

ANNA NORTH-ROW



est. 2015



Branding & Design Boutique 2018 Price List



Welcome, I'm Anna.

Thank you very much for your interest in my Branding and Design Boutique services!

My passion and mission is to help and mentor other female entrepreneurs to develop their fullest potential and increase their confidence in running their business and having an image of themselves that they can be absolutely proud of.

I'm sharing this passion through a bespoke design and branding supported by a strong marketing strategy. All to help you to develop a brand that positions you as an expert in your field, reflects your values and style and resonates with and elegantly appeals to your dream clients who are ready to sign up for your services. A brand that has a luxurious, high quality edge, that's consistent throughout the online experience.

To give my clients personalized and excellent service, I usually work with one client at a time.

With the packages to choose from, please enjoy viewing this brochure and choosing the best product that perfectly fits you and your business requirements.

I'd be delighted to work with you!

Anna xx



BRANDING & WEBSITE DESIGN PACKAGE

This package is for you if you want to stand out among your competition with really slick design and strategic website and elegantly appeal to high-paying clients who are ready to sign up for your services. Be ready for a brand and online experience that has an energy of attraction, creates a mood and experience, offers comfort, professionalism and security to your clients.

THE DETAILS

- > BRANDING CONSULTATION CALL
- > SIGNING CONTRACT / DEPOSIT
- > DESIGN QUESTIONNAIRE
- > CLIENT PINTEREST ASSIGNMENT
- > MOODBOARD CREATED
- > MOODBOARD REVISIONS
- > LOGO DESIGN x 2 REVISIONS
- > WEBSITE QUESTIONNAIRE SENT/DUE
- > COPY + Images due
- > WEBSITE DESIGN x2 REVISIONS
- > IMAGES + COVER PHOTOS FOR CTA DUE >> DESIGNS APPROVAL
- > 5 TEMPLATE DESIGNS SENT
- > GOODBYE PAGE. FINAL FILES + FINAL PAYMENT

IMPORTANT INFORMATION

The package doesn't include:
Premium plugins set up
Email set up
Hosting & Domain Location
Lifetime Support

* Additional page designs and features can be added for an additional cost.



FULL VISUAL BRANDING including logo, 2-3 fonts choice, colour palette, patters and graphic elements



BRAND STYLE GUIDE & MOODBOARD



WEBSITE DESIGN

Design & development of a full, responsive (mobile-ready) website using Wordpress platform, Divi theme.



LAUNCH GRAPHICS FOR YOUR SOCIAL MEDIA / BLOG

Uniquely branded graphics to show your new brand and website.

TIMELINE: approx. 8-10 WEEKS

INVESTMENT: EUR3000 / \$3200

The package total is divided into 4 equal payments of EUR750 / \$800 . The first payment is due upon contract signing and required to hold your spot in the queue. The reminder of the payments are due in equal amounts over the course of the project's workflow. The final project payment is due before the launch time and delivery of the final files.

DEPOSITS ARE NON REFUNDABLE



BRANDING, E-MAIL & SOCIAL MEDIA DESIGN PACKAGE

Perfect combination of marketing and branding. This package is for you if you want to make more profit, be recognizable as an expert in your field and be proud of presenting your services to your clients. Be ready for a brand that has a high quality client service experience that is consistent from an interaction with the person to an interaction with any part of their site, services or Social Media.

THE DETAILS

- > BRANDING CONSULTATION CALL
- > SIGNING CONTRACT / DEPOSIT
- > DESIGN QUESTIONNAIRE
- > CLIENT PINTEREST HOMEWORK
- > MOODBOARD CREATED
- > MOODBOARD REVISIONS
- > LOGO DESIGN X 2 REVISIONS
- > WEBSITE QUESTIONNAIRE SENT/DUE
- > COPY + IMAGES DUE
- > WEBSITE DESIGN X2 REVISIONS
- > IMAGES + COVER PHOTOS FOR CTA DUE >>
DESIGNS APPROVAL
- > 5 TEMPLATE DESIGNS SENT
- > GOODBYE PAGE. FINAL FILES + FINAL PAYMENT

TIMELINE: approx.4 WEEKS



FULL VISUAL BRANDING including
2-3 fonts choice, colour palette,
patters and graphic elements



BRAND STYLE GUIDE & MOODBOARD



SOCIAL MEDIA MARKETING
up to two pages set-up with Call
To Action (CTA) linked to email list
with downloadable freebie, FB
cover photo design



INSTAGRAM page set-up with bio



5 Social Media GRAPHICS unique
and created just for you based on
your brand identity and business



Design of your freebie/opt-in (e-
book, PDF)



Branded EMAIL HEADER design



EMAIL SIGNATURE design

INVESTMENT: EUR 1800 / \$2000

The package total is divided into 3 equal payments of EUR600 / \$650 . The first payment is due upon contract signing and required to hold your spot in the queue. The reminder of the payments are due in equal amounts over the course of the project's workflow. The final project payment is due before the launch time delivery of the final files.

DEPOSITS ARE NON REFUNDABLE



BRAND CLARITY & STYLING PACKAGE

This package is perfect for you if you want to make a consistent impression in everything you do and achieve a cohesive and consistent brand. With a clarity about your brand voice, personality, message and audience you'll connect deeply and speak directly to all awesome dream clients you want to help.

SERVICES

Ala Carte

Sales Page Design (including marketing and copy direction) Starts at \$800

E-Book design starts at \$300

Media Kit / Price List \$200

Email Newsletter set up starts at \$200

Social Media Covers \$150 per cover

Social Media Graphics Design custom

Single Page PDF / freebie / checklist \$150

Blog Post Template Design \$150

Lookbook PDF format starts at \$300

BRAND CLARITY

LOGO DESIGN: 3 logo concepts, 3 revisions, 1 final logo is PNG and JPG, including one sub logo

FULL VISUAL BRANDING including 2-3 fonts choice, colour palette, patterns, images and graphic elements

BRAND STYLE GUIDE AND MOODBOARD

THE DETAILS

- > BRANDING CONSULTATION CALL
- > SIGNING CONTRACT / DEPOSIT
- > DESIGN QUESTIONNAIRE
- > CLIENT PINTEREST HOMEWORK
- > MOODBOARD CREATED
- > MOODBOARD REVISIONS
- > LOGO DESIGN x 2 REVISIONS
- > GOODBYE PAGE, FINAL FILES + FINAL PAYMENT

TIMELINE: approx. 3 WEEKS

INVESTMENT: EUR700 / \$800

The package total is divided into 2 equal payments of EUR350 / \$400 . The first payment is due upon contract signing and required to hold your spot in the queue. The reminder of the payments are due in equal amounts over the course of the project's workflow. The final project payment is due before the launch time and delivery of the final files.

DEPOSITS ARE NON REFUNDABLE



ANNA NORTH-ROW

International Branding and Marketing Strategist,
Luxe Brand Stylist, Mentor & Business Advisor.

WORKING TOGETHER

Are you interested in working with me?

Here's how to get started:

Step 1

Go to the Contact page on my website www.NorthRow.eu and fill the contact form in (please do not skip this step). Before we hop on the phone, I'd like to know a bit about you and what you'd like to get out of working with me.

Step 2

Schedule a complimentary, no-obligation consultation, link to the scheduler is on my website.

Step 3

At the scheduled time of your consult, we'll consult! We'll use the opportunity to make sure we're the perfect fit before you commit.

Step 4

Then we'll get started! If you decide to work with me, I'll tell you the exact steps for getting started. If you decide not to work with me or if we aren't a perfect fit, I'm happy to share other resources to help you get what you need.

Thank you,



anna@north-row.com