

Welcome,

THE NEUW STANDARD GUIDE

TAKE A PEAK INTO MY SERVICES, PRICES, TIMELINES & PROCESS

CHARACTER BRANDS WITH

What's *Inside*

03 / WELCOME

04 / ABOUT

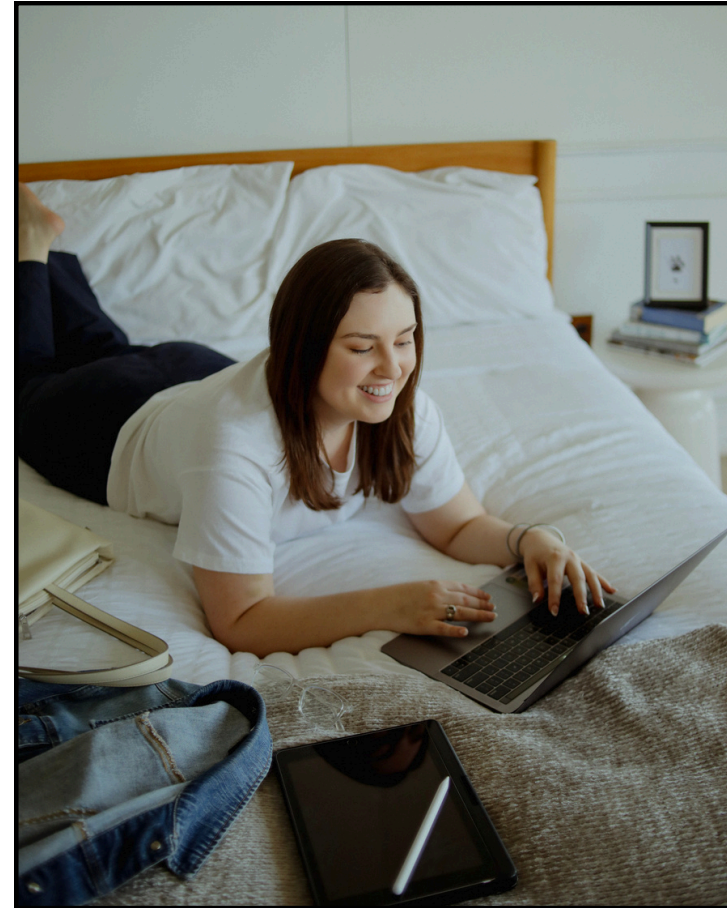
06 / PROCESS

07 / SERVICES

21 / BUNDLES

22 / FAQs

23 / NEXT STEPS



THE NEUW STANDARD GUIDE 2024



Hi, I'm Abby!

I am BEYOND excited you're here! Welcome to The Neuw Standard, an independent creative studio in Rockwall, TX. My passion lies in crafting strategic brands, bespoke websites, and content marketing that converts and resonates deeply.

With a background in journalism-strategic communication, I thrive in crafting all aspects of your brand story (like designing a personality-filled website!). With an eye for aesthetics and a solid grasp of strategy, I'm here to bring your brand from stagnant to standout.

This guide gives you a peek into what makes The Neuw Standard special—my unique process, core values, and what you can expect when we collaborate.

If you're ready to take your brand to the next level with polished design, strategic content, or standout branding, let's do the dang thing! I'm SO looking forward to partnering with you on your brand transformation!

HERE'S TO THE EXCITING JOURNEY AHEAD!

Abby Weloss

OWNER OF THE NEUW STANDARD



Get To Know

The New Standard

CONNECTION

I value understanding you and your brand on a personal level. My story-based strategy goes beyond the surface-level features and benefits. It explores the heart of what makes your brand unique, weaving a narrative that evokes emotion and curiosity.

COURAGE

It only takes one decision to transform your life, and I'm a firm believer in seizing control of your own story. Stepping up and investing in yourself and your brand takes real courage. I'm here not just to provide you with the tools for success, but to support and inspire you as you keep chasing your dreams.

EMPOWERMENT

My goal is to equip every business owner, creative, and entrepreneur with the tools needed to maintain a brand identity that bends with industry changes and fuels your confidence in showing up to work every day.

