



La.Rue Creative Studio

# DIGITAL BRAND LAUNCH DAY

Live & In-Person



# LA.RUE CREATIVE STUDIO

The La.Rue brand is for the bold and the ambitious. We are built on intentional thought, concept, and design. Since our inception in 2020, which originally began with La.Rue, our brand has grown exponentially, expanding its reach with luxury clientele ranging from established, veteran women entrepreneurs with seven-figure businesses to celebrated influencers. But our reach doesn't stop there. While the La.Rue brand continues to move into a luxury client market, we pride ourselves on providing free and affordable content to ANY WOMAN in the entrepreneurship community.

The La.Rue blog and the Do the Damn Thing podcast are an open forum to discuss a variety of topics ranging from spirituality and intentional living, to building a business while living an extraordinary life. Our goal is to become the single destination for women entrepreneurs, new or established. We're the ONE STOP SHOP for anything and everything our clients could need to run an intentional business while living an intentional life. Not only do we offer design services that assist you in elevating and completing your brand, but we also offer business AND lifestyle coaching. At La.Rue, we believe every woman can (and deserves to) have it all. Our coaching program is tailored to YOUR needs, from a budding idea to established business coaching, or for the already successful entrepreneur who needs to organize her life. We are here to SERVE YOU.

Our branding work is for the new and established entrepreneur starting fresh or looking to revamp their brand. From helping you with your foundational business needs of branding to designing and creating a completely custom website, we bring your big vision to life. La.Rue also offers four life and business coaching suites with programming built according to your needs. Our interdisciplinary coaching packages focus on your lifestyle and/or business needs to help you build an intentional life while monetizing and scaling your business.



# Lauren L'Heureux

Founder, CEO, and Creative Director

Lauren is a multi-dimensional entrepreneur who capitalized on her 180 Degree shift in life and scaled it into a brand that serves women entrepreneurs. After experiencing a life-changing loss, several years later, Lauren experienced a moment of pure clarity that would change her life forever. After discovering the concept of intentional living, she knew she had found her purpose.

La.Rue was born on the cusp of this defining period. And now, just three years later, the La.Rue brand has built an extraordinary client roster of female entrepreneurs and continues to expand on the concept of intentionality. She started with just a small blog and has since built a luxury lifestyle, business, and branding studio that has become a destination for women entrepreneurs.



# DIGITAL BRAND LAUNCH DAY

One, in-person day (with lots of pre-launch day preparation) that launches your digital brand IN ONE DAY! Your day is hosted in my stunning luxury building just steps away from NYC! This Digital Brand Day is the ultimate investment in your business because in just one day, we launch your digital brand with a new level of luxury. When you're ready to uplevel your business, there can be so much hesitation in launching because there is so much on the to-do list: branding, website, portfolio, marketing materials, and the list goes on and on. This Digital Brand Launch Day does exactly that; intentionally positions you to launch your digital brand to sign clients and selling products from the moment we press LAUNCH.

Before your day begins, we'll get you set up with everything you'll need. We'll design the perfect branding materials, and I'll give you a 1-2-3 checklist of EVERYTHING you'll need to prepare, from website copy, portfolio entries, to service product descriptions and more. Leading up to our Digital Brand Launch Day, we'll get your branding finalized and everything ready for your website. If you're local to the NYC-Metropolitan area, you're one subway ride away. OR, your Digital Brand Launch Day becomes a luxury little getaway from your home location. Once your day arrives, it's a day filled with luxury and excitement as we prepare to launch your new website with your custom new branding. By the time you arrive, I've already got your custom branding materials plugged into your gorgeous new website that I've pre-built out for you. Upon your arrival, you're greeted with coffee and pastries to set us up for success. Throughout your day, we're inserting copy, optimizing your site mapping, designs, photography, and services to be perfected for your niche and ideal clientele.

