



BRANDING PACKAGE

Beautiful Potential
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Hello & Welcome.

Beautiful Potential Consulting is a beauty, branding, and business consulting company.

Beauty Studio: Our beauty salon has independent beauty consultants that are available for salon services.

Brand Photography:

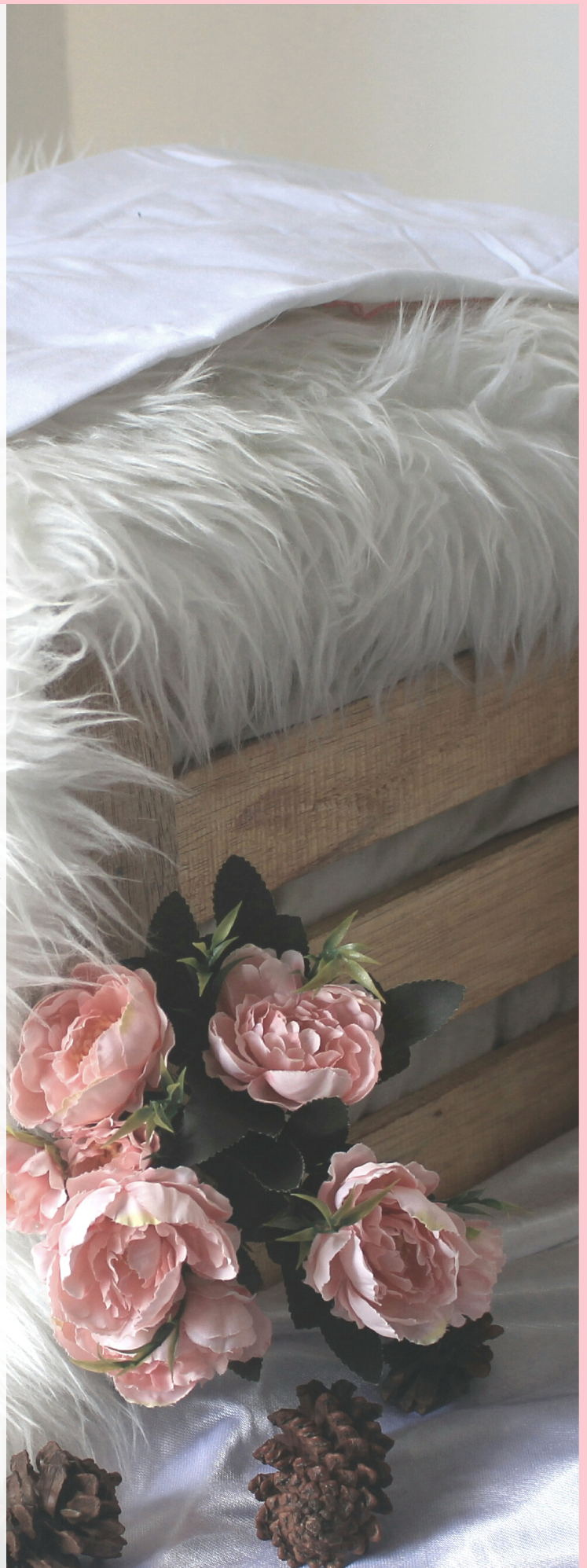
We focus on helping clients build and grow their personal, professional, and business brands.

We bring out the beauty in YOU AND YOUR BRAND!

*Please feel free to get in touch with questions
(224)245-9577.*

- BEAUTIFUL POTENTIAL TEAM

Branding is about knowing what connects with your target audience, authentically speaking to who they are, and genuinely gaining their trust and loyalty. This is why our visual branding process is designed to not only create a beautiful visual identity for you but also help you clarify your brand vision and strengthen your brand's foundation. We take a heart-centered approach to your design, made with love!



Brand Photography

Keep your content fresh and engaging your audience with our brand photography service. We can be booked at our portrait studio or at your selected location.

Package #1

Headshots

Select 10 Photos for editing

Keep all photos taken

\$125

Package 2

30 MIN SHOOT

Select 20 Photos for editing

Keep all photos taken

\$175

Package 3

45 MIN SHOOT

Select 30 Photos for editing

Keep all photos taken

\$225

Package 4

1 HOUR SHOOT

Select 35 Photos for editing

Keep all photos taken

\$295

Package 5

1.5 HOUR SHOOT

Select 40 Photos for editing

Keep all photos taken

\$365

Package 6

2 HOUR SHOOT

Select 50 Photos for editing

Keep all photos taken

\$385

Simple Starters plus Social Media

Ideal for starting off or adding on to larger packages. This will allow you to introduce fresh content and engage your audience!