AUTHENTICITY

Working together in a partnership built on open dialogue, honesty, and transparency, we'll create a strategy that not only stands out but keeps your audience coming back for more.



**CREATING BRAND IDENTITIES FOR
FEMALE FOUNDERS THAT MAKE
YOUR IDEAL CLIENTS, “PICK YOU,
CHOOSE YOU, LOVE YOU!”**

Standard *Process*



01/CONNECT

After you fill out the project inquiry form on my website, I'll personally send you an invite for a free 30-minute Discovery Call and include this Pricing Guide.

This call is our chance to connect and see if we're the perfect match.

I'll dive into your business's needs, goals, and dreams, ensuring we start our collaboration on the right note.

02/ONBOARDING

If we decide to move forward, I'll craft a personalized project proposal detailing the timeline, deliverables, expectations, and pricing.

Once you give the green light on the proposal, I'll send over a contract and the first invoice.

After the contract is signed and the invoice is settled, your project will be officially added to my calendar!

Then it's time to kick off your brand transformation and start turning your vision into reality.

03/ STRATEGY & CREATION

Each of my projects starts with a strategic foundation tailored to your brand. I'll send over client questionnaires and some detailed "homework" to really understand what makes your brand unique.

This helps me develop a strategy that aligns seamlessly with our creative direction. We might even create a Pinterest mood board to refine our approach.

This thorough groundwork ensures your brand stands out and resonates with your audience.



The Service *list*

BRANDING

- 01/ Mini Brand Design
- 02/ Brand Design
- 03/ Brand Strategy
- 04/ Brand Collateral

WEBSITE DESIGN & COPYWRITING

- 01 / Website In A Day
- 02/ Custom Website Design
- 03/ Website Copywriting

CONTENT MARKETING

PACKAGE TIERS CAN INCLUDE

- SEO Blogging
- Email Marketing
- Social Media Content Creation

*PLEASE NOTE: These are just base packages & prices. Every client is different which is why each package can be tailored to fit your set of unique goals and needs so it works best for you!



Branding IS ABOUT SO MUCH MORE
THAN WHAT PEOPLE SEE. IT'S ABOUT
HOW YOU MAKE PEOPLE *Feel*.

Mini Brand *Design*

TIMELINE 1 WEEK

PRICE \$550

The Mini Brand Design Service is a streamlined, cost-effective way to establish a professional brand identity quickly.

Ideal for startups and those needing a brand identity on a quick turnaround, this package delivers everything you need to create a distinctive and cohesive brand.

It's perfect for anyone looking for quality and efficiency without the extended wait of my more in-depth branding option.

THIS IS FOR YOU IF:

You're launching a new business and need a professional brand identity quickly and affordably.

You're a freelancer or small business seeking an efficient branding solution without breaking the bank.

You're refreshing your brand and want a cohesive look without a deep dive.

You need a quick turnaround for an upcoming product launch or marketing push.

DELIVERABLES:

- Brand Discovery Call
- 2 Moodboards to Select the Creative Direction
- 2 Primary Logo Concepts to Choose From
- 3-4 Logo Marks
- Typography Suite
- Colour Palette
- 1 Revision per Deliverable
- Final Files (PNG, SVG, JPG, AI, EPS)
- Brand Guidelines Document

Brand *Design*

TIMELINE 2 WEEKS

PRICE \$1,500

This package is ideal for those looking to build a solid brand foundation. You'll receive a comprehensive logo suite that ensures a consistent and professional look across all customer touchpoints. With versatile logo options, custom typography, a tailored color palette, and additional assets like a brand pattern, you'll have everything needed for a cohesive and impactful brand identity.

Plus, you'll get an extra piece of brand collateral, such as business cards, to complete your brand's toolkit and enhance your overall presence.

THIS IS FOR YOU IF:

Your brand feels stagnant after 1+ years in business and you want an adaptable identity that supports your future success.

You've outgrown your DIY brand and need a professional identity that reflects your growth.

You're tired of blending in and want a unique, standout brand.

You struggle to express your vision and need a brand that conveys it clearly.

