



# SERVICES AND PRICING GUIDE

everything you need to know  
about working with me

*Anna North-Row*

*lets get started*

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## 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 entrepreneurs to develop their fullest potential and increase their confidence in running their businesses and having an image of themselves that they can be absolutely proud of.

I'm sharing this passion through 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 an elegant, 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*

# WHAT I CAN CREATE FOR YOU...



## Website Design

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The website packages are for you if you want to stand out with a slick design and strategic website and elegantly appeal to your clients who are ready to sign up for your services.



## Social Media Graphics

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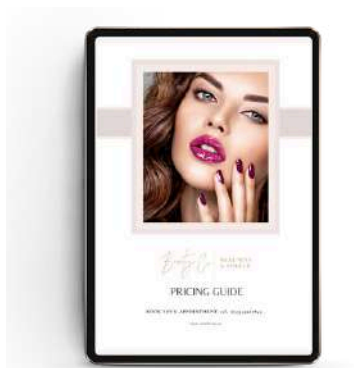
My design studio offers a wide selection of Canva templates as well as custom made options, that will help you to save time, when creating your online presence and attract your ideal clients.



## Brand Identity

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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.



## Guides & Services

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Do you need an online price list or selection of guides for your program, website and courses? This is a perfect solution for online businesses that want to present their offerings or prices.



## Ebooks & Workbooks

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This is for you if you need an ebook or workbooks for your online programs or courses. Its stylish design will help you to impress your audience and communicate the message.



## Custom Graphics

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I'm ready to design for you custom graphics for your social media that will help you to promote your offer, inform about the launch of your website, and build connections with your audience.





It's my absolute pleasure to recommend Anna for a consultant to help you build your brand, website, corporate look and feel. Anna's approach is to the point and gives you tools and tips and tricks, which you can directly put in practice. She will help you to structure your think process and approach your brand / website design in a practical manner.

What positively surprised me the most was that after getting tips from Anna about e.g. tools which can be used for different social media platforms, I was able to start using them the same day, and do until now. I am now more confident that I know the right tools to proceed with my brand development.

KASIA LAUWERIJSSSEN - WEGLIĆKA, AS SEEN ON THE DUTCH SBS6 TV PROGRAMME "DESIGNDROOM", FOUNDER OF STUDIOKAA



# Signature Service

## BRAND AND WEB PACKAGE

### Includes...

- Design & development of a full, responsive (mobile-ready) website using Wordpress platform, Divi theme.
- FULL VISUAL BRANDING including logo, moodboard, 2-3 fonts choice, colour palette, patterns and graphic elements.
- Access to my online Branding program.

**INQUIRE NOW**

### TWO MONTHS PROCESS

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### This is for you if...

...you want to stand out among your competition with really slick design and strategic website and elegantly appeal to potential 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.

### Important Info

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).

The package total can be divided into 3 equal payments. The first payment is due upon contract signing and required to hold your spot in the queue. The final project payment is due before the launch time and delivery of the final files. \*DEPOSITS ARE NON REFUNDABLE\*

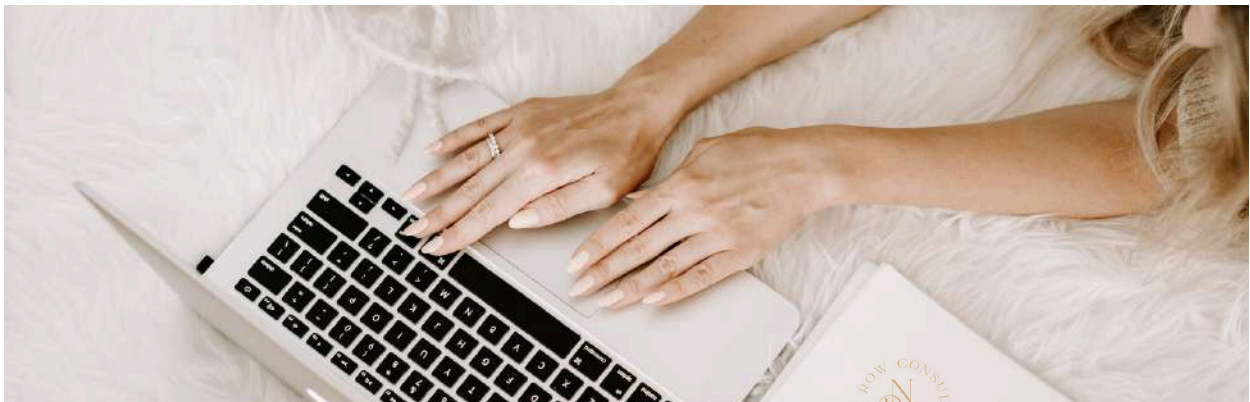
INVESTMENT:

