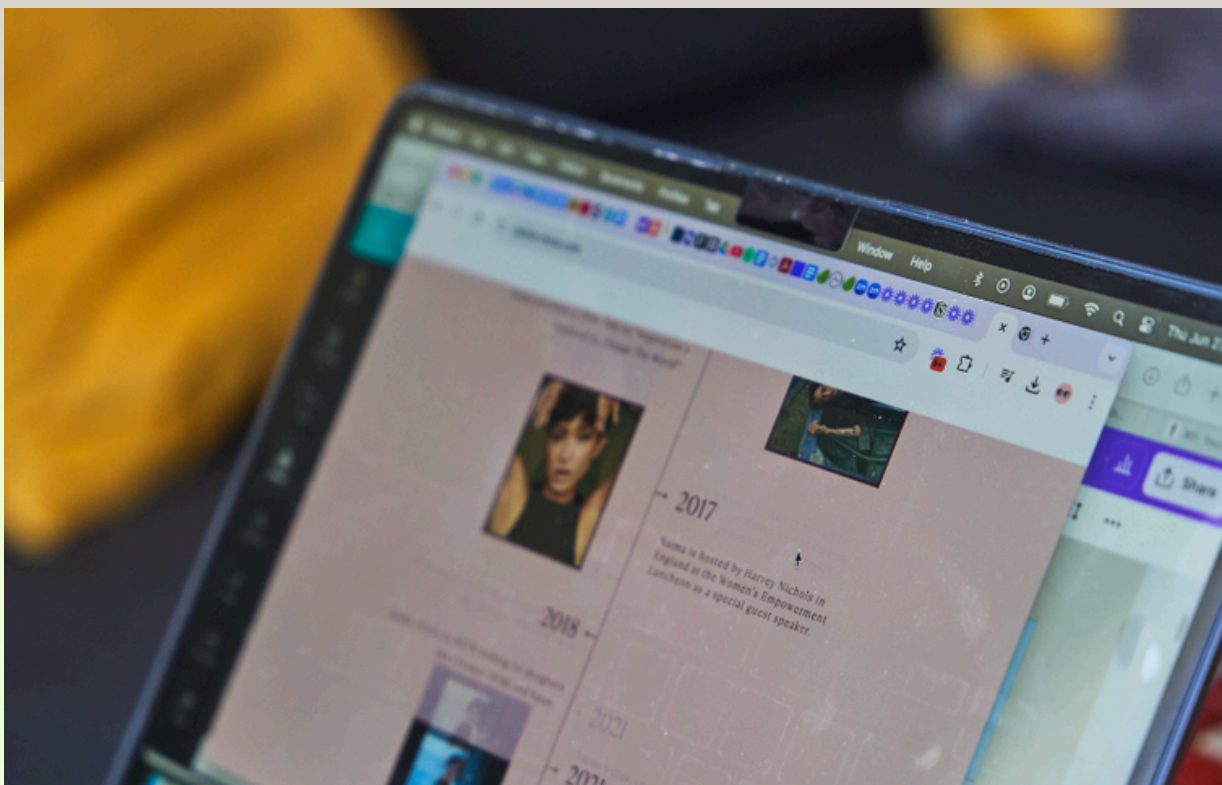
VIP BRANDING EXPERIENCE (64 HOURS)

The full transformation — strategy, story, design, site, system.

This is for founders who are *done* playing small and ready to roll out a brand that matches their energy.

Includes:
- Custom Brand Identity + Narrative
- Showit Website (6–8 pages)
- Email Marketing System
- Social & Quiz Integration
- Speaker Studio Deck + Brand Kit
- Consulting + Launch Prep

Want the whole thing handled?
→ *Book a brand breakdown call*

What affects cost:
- Scope (just branding vs. brand + web + funnels)
- Number of assets/pages
- Strategic depth (are we designing or transforming?)
- Experience and specialization of the provider
- Timeline (rush = more $$)

WHAT WORKING WITH GASM IS LIKE

Working with me is personal, intentional, and high-impact.

I don't run a big agency with handoffs and confusion. When you work with GASM Brands, you're getting:

- My eyes, strategy, and attention on your brand
- A clean creative process with a real-time breakdown of what we're building
- A brand that looks as good as it feels
- The calm confidence of knowing your online presence finally reflects the magic you offer

You could go to Fiverr. Or grab a template. Or wing it for another year.

Or you could partner with someone who's:

- Built high-end, high-converting brands for 20+ years
- Been featured in Vogue and knows how to sell a story
- Worked with creators, wellness pros, public speakers, consultants, and product-based founders
- Known for transforming confusion into clarity, quickly
- Not here to waste your time or your money

I bring the strategy, the systems, and the style.
And I care deeply about helping you be seen the way you deserve to be.

MY SIGNATURE 5-PHASE GET GASM'D METHOD™ INCLUDES ALL THE BELLS AND WHISTLES:

1. Clarity Session – get grounded on who you are
2. Story + Message Mapping – build your brand voice
3. Visual Identity – logo, fonts, colors, and brand feel
4. Web Strategy + Design – site layout, user flow, and conversion
5. Conversion Infrastructure – email, sales pages, quizzes, and launch prep

This is how I turn ideas into income-generating brands — and confused creatives into confident CEOs.