DELIVERABLES:

- Brand Discovery Session
- 2 Moodboards to Select the Creative Direction
- 2 Primary Logo Concepts to Choose From
- Logos: Primary, Wordmark, Alternate, Submark, Stacked, Icon
- Typography Suite
- Colour Palette
- Brand Pattern & Icons
- 1 Extra Brand Collateral of Your Choice (ie. business cards)
- 2 Revisions per Deliverable
- Final Files (PNG, SVG, JPG, AI, EPS)
- Brand Style Guide Document

Brand Strategy

TIMELINE 2-3 WEEKS

PRICE \$1,000

This package is your ticket to the brand transformation you've been dreaming of, providing a clear path to achieving your goals. I'll uncover the heart of your brand, analyze your customer experience, identify gaps in the competitive landscape, and more.

These insights will be transformed into actionable steps to propel your brand forward. If you're struggling to stand out or hitting roadblocks in reaching your goals, this package is tailored just for you.

THIS IS FOR YOU IF:

You need a strategic action plan to elevate your brand's impact with clear, actionable steps.

You envision a powerful, standout brand that resonates with your vision and audience, driving you toward clear goals.

You're ready for expert support to turn your brand dreams into reality.

You're finding it tough to achieve your targets and make a mark in your industry.

DELIVERABLES:

- Brand Discovery Session
- Strategic S.M.A.R.T. Goals
- SWOT Analysis
- Competitor Analysis
- Target Audience Research
- Key Messages
- Actionable Tactics & Implementation Timeline to Reach Goals
- Delivered as a +10 page Brand Strategy document
- Post 30 Day Support to Implement Strategy

Brand *Collateral*

TIMELINE 1-2 WEEKS

These components ensure your brand is consistently represented across all touchpoints. Brand collateral, such as Instagram Story GIFs or business cards, are designed to align with your brand's strategy and effectively communicate your identity.

They're essential for maintaining a strong presence and staying memorable to your target audience. You can add additional brand items as needed on an à la carte basis. Note that this will affect both the project price and timeline.

THIS IS FOR YOU IF:

You're seeking custom branding assets that enhance and solidify your brand's identity across all client touchpoints.

You're looking to stand out with unique branding elements that set you apart from the competition.

You're ready to elevate your brand's visibility and engagement to new heights.

You want to deepen your connection with your audience and cultivate lasting loyalty.

YOU CAN CHOOSE FROM

- GIFs (Instagram Stickers)
- Social Media Templates
- Business Cards
- Stickers
- Promotional Items
- Package Design
- Instagram Highlight Covers
- Social Media Profile Covers
- Signage
- Website Graphics



YOUR *story* HAS POWER.
YOUR *website* HAS THE POWER TO TELL IT.

CHARACTER BRANDS WITH STORY AND

Website In A *Day*

TIMELINE 1 DAY

PRICE \$2,200

A Website in a Day is ideal if you need a high-impact, custom website fast. In less than 24 hours, you'll have a fully functional site that meets your audience's needs and aligns with your brand. This service includes everything from my Mini Brand Design offer, so you'll also receive a complete logo suite, brand elements, and essential collateral.

Get a tailored website and branding solution without the hefty price tag of a fully custom project, giving you exceptional value and efficiency.

THIS IS FOR YOU IF:

You value a streamlined process with a clear plan and efficient execution without compromising quality.

You're looking for a simple, impactful solution that delivers a polished, functional site without extensive back-and-forth.

You need a website that instantly delivers a tailored experience for your audience.

You need a standout site that makes an impact quickly.

DELIVERABLES

- Morning Kick-Off Call
- Everything Included In My Mini Brand Design Offer
- 5 Page Semi-Custom Showit Website
- Website Training How-To Videos
- Copy Templates & Checklists
- On-Brand Launch Day Graphics and Social Media Posts
- Responsive + Mobile-Friendly
- Email Marketing Integration
- SEO Basics
- 30 Days of Free Tech Support

Custom Website *Design*

TIMELINE 3 WEEKS

PRICE \$4,000

A standout brand starts with a compelling website. It's a vital part of your marketing strategy, making an impression in the blink of an eye.

With a website tailored to your brand's unique identity and goals, you'll build trust, elevate your visibility, and attract your ideal clients.