This is our most intentionally curated package because SO MUCH of the work is done before your arrival. EVERY detail is thought of from start to finish. Once you make this investment, your business becomes my baby too. Together, we think through every detail of your project so that once you arrive, we're ready to launch your new brand in the next NINE HOURS! I think of everything you could possibly need on the backend and after your brand is launched, you will walk away with an entirely new visual brand with a level of luxury you didn't know existed.

# Pre-Launch Agenda

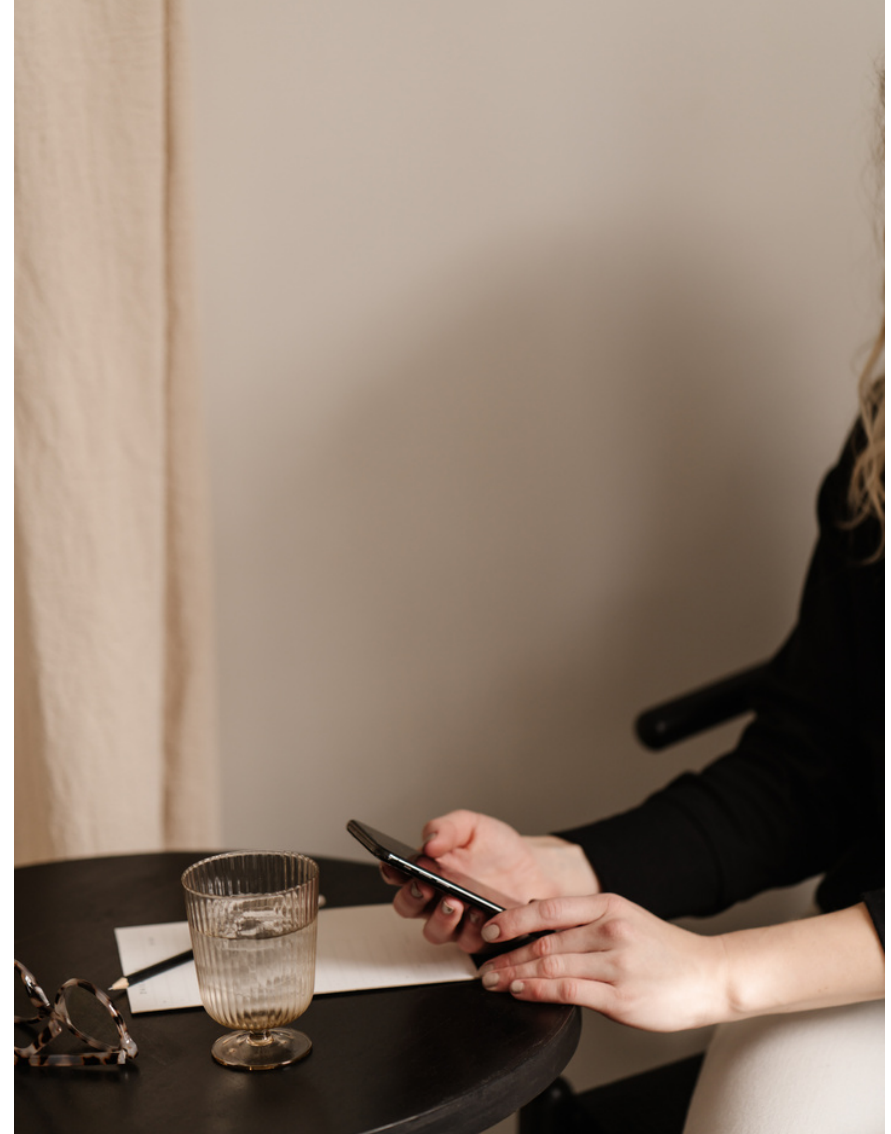
*We diligently prepare for your Brand Day!*

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Preparation for your Digital Brand Launch Day begins far beyond our in-person time together. Once we've set a date for your Launch Day, preparations begin immediately! We start with a one-hour design call where I get to know more about you and your vision. We'll talk about your visual brand: logos, color palettes, and font suites.

