



G U - D E

WHO, WHAT, WHY & HOW OF WE WORK

S E R V - C E S

BRAND STRATEGY | IDENTITY DESIGN
WEB DESIGN | PRINT & DIGITAL
COLLATERAL DESIGN

ESTD **FOURTH HOUSE** XX18

REFINED *DESIGN* FOR THE *CREATIVE MIND*.

IT'S TIME TO GET YOUR BRAND
NOTICED, AND YOUR WAIT LIST **FULL**.

We don't do saturated markets round here.

The Fourth House Co. specializes in strategically crafting impactful brands for women entrepreneurs that want clarity and confidence in their online presence so they can consistently book more of the RIGHT clients.

As a designer with a Bachelor's in Psychology, I put my focus on what other designers aren't doing: crafting visuals that are based in strategy, not trends and prettiness.

Pretty doesn't pay the bills in the long term – so you and I are gonna focus on making real connections with the people you wanna serve so they feel confident and excited to work with you.

And when you're sick and tired of that hamster struggle wheel of inconsistent income, and attracting clients that don't spark joy...

Tag me in. I'm here to help get you laser focused on who you REALLY want to work with, how to best connect with them (through their eye balls and their hearts), and how to use your website to turn them into leads while **you** sleep.

I've worked with entrepreneurs just like you that want nothing more than a brand that entices, and a website converts.

And I can't wait to get started on yours.



ASHLEIGH KEITH

FOUNDER

THE FOURTH HOUSE CO.

SUPPORTING

CREATIVES

PHOTOGRAPHERS

INTERIOR DESIGNERS

COPYWRITERS

BEAUTY & WELLNESS

VIRTUAL ASSISTANTS

WEDDING PROFESSIONALS

AND MORE

What is a brand and why is it so damn important?

David Ogilvy (an icon in the marketing and advertising world) defined a brand as being an *“intangible sum of product’s attributes”*. Basically, the sum of elements that can't necessarily touched.

The definition that we'll be working with is one that's easy to understand, easy to implement, AND easy to keep in mind as your business grows.

Branding is about your reputation. It's about people's gut feelings and emotions when interacting with your brand at every touchpoint: on social media, emails, customer service, your website, in person, word of mouth, etc.

And if you can't already tell, that is SO important. You're not simply selling a product or providing a service. You're selling the feelings your client's have after they work with you; And that could be anything:

relief, confidence, stability, motivation, clarity, etc. But when you don't know the feelings that you want to instill in others, it doesn't matter how good your intentions are or how good your work is - **you'll have serious trouble making the connections with people that help grow your business.**

That's why we let those feelings and emotions color every decision we make in the branding process; From the moodboard, to the typography, to the website copy, down to the packaging of your products - people buy feelings, and that's what we're giving them.



WHAT A WELL DESIGNED BRAND DOES FOR YOUR BUSINESS

A well designed brand shows your ideal clients that you're someone they can trust. It shows them that you know exactly who your people are, what they're attracted to, and how you can fix the problems they're having.

The Process

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PHASE ONE:

Onboarding & The Strangers to Fans Method

First, we'll get you on board with the studio and working on client homework. This homework is meant for you to dump all of your goals, frustrations, ideas, etc. about your brand and what you want your brand and website to really do for you. This is the strategy part that a lot of DIYers miss.



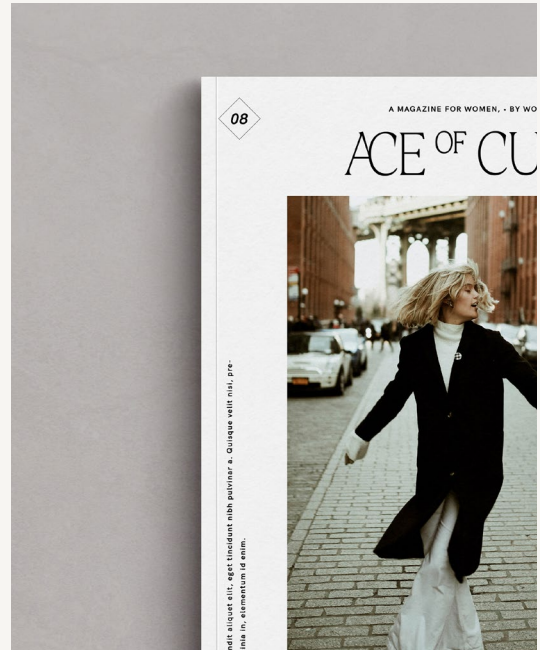
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PHASE TWO:

Designing

Here's where the fun begins! I'll take all of the strategy, planning, and brainstorming and turn that into something visual and impactful for your brand. Whether that's a new brand identity, a new website, or both – this is where our hard work comes to fruition. You get to relax during this phase and watch the magic happen.



B

③

PHASE THREE:

Implementation & Launch

It's launch time baby! I'll put the finishing touches on everything, wrap your project up in a pretty bow and pass the torch to you. Don't fret, we'll go through everything that you're receiving, what to do with it, how to use it right now and how to use it in the future. And if you're launching a new website, we'll bring it online together and pop champagne :).