You'll receive a custom Showit site designed to showcase your brand and drive meaningful connections and traffic.

THIS IS FOR YOU IF:

You're aiming to drive specific business goals such as increasing leads, boosting conversions, or building credibility.

You're looking for a tailored user experience that aligns perfectly with your target audience's needs and preferences.

You need a unique online presence that captures your brand's essence.

You want to stand out from competitors with a site that grabs attention.

DELIVERABLES

- Creative Direction Discovery Session
- 2 Moodboards to Select the Creative Direction
- 7 Page Custom Showit Website
- 2 Rounds of Revisions
- Responsive + Mobile-Friendly
- Email Marketing Integration
- SEO Basics
- On-Brand Launch Day Graphics and Social Media Posts
- Tailored Website Training Video
- 30 Days of Free Tech Support

Website Copywriting

TIMELINE 2 WEEKS

PRICE \$1,000

Design is only part of a successful website. The other half—the words on the page—is what truly drives conversions. Customized, personality-filled words connect with your audience, making them feel understood and engaged.

While design grabs attention, it's the compelling copy that turns browsers into paying customers by highlighting your uniqueness and enhancing user experience. Investing in powerful website copy is essential for converting interest into sales and achieving a standout online presence.

THIS IS FOR YOU IF:

You value a streamlined process with a clear plan and efficient execution without compromising quality.

You're looking for a simple, impactful solution that delivers a polished, functional site without extensive back-and-forth.

You need a website that instantly delivers a tailored experience for your audience.

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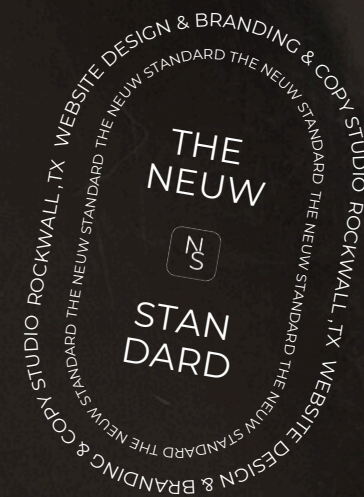
DELIVERABLES

- 60-Minute Kickoff & Strategy Call
- 5 Pages of SEO-Optimized Website Copy
- Custom Persona Questionnaire + Market Research
- Wireframe And/Or Communication With Your Graphic Designer
- 2 Rounds of Complimentary Revisions



CONTENT MARKETING CONTENT MARKETING

AT ANY ONE TIME, YOUR AUDIENCE WILL BE AT VARIOUS STAGES OF THE DECISION-MAKING JOURNEY, SO YOUR CONTENT NEEDS TO TARGET ALL AREAS OF THAT FUNNEL ON A CONTINUAL BASIS.



Email Marketing

TIMELINE MONTHLY

PRICE \$400

My email marketing offer provides two expertly designed and copywritten emails per month, perfect for promotions, newsletters, or special offers.

Email marketing stands out with an impressive ROI, generating \$36 for every \$1 spent—3600%, compared to social media's \$2.80 for every \$1 spent. This powerful channel not only drives significant sales but also builds lasting customer relationships.

***Need more emails each month? No problem! Additional emails can be added, with costs tailored to your specific needs and goals.*

THIS IS FOR YOU IF:

You're overwhelmed by the complexity of creating engaging content and want expert help to streamline your email campaigns.

You're finding it challenging to build meaningful connections with your audience and want to engage them better.

DELIVERABLES

- 2 Emails (Client's Choice: Promos, Newsletters, Service Advertising, etc.)
 - Wireframed Email Copy
 - Customized Email Design to Match Branding
 - Backlinking to Website to Drive Engagement

Email & Blog Package

TIMELINE MONTHLY

PRICE \$750

This package combines the power of email marketing and blogging to elevate your online presence. With two expertly crafted emails and blogs each month, you can promote your business, share newsletters, or announce special offers.

Content marketing generates **three times** as many leads as traditional marketing and costs 62% less. Together, these strategies drive more visitors to your site and foster long-term customer relationships, making them essential for your business success.