- **CUSTOM LOGO** - \$150
- **STATIONERY DESIGN SET** / \$350
Business card design, Brochure, Rack Card, Postcard
- **ONE-PAGE FLYER DESIGN** / \$175
Price Per Sheet, Electronic PDF, PNG, or JPEG (POSTCARD, EBOOK COVER, MOVIE POSTER, BOOK COVER, RACK CARD, PRINT, MAILER, BROCHURE DESIGNS, MEDIA KIT)
- **ONLINE COURSE BRANDED AND INITIAL SET UP** Starting at \$650
Online course website creation with your brand and course settings.
- **PRICING GUIDE, LOOKBOOK, MENU DESIGN, MAGAZINE, COURSE WORKBOOK, CLIENT EDUCATION**
1-4 pages: starting at \$450.00
5-8 pages: starting at \$675.00

- **VIDEO PROMO Creation & Editing**

Promotional book launch, social media, product launch, online video, etc, customized to your products and services. Pricing may vary depending on the complexity of the project. Call for a customized quote.

- **FULL SOCIAL MEDIA STARTER KIT** \$675

Setting up of social media content for all platforms including profile pictures and cover photos, customization of all settings.

SOCIAL MEDIA MONTHLY PACKAGES:

- **SOCIAL MEDIA PACKAGE**

- Customized Social Media content design
- \$350 for 14 graphic/video posts per mo
- \$550 for 24 graphic/video posts per mo

- **PHOTO EDITING OF YOUR PHOTOS -**

color, background changes, imperfections, etc

- \$65.00 / up to 3 photos
- \$95.00 / up to 5 photos
- \$135.00 / up to 10 photos

Websites podcast courses...

These stand-alone packages are "done for you" services to create your brand on a variety of online platforms and fast start you to reach your ideal audience.

WEBSITE DESIGN \$750 + up

- \$750 & up *Design of up to 5 pages*
- \$1250 & up *Design of up to 10 pages*
- \$1750 & up *Design of up to 10 pages, **plus** specialized items such as E-commerce, Restaurant Menus, Shopping carts, etc.*

All website packages include:

- *Basic SEO set-up to get you started*
- *1 wk support on your site after launch*
- *Full access to maintain your website*
- *Does not include: Hosting, Domain*
- *FREE training course to help you maintain any changes.*

****If you would like us to maintain your website, monthly website maintenance for \$150.00/month*

Customized packages are also available

PODCAST LAUNCH PACKAGE \$795 + up

Start your own podcast with this launch packet:

- *Blueprint of how to monetize using podcasting*
- *Creation of all graphic materials for your launch*
- *Step by step guidance on how to run and manage a successful podcast show*
- *FREE online training courses*

ONLINE COURSE LAUNCH PACKAGE \$1195.00 + up

Start your own online course with this launch package we will do all the heavy lifting for you!

- *Online website that has your course materials for a great student experience*
- *Creation of branded graphics that is customized to your brand*
- *Setting up course materials, videos, pricing, integrations, and settings to get your site working perfectly.*
- *FREE online training for you to keep up with any changes.*



Perfect for small business owners who are ready to make their brand vision come to life! This package includes a full custom visual identity, plus stationery + social media launch imagery, giving you the tools to create a cohesive visual experience for your audience.

- **CUSTOM LOGO**

- **STATIONERY DESIGN**

Business card design, Brochure,
Rack Card, Postcard

- **WEBSITE** Design of +up to 5 pages

All website packages include:

- Basic SEO set-up to get you started
- 1 wk support on your site after launch
- Full access to maintain your website
- Does not include: Hosting, Domain
- *FREE training course to help you maintain any changes. ***If you would like us to maintain your website, monthly website maintenance for \$150.00/month*

- (2) **ONE-PAGE PDF DESIGN**

Price Per Sheet, Electronic PDF, PNG, or
JPEG (POSTCARD, EBOOK COVER, MOVIE
POSTER, BOOK COVER, RACK CARD, PRINT,
MAILER, BROCHURE DESIGNS, MEDIA KIT)

- **SOCIAL MEDIA LAUNCH PACKAGE**

Setting up of social medial platforms,
including profile pictures and cover
photos, customization of all settings for
(Facebook, Instagram, Twitter, LinkedIn)

- **SOCIAL MEDIA GRAPHIC TEMPLATE**

A set of branded social media imagery
5 customizable design templates for
each social media platforms

- **SOCIAL MEDIA GRAPHIC TEMPLATE**

includes 10 images sized for each of
your platforms to be used for future
posts

- **1 SOCIAL MEDIA PROMO VIDEO**

Don't see something you want on this list?
We can discuss ways to customize your
package, just let us know!

WOW!

