

Elite Business Design Packages

Welcome! I'm Erin and I create intuitive brands and websites that align to the real you. For business owners that want to be more visible, sell out easily, and make a bigger global impact, you need a brand that captures your true essence and evolves with you.

I started my professional creative journey 20 years ago, but I've been an artist all my life. I've crafted brands for clients around the globe, from new startup ventures to thriving multimillion-dollar empires. In between, I've invested in my personal growth, became a single mom, and grew my business while working with some of the top leaders and coaches in the industry.

I create one-of-a-kind brands with my floor-to-ceiling process that combines form with function, and creativity with strategy. I believe a brand can be beautiful but it also needs to deliver results.

That feeling you get when you are seen, understood and celebrated for who you are, is one of the most powerful feelings in the world.

You want something more, something different, something POWERFUL, something that celebrates the unique individual you are.

BY INVESTING IN A POWERFUL, SOUL-ALIGNED BRAND, YOU WILL:

- + Authentically attract your ideal clients
- + Sell out your offers, courses and programs
- + Expand your impact in the world
- + Become an authority in your field
- + Quickly build the "know, like, & trust" factor
- + Earn premium rates for your offerings
- + Have more freedom and ease in your life while your brand works for you



E-commerce Package

Perfect for high-level leaders who are expanding into passive income streams through the creation of drop-ship physical products, digital evergreen courses and programs. This e-commerce package funnels all your shop items into one place, making it easy for your customers to browse and purchase.

E-COMMERCE STORE MODULE

- Store Clarity Call
- Initial shop template design on Shopify - 3 concepts, 2 rounds of revisions
- Initial shop setup and integration with vendors and payment portals
- All product images, pricing and descriptions migrated to Shopify (up to 20 items)

Additional product migration available.

Product designs available upon request.

PAY IN FULL: \$2500

PAYMENT PLAN: 2 x \$1375

Pro Branding Tool Kit

Perfect for when you are ready to say goodbye to your DIY looking brand that doesn't "feel" like you anymore and you are ready to expand your look into multiple logos and complimentary icons that allow you greater flexibility and professionalism.

BRAND FOUNDATIONS + LOGO FAMILY (3 LOGOS) + VISION BOARD

- Brand Clarity Call
- Pinterest Board Collaboration
- 3 Main Logo Concepts, 2 rounds of revisions
- 6 Sub Logo Concepts, 2 rounds of revisions
- Brand Fonts up to 3 fonts
- Color Palette up to 6 colors
- Image library curation
- Set of up to 6 customized icon illustrations
- Final brand package consists of:
 - Logo Family Designs in color, black, and white
 - Color palette with hex codes
 - List of fonts used
 - Curated stock image library
 - Custom icon set in color, black, and white
 - Brand Style Guide
 - Final files for Print & Web

PAY IN FULL: \$4000

PAYMENT PLAN: 2 x \$2200

Signature Course Brand Kit

Perfect for your signature program that you launch each year that needs a facelift. Keep it from becoming dated and expand it into a more user-friendly experience.

MINI BRAND + MEMBERSHIP SITE + COURSE GRAPHICS

- Program Brand Clarity Call
- Initial Branding Direction
 - Logo design
 - Colors and fonts
 - 3 concepts, 2 rounds of revisions
- Course workbooks designed and formatted*
 - Design matched and formatted to brand standards
 - Includes header graphic
 - Interactive PDFs
 - Up to 12 modules
 - Each module up to 10 pages each
- Membership site setup and design*
 - 2 template designs - landing page (or login page), and modules page (repeating)
 - Upload videos, workbooks, other course materials for each module
 - Build, test + launch
 - Add email, social, contact integrations
 - Mobile responsiveness for phones + tablets
- Launch Graphics*
 - Email header design
 - Social media promotional graphics (x9)
 - Facebook header graphics (x2)
 - Ad design (x4)

**Customization available to fit this package to your needs*

PAY IN FULL: \$12,300

PAYMENT PLAN: 4 x \$3380

Event Branding Package

Perfect for on-stage leaders with clear intention on taking their event to the next level of success through an immersive brand experience that amplifies the life-changing information you share. This is what you need for a book tour, a weekend retreat, or a one-night-only event.

