

WHAT'S INSIDE THIS PROPOSAL:

EMPOWER YOUR EMPIRE — SIGNATURE PACKAGE

A high-touch, all-in-one brand + tech experience designed to simplify your systems, elevate your offers, and support your business as it scales.

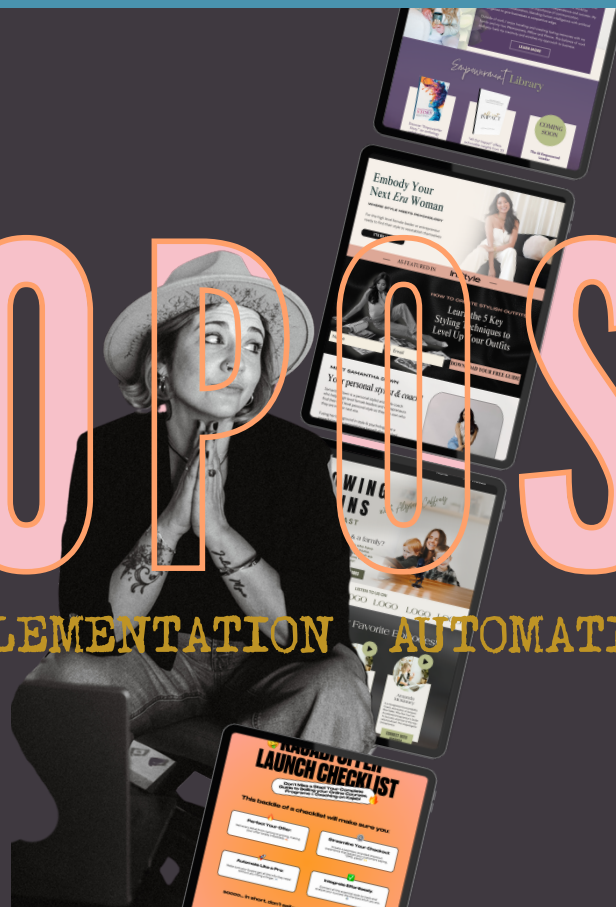


BRANDING & WEBSITE PACKAGE

For when you're ready to elevate your online presence and brand identity — this option focuses on building a strong foundation with custom branding and a fully built website, with the flexibility to expand later.

PROPOSAL

STRATEGY IMPLEMENTATION AUTOMATION CONVERSION



EMPOWER HER EMPIRE

A fully custom, high-touch brand + tech ecosystem designed to align, simplify, and scale every part of your business.

INCLUDES:

Brand Identity

- Logo suite + brand marks
- Brand color palette + typography
- Visual direction + moodboard
- Voice + tone guide
- Brand messaging + audience clarity
- Copywriting guide / light brand script (how to talk to your people)

Custom Website Build

- Interim website
- Fully custom coded Kajabi site (no templates)
- Responsive design (mobile + desktop optimized)
- SEO foundational setup
- Blog setup (optional)
- Lead capture integration
- Accessibility + functionality walkthroughs
- + Two years of free hosting (just sweetening the deal!)

Course Setup

- 1 fully set up digital course product (modules, content structure, delivery, automations)
- Branded assets for course visuals (headers, module thumbnails, etc.)

Private Coaching Setup

- Dedicated coaching product in Kajabi
- Scheduling, notes, and call access in one place
- Custom portal experience

Group Coaching Setup + Community

- Branded group program space with intake, onboarding, and delivery
- Private community space linked to program (with structured engagement points)
- Optional course + community bundle build

Two Custom Funnels

- Sales/landing page
- Thank you page
- Upsell/downsell page (if needed)
- Email sequence (delivery + nurture)
- Abandoned cart sequence
- Tagging, segmentation, and automations
- Funnel map and walk-through

Email Marketing Setup

- List segmentation + automations
- Welcome sequences
- Tech + domain authentication
- Integrations with Stripe, Kajabi, etc.
- Template design + copy support

Tech Setup + Integrations

- Payment setup (Stripe + PayPal)
- Domain connection
- Branded forms
- Scheduling tool integration or setup
- Any additional tool support (Zapier, etc.)

Kajabi Platform Access

- Includes 1 year of Kajabi Growth plan (\$249/month value)
- Full platform access for website, courses, funnels, and email
- Ongoing access post-project (client assumes subscription after 12 months)

BRANDING & WEBSITE

A foundational brand + web experience built to elevate your digital presence with strategy, style, and systems that scale.

INCLUDES:

Brand Identity

- Logo suite + brand marks
- Brand color palette + typography
- Visual direction + moodboard
- 10 Social media templates

Custom Website Build

- Interim website
- Fully custom website (no templates — design from scratch)
- Up to 6 pages (Home, About, Services, Contact, Booking or Blog — flexible based on your needs)
- Responsive design (desktop + mobile optimization)
- Basic SEO setup (titles, meta descriptions, alt text)
- Domain integration (connecting your existing domain)
- Email opt-in/lead capture form integration
- Payment integration via Stripe + PayPal
- Contact form or booking tool setup
- + Two years of free hosting (just sweetening the deal!)

Platform Tech Setup

- Kajabi/Platform account setup (if not yet created)
- Backend clean-up and settings configuration
- Connecting Stripe & PayPal for payment processing
- Google Analytics and basic tracking setup
- Email list setup

EMPOWER HER EMPIRE PACKAGE

Full Package Value: \$15,000

Referral Discount (10%) – \$1,500

Pay-in-Full Bonus (Additional 10%) – \$1,350

Total with Discounts: \$12,150

Flexible Payment Plan Options:

- \$3,000 deposit + \$1,500/month for 6 months
- OR
- \$3,000 deposit + \$1,215/month for 8 months

BRANDING & WEBSITE PACKAGE

Total Before Discounts: \$3,700

- Brand Identity: ~~\$1,200~~ → \$800 (discounted)
- Website Design: ~~\$2,500~~ → \$1,800 (price match)
- Platform Setup Fee: ~~\$750~~ → \$300 (discounted)

- 10% Referral Discount: –\$290

- 10% Pay-in-Full Discount: –\$261

Total if Paid in Full: \$2,349

Optional Payment Plan

Split into 2 equal payments of: \$1,450

(Deposit required to begin. Remaining due within 30 days.)

Bonus Add-On:

Both packages include a custom-built ChatGPT assistant, fully embedded into your website — designed to support your clients, answer FAQs, and enhance the user experience. This is included at no additional cost in exchange for a short video testimonial about your experience using the ChatGPT feature once live.