***Need more emails each month? No problem! Additional emails can be added, with costs tailored to your specific needs and goals.*

THIS IS FOR YOU IF:

You're looking to build and maintain lasting relationships with your customers through personalized communication.

You want to captivate your audience with fresh, engaging content that keeps your brand top of mind.

DELIVERABLES

- 2 Emails (Client's Choice)
 - Wireframed Email Copy
 - Customized Email Design to Match Branding
 - Backlinking to Website to Drive Engagement
- 2 Blog Posts
 - 1,200 Words Each
 - SEO Optimized
 - Keyword Research
 - Content Strategy

IG Content *Creation*

TIMELINE MONTHLY

Ideal for businesses seeking aesthetic, on-brand content that captivates your audience.

Whether you need high-quality photos and videos of your business or services in action, or engaging User Generated Content (UGC), this package supplies original & edited material to post, making it easier to stay connected with your audience.

***Pricing is tailored to your content needs, with a month's worth of content starting at \$750.*

****AVAILABLE FOR DFW-BASED CLIENTS ONLY**

THIS IS FOR YOU IF:

You don't want to commit to social media management but want quality content.

You have content ideas & captions but need an expert to take the photos/videos.

DELIVERABLES

- Monthly Strategy & Trend Forecasting Call
- Feed Curation
- Trending Audio Research
- Content Shot-List
- Content Shoot Day
- Photo & Reels Editing
- Google Drive with Finalized Content Organized
- Script Writing with Hooks & Call To Action's (CTA's)

Bundle & Save

021 / BUNDLES

**\$1,250
OFF**

TIMELINE: 5 WEEKS

PRICE: \$5,250

- BRAND DESIGN
- CUSTOM WEBSITE DESIGN
- WEBSITE COPYWRITING

**\$400
OFF**

TIMELINE: 1 WEEK

PRICE: \$2,500

- WEBSITE IN A DAY (+MINI BRAND DESIGN)
- WEBSITE COPYWRITING
- 2 BRAND COLLATERAL

**\$500
OFF**

TIMELINE: 4 WEEKS

PRICE: \$2,400

- BRAND STRATEGY
- BRAND DESIGN
- 2 BRAND COLLATERAL

**\$300
OFF**

TIMELINE: MONTHLY

PRICE: \$1,200

- EMAIL & BLOG PACKAGE
- IG CONTENT CREATION

THE NEUW STANDARD

FAQ'S

HOW WILL WE COMMUNICATE?

I aim to be a seamless extension of your team, so you'll get a personalized Google Drive for all your project files and documents. We'll communicate via email, and HoneyBook will manage all invoices and contracts for a smooth, organized experience.

HOW DO PAYMENTS WORK?

Content Marketing Services: Expect monthly invoices to keep things straightforward and on track.

Branding & Web Design Services: To get started, a 50% deposit is required to secure your spot in my calendar and kick off the project. The remaining 50% is due upon receiving your final files. Please note, deposits are non-refundable as they reserve your spot and cover the initial time and resources dedicated to your project.

HOW MUCH ARE YOUR SERVICES?

While I have starting prices for each service, I tailor the cost to fit your unique needs. After our discovery call where we dive into your goals and project details, I'll craft a custom proposal just for you. Please note, all prices are in USD and are subject to an 8.25% Texas state sales tax.

DOES IT MATTER WHERE MY BUSINESS IS LOCATED?

I work with clients from all over the world! I am located in Rockwall, TX. (CST time zone). Please note that for the social media content creation service, you need to be located in the DFW area as I will be traveling to you to shoot content!

WHAT'S THE DIFFERENCE BETWEEN SOCIAL MEDIA MANAGEMENT & YOUR IG CONTENT CREATION PACKAGE?

If your socials could use a strategic boost and a touch of creativity but you're not ready to fully outsource day-to-day management, the IG Content Creation Package is your perfect fit. It's designed to enhance your social media presence while keeping your budget in check.

IS A BRAND STRATEGY WORTH IT?

If you have big dreams for your brand, a solid brand strategy is essential. Companies with a strong brand strategy can see up to a 20% increase in revenue growth. It helps you stand out, build trust, and enhance brand recognition. Plus, it keeps everything consistent and connects emotionally with your audience, driving growth and success.

