

CREATIVE BRAND & WEB DESIGN

# MADISON KABRICH DESIGN

Branding and web design that infuse beauty with strategy to help small businesses make an impact and cultivate connections.



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# HELLO *and* WELCOME



If you're looking to achieve the specific result that my program offers, then you've come to the right place. Name Program is the foundation to help you achieve your ultimate desire.

Together we will uncover the biggest problem, get to the bottom of it, and then we will get to the bottom of it. Together we will uncover the biggest problem, get to the bottom of it, and then we will get to the bottom of it. Together we will uncover the biggest problem, get to the bottom of it, and then we will get to the bottom of it.

I'd love the honor to do this with you.

YOUR DESIGNER, *Madison*

MADISON KABRICH DESIGN

# HELLO *and* WELCOME



Thank you so much for your interest in a custom website. I'm honored that you've chosen me as your designer to guide and support you in your journey to freedom in building the business of your dreams! Below is a proposal based on our conversation with next steps to lock in your spot.

*cheers!*



I'M *Madison Kabrich*



Here to help you create impact in your business and cultivate connections through a beautiful and strategic website.

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Together, we'll craft a beautiful and strategic website to achieve your biggest desire.

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WEBSITE DESIGNER &  
FULL-TIME TRAVELLER

A little birdie told me you're ready to have  
the brand and website of your dreams.

I CAN HELP YOU WITH THAT.



I'M

*Madison Kabrich*

WEBSITE DESIGNER

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Nullam eu rutrum lorem, ut pulvinar lacus.  
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Ready to get started?

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## NEXT STEPS

# 01

## Read Proposal

Our time together will be personalized based on your needs in your journey!

# 02

## Sign Contract

This details the agreement we're both making to each other!

# 03

## Payment Option

You have your choice to choose the best payment option that fits for you!

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## OVERVIEW

### Website Strategy & Wireframe

- Lorem ipsum
- Dolor sit amet
- Lectus nulla
- Vel facilisis
- Volutpat est velit
- Egestas dui id
- Ornare arcu.

### 5 Page Custom Website Design

- Home
- About
- Services
- Contact
- Portfolio
- BONUS: Social links page  
(custom "linktree")

### Brand Design

- Moodboard design
- Typography system (font selection)
- Color palette (5 colors)
- Design elements  
(patterns or graphics)
- Brand guidelines PDF

### Features

- Integrated Pop Up  
(facebook group, leads,  
newsletter, quiz, etc)
- Social Media Feed  
(instagram footer)
- Fully Responsive Design  
(Desktop and Mobile)



THE PROPOSED TIMELINE FOR THIS PROJECT  
IS 2-3 WEEKS\* IN THIS PROPOSED ORDER:

### *Phase 1 (4 days)*

## Website Strategy & Branding

Website mood boards full of inspiration, modules, interactions, and anything you want to definitely see (or not see) on your website.

Suggested font selection, color palette, design elements, and brand style guide. We'll create a comprehensive site strategy and user flow for the website on every single page. Get domains and proper tech configurations set up.

### *Phase 2 (1 week)*

## Website Design

I'll start implementing everything discussed from site vision, strategy, and creative assets, and design each page of the site prior to development. I will send you the first draft within a week and I'll provide multiple rounds of design until it is perfect and you are thrilled with the design.

### *Phase 3 (1 week)*

## Web Development & Site Launch

Once site design is approved I'll develop the site and launch it! I will show you the ins and out of your website via Zoom and/or I will provide a training video.



# *Our Communication*

On this page detail the way in which you'll work together. How many Zoom calls will you have? Are you going to record the sessions? If so where can the client find the recorded session? Maybe you have dedicated check-in or feedback calls but most of your communication is done outside of Zoom. Include these details.

How will you communicate outside of Zoom? How can your client get in contact with you? Is email the best way to reach you? What about Voxer or Slack? Include where outside communication will be so your client understands not to send you voice notes in places like your Instagram account.

Will you have a project management tool to do a lot of the communication for you? What additional forms of communication or tools to communicate are inside your service?

Do you have office hours? Or maybe you have a window where you respond to calls? I allow my clients to contact me 24/7 but they know I'll get back to them when it's best for me. Ie, after I've had a full cup of coffee.

Write up full communication with your client over the duration of your service on this page. Then place the correct links for your client below.



## **ZOOM**

<https://us06web.zoom.us/j/123456789>

## **VOXER**

<http://web.voxer.com/u/madisonkabrich>

# *Your Action Items*

Here is a great place to detail what you expect your client to fulfill for the completion of your service. Are there any action items your client needs to complete in order to reach each milestone?

