

PRICING GUIDE *2022*



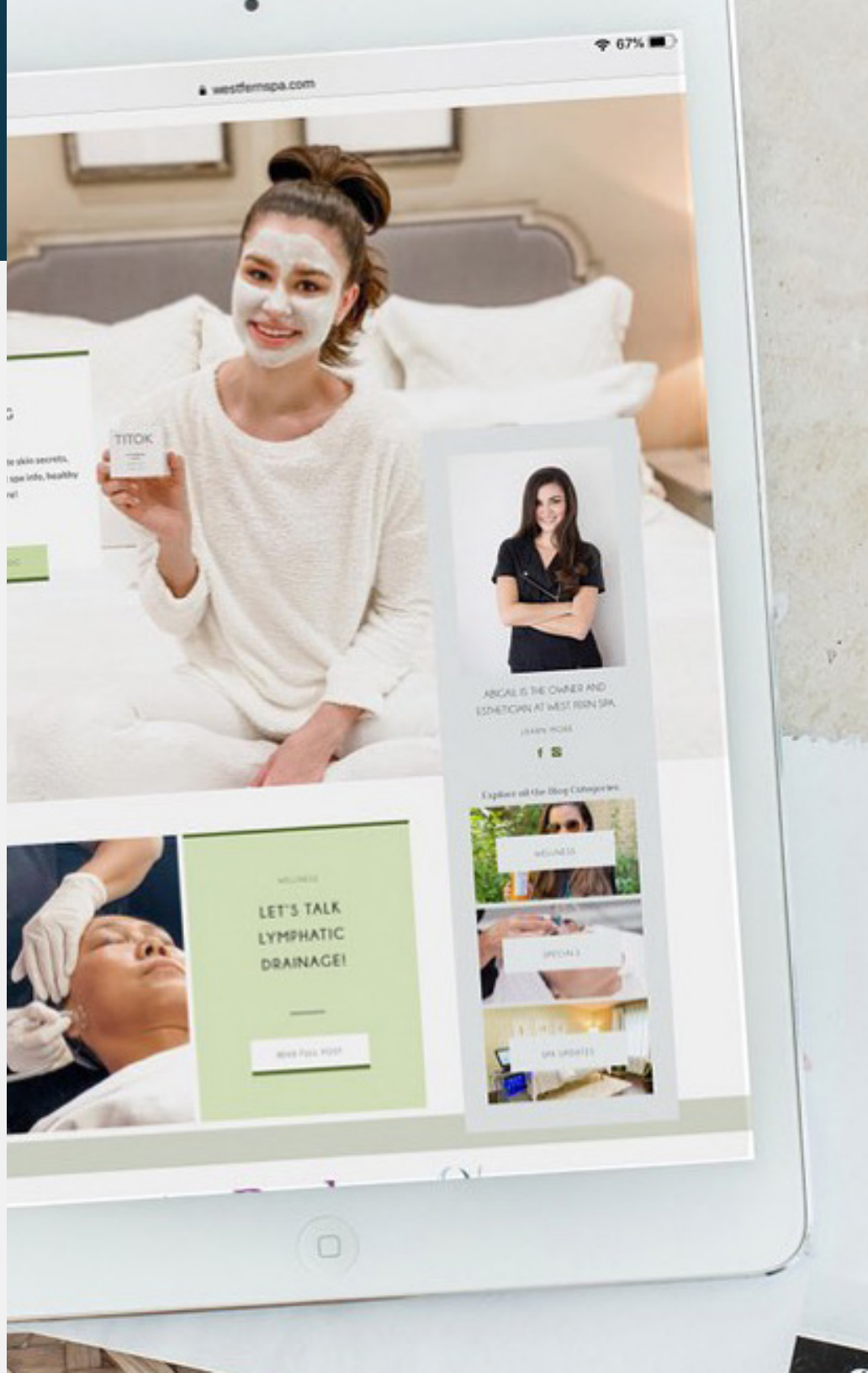


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MEET *Ashlynn*

Ashlynn was born & raised into families that owned small businesses and supported their local communities and later in life even married into a family that owns a small local business. It's an honor to walk alongside what her families have done and accomplished and start her own small business helping others through branding.

Having that background and knowledge and seeing first-hand what it takes to run a business, she focuses on helping other small businesses with their branding needs to take their marketing to the next level.

She truly believes that branding is essential in any business and is the pathway to success.

If you are looking for a place to work one-on-one with, someone to hold your hand and guide you through each step of creating a brand that screams YOU, dreaming of a website you can call your home on the internet, or hoping to find someone with your best interest at heart, you've come to the right place.

With over 10 years of design experience, Ashlynn is dedicated to your success and through her one-on-one client process, she will work with you through each phase of development to discover your voice and reveal the best version of yourself and your brand.



Hours

MONDAY - FRIDAY
10:00 AM - 4:00 PM CENTRAL

Contact

EMAIL: HELLO@ASHLYNNELLIFF.COM
WE WILL RESPOND TO MESSAGES WITHIN 48 BUSINESS HOURS

Support

SUPPORT: HELLO@ASHLYNNELLIFF.COM
SHOWIT SUPPORT: HELP@SHOWIT.CO



Create your brand

The Basics. The first thing you should do when starting a business is to create your brand. Together we will showcase your ideas, your personality and make a memorable and unique brand that will be your client's first impression of your business.