HOW DO I KNOW WHICH PACKAGE IS RIGHT FOR ME?

Please reach out to me at abby@theneuwstandard.com and I'll be in touch to help you put together a package tailored to your goals and needs.

HOW DO I GET STARTED?

I'm excited to partner with you on your brand's journey! To get started, simply fill out the project inquiry form on my website. I'll be in touch within 1-2 business days to schedule a Discovery Call. Once you review and approve your personalized Project Proposal and sign the contract, you'll be officially booked! From there, we'll set a kickoff date and get started on bringing your vision to life.



Next Steps

01 / INQUIRE

Looking to team up with The Neuw Standard? I'm SO excited to hear about your business and how we can work together! Just fill out the project inquiry form on my website at theneuwstandard.com or click this link: <https://theneuwstandard.com/contact> to schedule a FREE Discovery Call. Let's chat about your needs and goals and get started on your next big project!

02 / COLLAB

Once you've given the thumbs up on the custom Project Proposal, signed the contract, and paid the initial invoice, you'll be officially booked! We'll pick a date to kick things off and dive into the project. I seriously can't wait to get started with you!

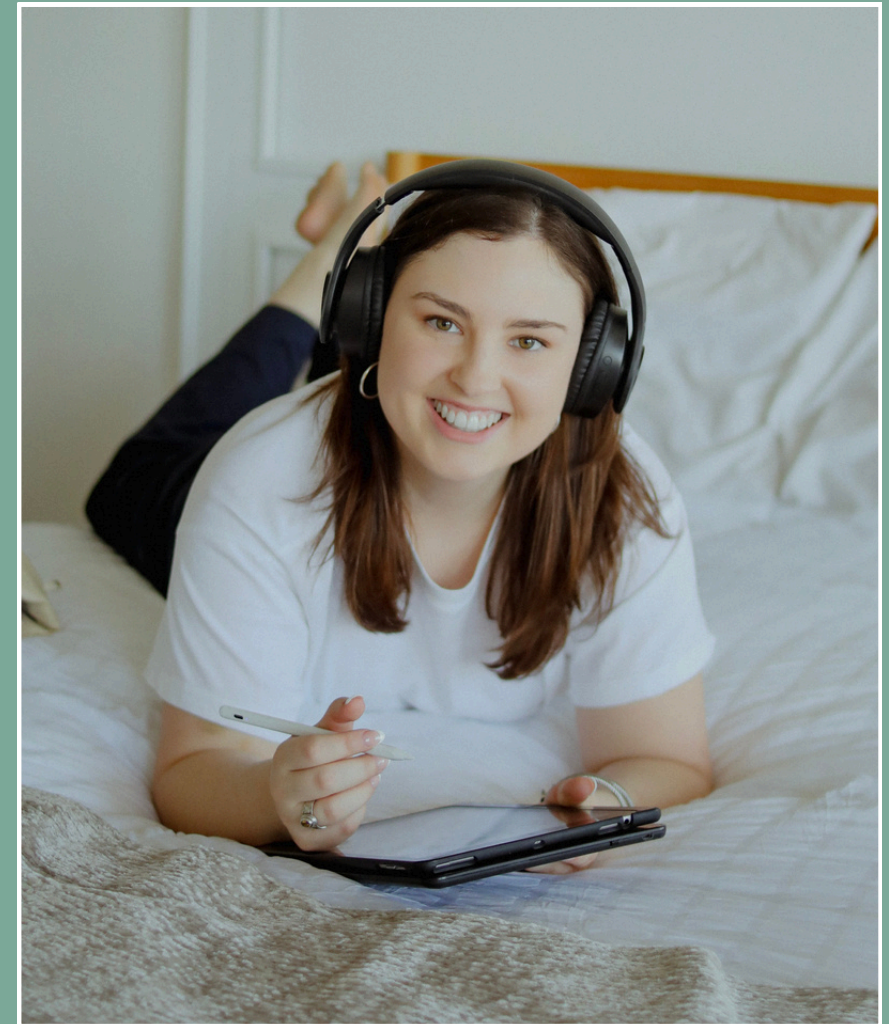
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