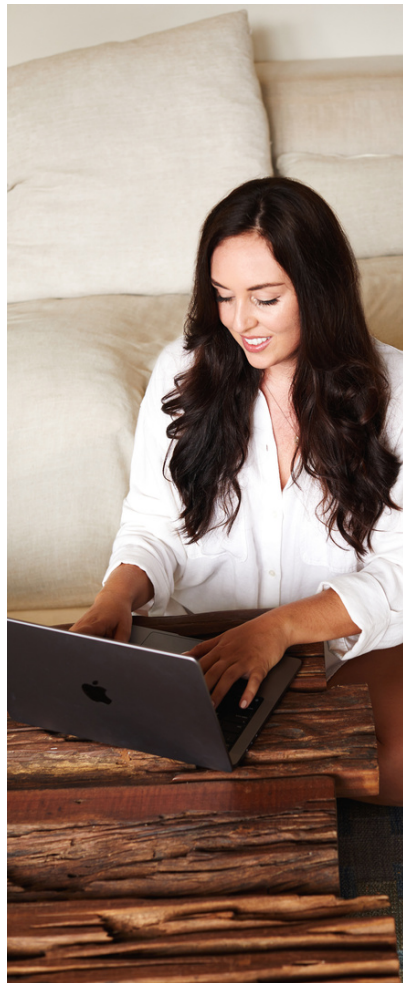
Depending on if you're a service provider or coach this will look a little bit different. In the example of a designer, the client will need to provide sales page copy, high res imagery, and anything else that's needed to complete the service.

Whereas a coach on the other hand may have created educational videos for their clients to watch and have them hosted inside a learning portal.

Any worksheets, workbooks, templates, and short-cut helpful tools should be named here and where your client can expect to find them, like a personal google drive folder.

If you provide feedback to your client's work be sure to detail here what that means, how often they'll have assignments, and when they are due. What can they expect working with you? How much feedback do you provide and when?

Once you've detailed your client's action items for your service, provide the detailed links of what they need below.



## LEARNING PORTAL

put your learning portal link here

## GOOGLE DRIVE FOLDER

put client google drive folder here

# *My Creative Direction*

This third page is where you get to add your secret sauce. The "love on me" page. What makes working with you special and different from the other options your prospect could choose in the space?

Are they getting creative direction on their creative material? Are you a messaging queen and providing copywriting revisions and edits on your writing materials? Maybe you're a previous school teacher and creating a curriculum with your clients is your specialty.

This space can also be used to simply dive deep into your background story to make your client feel seen and that they've chosen the right person to lead them through this transformation. The, been there done that story, that makes you the perfect guide for them.

Use this space however you wish as the third reason to believe your client is in the right place and what they receive when they work with you.

For me, I provide creative direction, my design expertise, and provide my clients with designed templates.

If there's anything to include link-wise in this section, include it below.



## XYZ TEMPLATES

put templates to help your clients here

## XYZ RESOURCES

put resources to help your clients here

## Your Learning Portal

If you don't need to use three pages to detail how you'll work together with your client, then use this one-pager. If you're just starting out, I suggest using this until you have a better understanding of your services and how you and your client fulfill the work.



## Your Weekly Action Items

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## Your Tools & Resources

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## *This Program Was Designed For*

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## *We Are Not A Match If*

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YOUR SUCCESS IS MY SUCCESS

Meet



Name

## POSITION AND OR CAREER TITLE

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Ready to achieve what  
you've always desired?





## Milestones

### Phase 1: Website Strategy & Branding

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse nisi diam, malesuada semper sodales lacinia, eget.

### Phase 2: Website Design

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### Phase 3: Website Development & Launch

Nullam ornare nisl ipsum, non convallis augue tincidunt sed. Aliquam mattis est pretium nunc lacinia sodales. Nulla sodales imperdiet eros non vehicula.

## What's Included

### Communication

- One 45 min kickoff call
- Three 90 min per month
- Personal Voxer line
- Feedback and revisions

### Action Items

- Educational training videos
- Curriculum reading material
- Worksheets and resources

### Creative Direction

- Branding + positioning
- Photoshoot planning
- Branded templates

*Together we'll dolor justo, tempus et pellentesque eu, accumsan sit amet justo. Vestibulum vitae pharetra felis.*

I'd love to get to know you, your ambitions and biggest goals. Book a no-strings-attached call and we'll have an honest conversation about private coaching and see if the stars are aligned!

[BOOK YOUR CALL](#)



*Thank you!*





MADISON KABRICH DESIGN

## *Your Payment Options!*

BEST SAVINGS!

One-time  
payment of

**\$4,700**

BEST VALUE!

Two monthly  
payments of

**\$1,270**

EXTRA CUSHION!

Three monthly  
payments of

**\$700**





MADISON KABRICH DESIGN

*Choose your package below!*

BEST SAVINGS!

One-time  
payment of

**\$12,345**

**BAM!**

BEST VALUE!

Two monthly  
payments of

**\$6,789**

**YES GIMME!**

EXTRA CUSHION!

Three monthly  
payments of

**\$125**

**THIS ONE!**

By clicking on the chosen button above you will be prompted to an automatic email where you can send along your payment choice. Once complete, I will send you your contract!