After our call, you'll get an in-depth questionnaire/form that lets me get to know more about your business and long-term vision. I'll also include a pre-Digital Brand Launch Checklist of everything you need to prepare, like website copy, photos, portfolio entries, and so much more. Once I receive your form back, I'll send over the first draft of your branding assets. We'll go back and forth, finalizing your branding kit before your Launch Day.

The week before your Launch Day, we'll have one final call to go over everything you've collected for your website (with a few preparations calls in between). We'll clarify additional details and go over your form submissions to make sure everything is fully prepared for your Day!



# CREATING YOUR BRAND

Before your live and in-person Digital Brand Launch Day, we'll get your branding materials designed and perfected with intentional thought and concept to give a visual identity to your brand.



LA RUE  
LAUREN L'HEUREUX



## What your Branding Kit Includes:

Together, we'll design your new logo (with two custom variations), an icon logo (with two custom variations), a luxury and on-brand color palette, and custom typography. All of your branding materials will be compiled on a brand storyboard that will work as a marketing packet for your brand.

## HEADINGS

Freight Big Light SC

## SUBHEADINGS

Calgary

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Open Sans Light

## BRAND STYLE GUIDE EXAMPLE



# Our Schedule for the Day:

## LAUNCH DAY MORNING:

- 9 AM - 11 AM: We'll start the morning with delicious lattes and pastries for our first strategy session of the day. In these first two hours, we'll dive straight into your website mapping and getting your newly-written copy strategically placed in your website that's already been built out with your custom branding materials.
- 11 AM - 12 PM: In the first two hours, we pour through A LOT! So, before our fabulous lunch, you take an hour to clarify some copy that needs a bit of fine-tuning before we add it to the website. At the same time you're reworking things, I've got my headphones in, and design mode is on! I power through as much of the design work as I can so that we get your website absolutely perfect.

## LAUNCH DAY AFTERNOON:

- 12 PM - 1 PM: Everyone deserves a break, even on Launch Days! After our busy morning, you and I will enjoy a delicious catered lunch from a fabulous gourmet restaurant local to NYC. We'll talk all things strategy, branding, and building an intentional business.
- 1 PM - 4 PM: Following our delicious lunch, we'll spend the next few hours completing your website design. We'll get every single detail nailed down and perfect. No page, button, or action will be over looked. We are perfectionists here! Everything is fine-tuned, clarified, filled in, and perfected to your brand and business.

## LAUNCH DAY EVENING:

- 4 PM - 6 PM: After your absolutely incredible Digital Brand Launch Day, it's time to actually LAUNCH & POP THE BUBBLY! Once the design of your website is absolutely perfect, we hit the launch button! You can take a deep and empowering breath knowing your business is stepping into its next level! My team and I will supply the—much deserved— champagne and treats and my assistant will get us set up with yummy appetizers to wrap up your fabulous day.



# Post-Launch Support

We are here for you every step of the way!

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Your Digital Brand Launch Day is an enormous step for your business. We've put so much love, energy, and hard work into launching your business into the next level of success. After your Digital Brand Day, we are here to support you as you navigate your new website, branding, and next steps.

The next month following your launch, I am here to answer any questions you may have about using your new branding materials for success. The La.Rue Creative Studio prides itself on setting you up for success and guiding you through the process.

We'll support you before, during, and after. Once you're a client, you're a friend and a part of the La.Rue community forever.

# DELIVERABLES

When you invest in your Digital Brand Launch Day, you're investing in the future success of your business. This isn't like any other investment you'll ever make; this is true 1:1 support and La.Rue becomes your partner and confidant in your business. This is a completely immersive and collaborative experience. We are launching (or re-launching) your brand in ONE DAY! Once your Digital Brand Launch Day is complete, you'll have everything you need to run a successful business. This is a one-time investment you'll make in your business that sets you up with a timeless and exquisite digital brand.