The Strangers to Fans Method

The ***Strangers to Fans*** method is designed to dig deep into the heart of your brand and discover everything that makes it unique. When we work this method together, it becomes **SO EASY** to create a brand presence that attracts your ideal clients, positions you as the perfect solution to their needs, and separates you from your peers.

You'll be able to easily build a community filled with people that value your work and can't wait to recommend you to everyone they know.



PACKAGES

Every business is unique, so during our discovery call we'll talk more about what you need and a custom proposal can be made for you and your business. The items in the packages below are what's generally included in each package.

The Reverie

For entrepreneurs that need a solution that covers all the bases. In addition to aligned brand visuals and a website that's designed to convert with every click, I'll also take the task of ordering some printed collateral off your plate.

Package includes everything in the Essentials package (below) PLUS a Showit or Squarespace website.

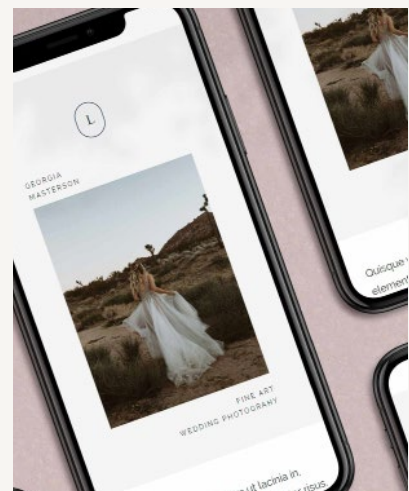
6-7 WEEKS | \$2000+ (PAYMENT PLANS AVAILABLE)

The Essentials

A fantastic foundation for anyone that's looking to refresh their brand or get their brand started on the right foot from the very beginning. All that you need to start making an impact online is right here in the Essentials.

Package includes Logo (multiple variations) | Mood Board | Typography Combination | Color Palette | Social Media Graphics | Business Card & Thank You Card Design | Brand Strategy Manual

5-6 WEEKS | \$1000+ (PAYMENT PLANS AVAILABLE)





IT'S SO MUCH MORE THAN JUST A LOGO.

Your brand is what people say about you when you're not in the room. It's what they say when they recommend you to their friends. It's your client experience, and how you choose to show up for your people.

Not sure if this is right for you?

If you can identify with anything below, then working with a designer on getting your business back on the right track is definitely the key to unlocking a new seasons of growth for your business:

It's very hard for you to attract the types of people that you want to work with. You're not what to say to attract them or how to connect with them on a deeper level.

You feel all over the place when it comes to your visuals. You have an idea of what you want them to look like, but you're not sure how to implement that style for your brand or how to consistently bring that style from platform to platform.

You're past semi-custom solutions and templates that are one size fits all solutions. You want to separate yourself from your peers, use your website to attract and convert the right leads, and branding that you're not embarrassed to be attached too.



Working with Ashleigh was nothing short of amazing! Ashleigh went above and beyond and helped me see my website through different eyes and see the potential it had to be more effective in capturing leads.

She knows her stuff and you can trust her with your website and vision. A bright and friendly personality mixed with design expertise makes her an excellent choice for your needs!

Emerald L.



frequently asked *questions*

HOW SOON CAN WE GET STARTED?

Once the first half of the invoice is paid and the contract is signed, most projects start 10 days later on a Monday. I run this studio all by myself, so I'm super intentional with my schedule and where I put my focus. We'll discuss timelines and launch during our discovery call and finalize your launch date in the proposal.

DO I REALLY NEED A REBRAND?

If your online presence is not aligning with/ attracting the types of people that you want to work with, then a rebrand will help. My Strangers to Fans method will close up the holes in your messaging and make sure you're attracting YOUR PEOPLE with the right visuals and the right words.

WHEN DO I PAY?

50% of your invoice is due when you sign the contract and before we start your project. The remaining 50% will be due before final files/ website transfer occurs.

DO YOU ONLY WORK ON SHOWIT?

My preferred platform is Showit because of the ability to design freely (without custom code) and the Wordpress blog. However, I still love Squarespace and have no problems designing on that platform.

CAN YOU HELP ME WRITE MY WEBSITE COPY?

While I don't offer copywriting services, I will give you a website content guide via Google Docs that's filled with prompts, questions, etc. to help you write copy that converts. No worries!

WHAT IS A BRAND STRATEGY MANUAL?

The Brand Strategy Manual is all the inner workings of your brand and it's visual presence wrapped up in a PDF and Zip file gift from me to you.

Making graphics and you don't know the codes to your brand colors? It's in your manual. Want to get business cards made and need to send the original file to printer? It's in your zip file. Want to revisit your ideal client profiles? It's in your manual. It's your reference doc for all things your brand.

Ready to get started?

There are a limited number of spots on the calendar remaining for 2020.

Click the button below to fill out the Client Application!

CLIENT APPLICATION FORM





THE FOURTH HOUSE CO.

SERVICES PRIMER

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