EVENT BRANDING EXPERIENCE

- Event Brand Clarity Call
- Pinterest Board Collaboration
- Event Branding Direction
 - Logo design
 - Colors and fonts
 - 3 concepts, 2 rounds of revisions
- Landing page / registration page for website
 - 2 concept designs, 2 rounds of revisions
 - Build, test + launch
 - Add signup + payment integrations
 - Mobile responsiveness
- Promotional Graphics
 - Email header design
 - Social media promotional graphics (x9)
 - Facebook header graphics (x2)
 - Ad design (x4)
- Backdrop and signage design*
 - Stage Backdrop
 - Entry Signs (x2)
 - Merch Table Banner / Backdrop
 - Table Signage (small)
 - Print vendors vetted + priced
- Merch + Swag*
 - Tshirts, tote bags, cups, journals, stickers, etc (choose 3)
 - 3 concepts each, 2 rounds of revisions
 - Print vendors vetted + priced
- Printed Collateral*
 - Workbooks (up to 10 pages)
 - Agenda (1 page, single sided)
 - Nametags (stickers or lanyard badge)

**Customization available to fit this package to your needs*

PAY IN FULL: \$9200 (does not include printing costs)

PAYMENT PLAN: 3 x \$3370

Add-on Graphics

This is only offered to my past + current clients, or if you are purchasing a package above. All of these items below will be on-brand and make sure your branding is consistent over all online platforms.

6 x INSTAGRAM SQUARE TEMPLATES \$500

- All wording + images supplied to me
- Designs in editable photoshop file + canva
- You need a Canva Pro account

6 x INSTAGRAM STORY TEMPLATES \$500

- All wording + images supplied to me
- Designs in editable photoshop file + canva
- You need a Canva Pro account

1 x FACEBOOK BANNER \$150

- For Facebook group, personal or business page
- All wording + images supplied to me
- Design in editable photoshop file, jpg + .png

6 x FACEBOOK POST TEMPLATES \$500

- All wording + images supplied to me
- Designs in editable photoshop file + canva
- You need a Canva Pro account

1 x PODCAST COVER + EPISODE COVER \$250

- All wording + images supplied to me
- Design in editable Photoshop format + .jpg

6 x PINTEREST PINS \$500

- All wording + images supplied to me
- Design in editable photoshop file, jpg + .png
- Excluding info graphics, graphs, icons etc

3 x WORKBOOK TEMPLATE PAGES \$250

- Cover page + 2 x inner page template
- All wording + images supplied to me
- Design supplied in editable .pdf format

6 x YOUTUBE THUMBNAILED \$500

- All wording + images supplied to me
- Designs in editable photoshop file, jpg + .png

FAQs

HOW SOON CAN YOU START ON MY PROJECT?

This depends on my current work load, however my wait list is about 2 weeks as I limited the amount of projects I work on at a given time to maintain design excellence, quality of client service and meet client deadlines.

HOW LONG WILL MY PROJECT TAKE TO COMPLETE?

These are estimated timelines and are subject to change based on how quickly we can schedule calls, supply revisions and feedback.

Add-on Graphics: ±2 weeks.

E-commerce Package: ±3 weeks.

Pro Brank Tool Kit: ±4 weeks.

Signature Course Brand Kit : ±12 weeks.

Event Branding Package: ±12 weeks

WILL DIFFERENT TIME ZONES BE A PROBLEM?

Not at all, I have been working with clients all over the globe. I am flexible when it comes to setting up meetings during times that work for you.

WHAT IF I WANT MY PROJECT COMPLETED SOONER OR HAVE A LAUNCH COMING UP?

I offer a rush fee of 30% add on for the cost for any package that requires a turnaround in half the time that is outlined.

HOW MANY SETS OF REVISIONS DO YOU OFFER?

I offer 2 revisions per item, ie Logo Design, Landing Page Design, Website Pages, Graphics. If you need more revisions the cost will be \$150 per set.

WHEN CAN I EXPECT THE CHANGES I SEND YOU?

My turnaround time to supply any design revisions is ±3 working days.

ARE THERE ANY EXTRA COSTS?

A custom illustrative logo and/or typefaces and/or copyrighted textures/patterns requested or purchased specifically for your project will be an add-on cost. Purchasing of domain name, hosting, stock images, specially purchased fonts and/or web licensed fonts.

FAQs

WHAT ARE YOUR COSTS FOR ADDITIONAL WEBSITE PAGES?

Additional pages will be a cost of \$500/page (max of 1000 words), \$850/page (max of 2500 words), \$1000/page (max of 3500 words),

CAN YOU BUILD MY WEBSITES ON ANY PLATFORM?

Most likely. We usually build on Squarespace, Kajabi, Showit, or Wordpress. Inquire about your platform directly.

DO YOU OFFER REFUNDS?

No, I don't. Any projects that are put on hold by the client for a period longer than 3 months will be canceled.

DO YOU OFFER CUSTOM DESIGN PACKAGES?

Yes I do. Please email me at erin@erinkmonaghan.com to discuss and I will quote you with a custom package for your specific project needs.

WHEN ARE THESE PRICES VALID UNTIL?

March 31st 2021