What this package comes with:

- + Consultation
- + Brand Questionnaires
- + Research and Strategy
- + Mood Board
- + Logo Design
- + Alternate Secondary Logo
- + Branding Elements
- + Color Palette Selection
- + Font and Pattern Selection
- + Personalized Brand Guidelines PDF
- + Business Card Design
- + Thank You / Notecard Design
- + Branded Launch Graphics for Social Media
- + One coordinating design piece of your choice (flyer design, sticker design, etc.)

INVESTMENT RANGES FROM \$800 TO \$1050

Website Design

The next step is your website design! I can't stress enough how important it is for your business to have a website. It's your digital storefront and how potential customers find you and know they want to work with you. I will work one-on-one with you to make sure your website not only has everything you need but that it is also fun, unique and adds your personality in there so that customers know what to expect when approaching you and your business!

What this package comes with:

- + Custom ShowIt Website Design*
- + Mobile / Responsive Coordinating Design
- + Custom Blog Design
- + Blog Post Design
- + Instagram Landing Page
- + Basic SEO
- + Website Coaching
- + Basic Website Copywriting
- + Branded Launch Graphics for Social Media

INVESTMENT RANGES FROM \$2500 TO \$5000





Brand Experience

Whether this is the final step after we create your brand and website or you already have a branding and need some additional graphics to promote your business, I offer a variety of graphic design services to help fit your design needs!

Some services that I offer:

- + Custom Pricing Guide
- + Welcome Packet
- + Social Media Graphics
- + Blog Graphics
- + AD Design
- + Flyer /Poster Design
- + Postcard Design
- + Business/Event Invitations
- + Podcast Branding Templates
- + Booklet Design
- + T-Shirt Design
- + Brochure Design
- + Rack Cards
- + and more!

INVESTMENT VARIES BY PROJECT

Just the Logo

While it is recommended that you do all your branding at once so that you can start off with a cohesive brand (coordinating business card, secondary logos, etc.) I do offer “just the logo” services that is charged by the hour.

What you get:

- + Custom Logo Design
- + PDF, JPG, PNG & EPS Vector Files of completed logo in a variety of color options (CMYK, RGB, Black & White), and Web & Print options.

CHARGED AT MY HOURLY RATE OF \$85/HOUR

Most logos take between 3 and 7 hours depending on the details, revisions, etc.

The first hour (\$85) is charged upfront as a deposit then the remaining balance is billed once the logo is complete and before the files are formatted and sent.



Process

01.

RESEARCH + REFERENCE

First, we will send over a series of questionnaires, workbooks, and resources so you can map out your brand strategy, and curate a Pinterest inspiration board. Once you have these steps completed, we will send over a link to schedule your design consultation.

02.

DESIGN + CONCEPTS

Once your design consult is complete, I will review the recording of your meeting and go over all of the detailed notes. Then, I will begin drafting up the initial concepts for your design whether it is branding, web design, or both!

03.

PLANNING + STRATEGY

On your design consultation, we'll review all of your completed questionnaires and Pinterest board at length. From reviewing typography, color palettes, and logo variations to web design structure and design, we will map out the game plan for your entire design project together.

04.

PRESENTATION + FINALIZATION

Once I have completed your concepts, I will present each option to you via your client portal. A feedback form will be attached with every presentation so we can ensure every facet of the design properly aligns with your vision.

Timeline

- **PROJECT PREPARATION**
Time of Booking - Timeline Start Date
- **PROJECT START**
Design Consultation
- **BRANDING TIMELINE**
5-8 Business Days
- **WEB DESIGN TIMELINE**
5-7 Business Weeks*
- **INSTALL & SEO TIMELINE**
2-4 Business Days
- **SITE CONNECTION TIMELINE**
3-5 Business Days
- **LAUNCH TIMELINE**
1-2 Weeks Recommended



Recent Clients



Financing

I fully understand the significance of this investment and so have curated a collection of payment plans for your convenience.

You may pay in full and receive our suite marketing templates as our thanks to you, or you may select from the following payment plans:

Create your Brand & Web Design Packages:

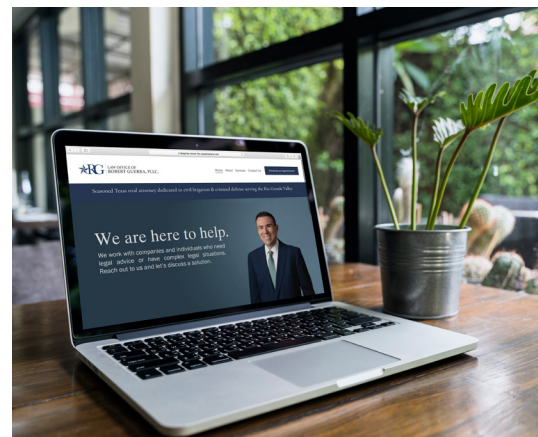
You may choose to split the total of your desired package into either 2, 4, 6, or 8 payments.

If you choose to pay in full upfront you will receive 1 complimentary marketing collateral item of your choice. If you choose to split up your payments your first payment of either 1/2, 1/4, 1/6, or 1/8 will be due upfront as your deposit and your remaining payments will be spaced out evenly from your deposit date to the end of your chosen timeline.

*Please note you may access your invoice anytime through your client portal and make payments ahead of your due dates if you choose to.

Project deliverables (i.e. logo files, website design, etc.) will be provided after the project balance is paid in full.





THANK YOU

I truly appreciate your consideration

For more information, or if you have any questions, please email me at hello@ashlynnelliff.com and I will be happy to assist you.

[CLICK HERE TO RESERVE YOUR TIMELINE](#)