Branding Package

VALUE \$4,750

SAVE \$1,000

\$3,725

WOW your audience with a customized brand package that includes a full custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own. (Changes highlighted in yellow)

- **CUSTOM LOGO**

- **STATIONERY DESIGN**

Business card design, Brochure,
Rack Card, Postcard

- **WEBSITE** Design of +up to **10 pages**

All website packages include:

- Basic SEO set-up to get you started
- 1 wk support on your site after launch
- Full access to maintain your website
- Does not include: Hosting, Domain
- *FREE training course to help you maintain any changes. ***If you would like us to maintain your website, monthly website maintenance for \$150.00/month*

- (2) **ONE-PAGE PDF DESIGN**

Price Per Sheet, Electronic PDF, PNG, or JPEG (POSTCARD, EBOOK COVER, MOVIE POSTER, BOOK COVER, RACK CARD, PRINT, MAILER, BROCHURE DESIGNS, MEDIA KIT)

- **SOCIAL MEDIA LAUNCH PACKAGE**

Setting up of social media platforms, including profile pictures and cover photos, customization of all settings for (Facebook, Instagram, Twitter, LinkedIn)

- **SOCIAL MEDIA CONTENT** set of branded social media imagery / 5 customizable design templates for each platform

- **SOCIAL MEDIA GRAPHIC TEMPLATE** includes **20 images** sized for each of your platforms to be used for future posts

- **4 SOCIAL MEDIA PROMO VIDEO**

- **HEADSHOT AND BRANDING PHOTOGRAPHY**

Professional Headshots for your business profile, plus photos with your products or action shots to promote your business. (10 Branded Images)

Unstoppable!
Branding Package

VALUE \$6,100
SAVE \$1,350

\$4,750

Grow your brand with a fully customized brand package with the ultimate custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own. (Changes highlighted in yellow)

- **CUSTOM LOGO**

- **STATIONERY DESIGN**

3 letterhead & business card designs

- **WEBSITE** Design of +up to 10 pages

All website packages include:

- Basic SEO set-up to get you started
- 1 wk support on your site after launch
- Full access to maintain your website
- Does not include: Hosting, Domain
- *FREE training course to help you maintain any changes. ***If you would like us to maintain your website, monthly website maintenance for \$150.00/month*

(2) **ONE-PAGE PDF DESIGN PLUS**

- **3 MONTHS OF ONLINE MARKETING**

- 3 MONTHS SOCIAL MEDIA (10 POSTS/MO)
- 3 MONTHS SEARCH ENGINE ASSISTANCE
- 3 MONTHLY BUSINESS COACHING SESSIONS

- **SOCIAL MEDIA LAUNCH PACKAGE**

Setting up of social media platforms, including profile pictures and cover photos, customization of all settings for (Facebook, Instagram, Twitter, LinkedIn)

- **SOCIAL MEDIA GRAPHIC TEMPLATE**

set of branded social media imagery
20 customizable design templates

- **SOCIAL MEDIA GRAPHIC TEMPLATE**

includes 20 images sized for each of your platforms to be used for future posts

- **4 SOCIAL MEDIA PROMO VIDEO**

- **QR CODE for your BUSINESS**

- **HEADSHOT AND BRANDING PHOTOGRAPHY**

Professional Headshots for your business profile, plus photos with your products or action shots to promote your business. (10 Branded Images)

A Few Details...

NEXT STEPS + WHAT TO EXPECT

BOOKING

Interested in collaborating? The first step is to get in touch with us and share a bit about your business and what you envision for your new brand.

We will send over some details, and schedule an initial call with you so we can get to know each other and ensure we're a good fit. To seal the deal, we will send over a proposal, contract, and invoice. After all is signed off on and you've submitted your down payment, we'll be set to go!

INVESTMENT

The investment for each package is listed on the previous pages. A 50% down payment is required to book your project in my calendar. Your final design fee may change, depending on branding add-ons and any other needs you have that are outside of what's included in the package. Pricing and package details are subject to change without notice.

REVISIONS

Each phase of the design process includes 2 rounds of revisions to ensure you're thrilled and confident with the final product. Additional revisions are charged at an hourly rate.

HOW LONG DOES THE PROCESS TAKE AND WHEN CAN WE GET STARTED?

Approx. timelines and start dates will depend on our project calendar, your specific needs, add-ons, holidays, etc. We'll discuss more before booking, so you know what to expect!

DO I OWN MY LOGO + BRANDING FILES?

Yes! Upon receiving your final payment, the copyright and ownership of your final logo and branding files is transferred to you.

WHAT FINAL FILES DO I RECEIVE?

After we wrap up, we will send you a zip file to download, which will include a library of all your finalized logos and branding elements. They will be saved in different colors and sizes for your convenience, for web and print use, and in vector (editable) format.

ARE YOU AVAILABLE FOR ON-GOING GRAPHIC DESIGN WORK?

We love to continue the work with our clients after we wrap up their branding! Simply reach out when you need a design hand and we'll chat about your needs, timeline, and a design estimate for your project. To best serve our clients, we set time for add-on projects on our calendar.



Thank You!

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Website:

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