- ☑ Custom Brand Identity
  - ✓ 3 Custom Logo Variations
  - ✓ 3 Icon Logo Variations
  - ✓ Custom Color Palette
  - ✓ Custom Typography
- ☑ Brand Story Guide
- ☑ Welcome Gift from La.Rue
- ☑ Custom ShowIt Website
- ☑ Catered Lunch from Luxury NYC Restaurant
- ☑ Complete Knowledge of Editing your ShowIt Website
- ☑ Surprise Marketing Gifting Suite
- ☑ Champagne Celebration





# Kind Words from Our Clients

“Lauren has been such a unique find in this industry. What makes her work so exceptional is the unmatched level of detail and perfection she provides to her clients and design work. From the beginning of our design process to the very end, she was intentional with my project. My branding and website had been in need of an overhaul and redesign for a while. We went back and forth dozens of times with meticulous notes so my project could represent my brand. I'm so happy with the final results; my new branding represents luxury and is the epitome of me and what I offer my clients. I will be continuing to recommend Lauren!”

RACHAEL JOHANSON

Luxury Branding Strategist

“Working with Lauren was such an incredible experience from the beginning to the very end. She took care of absolutely everything and I was amazed at her attention to detail and organization. It far surpassed anyone I have ever worked with before, in any capacity! She understood my vision for my website, but also applied her intuitive understanding of what I am hoping to convey to any website visitor to create a site that is SO me. No detail was untouched - from the gorgeous color palettes and branding she provided, to even going above and beyond and building out back-end resources for my business, such as a master spreadsheet with links to every single podcast episode I have done (HUNDREDS!) on all the platforms. I was continuously wow'd and recommend her to everyone I know!”

HALEY HOFFMAN SMITH

Influencer & Social Media Personality



# Kind Words from Our Clients

“Lauren was an indirect hire whose work had to be very intentional to our niche. We wanted a new home for our brand that would elevate and inspire the exclusivity of clients we partner with. Lauren did an extraordinary job of creating something that speaks to the level of luxury and detail we deliver while maintaining the overall aesthetic of our niche. Once we were able to get our first sneak peek, we were thrilled with the thoughtful curation Lauren had put into our website and branding. Lauren was an absolute pleasure to work with, offering her expertise but also taking into consideration my vision. And with minimal tweaks and adjustments, she brought our final vision to life.”

SOJOURNER AUGUSTE

Luxury Multi-Cultural Wedding Planner

“Working with Lauren was an amazing experience! From the beginning, she was conscious of respecting our established brand identity and the very specific structure we had in mind for our website. We appreciate that she let us play an intimate part in the design process. Her attention to detail let us make so many minute changes that bring the details of our website to life. She was so professional in communicating what could and could not work, all while designing a website with intentional thought and concept. She built our website with the client in mind, showcasing our best work in a way that speaks to the level of luxury, unique, and bespoke design we offer. We cannot recommend Lauren enough, she was incredible to work with.”

ISABEL GOMEZ

Luxury International Interior Designer



# YOUR INVESTMENT:

Please Note: If you're traveling from outside the NYC/ Metropolitan area, your investment **does not include** any travel that may be required for your Digital Brand Launch Day.



## Our Deliverables:

Your one-time investment includes a custom brand identity (logo variations, icon logo, color palette, and type suite), a brand story guide, a custom ShowIt website, a welcome gift, catered NYC lunch, complete knowledge of how to use your website, and a surprise marketing gift.

Your Investment: \$ 8K

Your Digital Brand Launch Day is a luxury business investment hosted in my beautiful building in Jersey City, just steps away from NYC. For One in-person day, and weeks leading up, we are focused on your brand.

**As this is a very detail-oriented and intentional experience, La.Rue only offers this experience to one client each month.**