CUSTOM

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*Today, my website perfectly reflects who I am and what is my coaching business about. I'm proud of my new website and all the systems in place, and I hope that those who need my support and coaching will find me now easier.*

Sylvia Borowy, Founder of the NeWoman Coaching





Add-ons

## SPECIAL OFFERINGS

### Brand Identity

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You have a website, social media platforms, an online shop or Etsy shop, but you struggle to bring cohesiveness and style to your online presence. I'm here to help you to set up the right brand elements (brand colors, fonts, logo etc.) and establish your visual brand. With my proven method, I'll help you to create your dream brand!

CONTACT ANNA

€997

### Sales Page Design

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You have a new program, product or other offer that you are about to launch soon and you need a highly converting and stylish Sales Page that will help you to sell as many products/programs/courses/memberships possible. I'll create for you on brand sales page that will not only brings you a revenue, but also will help you to stand out visually, in an elegant and professional way.

CONTACT ANNA

€997

### Course/Program Platform Set up

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Course/Program Platform Set up & Design Package is suitable for any business owner who is about to create a program or an online course and want to choose the right hosting platform. You've got your passion and knowledge, I've got technical and design knowledge to bring your dreams come true!

CONTACT ANNA

CUSTOM

### Newsletter Set Up

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I will set up for you a Newsletter in Mailerlite that will help you to establish communication with your clients and subscribers, so you can easily send offers, promotions, etc. In the package is also included a Newsletter design.

CONTACT ANNA

€297

All prices excluding 21% VAT (added if applicable)





# A'LA CARATE OPTIONS

CATEGORY/ITEM	QUANTITY	RATE
<b>SOCIAL MEDIA</b>		
Instagram (1080 x 1080)	10	€147
Instagram Stories (1080x1920)	10	€147
Facebook (1200x1200)	10	€147
Pinterest (1000x1500 or 1000x1800)	10	€147
Social Media video graphics	10	€197
<b>WEBSITE DESIGN</b>		
Landing Page	N/A	€497
Sales Page Design (inc marketing direction)	N/A	€997
Website Design	N/A	custom
Website, Social Media Critique/Review	N/A	€197
<b>OTHER</b>		
Brand identity* for your business	N/A	€997
Logo, banner and brand identity* for Etsy store	N/A	€197
Styling and organizing online course	N/A	€297
E-Book design	10	€297
Lookbook design	10	€297
Media Kit / Price List	1	€197
Email Newsletter set up and design (Mailerlite)	N/A	custom
Podcast Cover Design (inc episode templates)	2	€149
PDF / freebie / checklist	1	€197
Blog Post Template design	1	€57

\*Colour palette, patters and graphic elements

All prices excluding 21% VAT (added if applicable)





# The Process

## THREE STAGES

### STAGE 1

#### Onboarding & Client's Assignment

- > BRANDING / DESIGN CONSULTATION CALL
- > SIGNING CONTRACT | DEPOSIT (DEPENDS ON THE PROJECT)
- > DESIGN QUESTIONNAIRE
- > CLIENT DESIGN ASSIGNMENT (DEPENDS ON THE PROJECT)

### STAGE 2

#### Design and Revisions

- > DESIGN CREATED
- > DESIGN x 2 REVISIONS

### STAGE 3

#### Project Delivery

- > DESIGNS APPROVAL
- > FINAL PAYMENT (DEPENDS ON THE PROJECT)
- > DESIGNS, FINAL FILES SENT/DELIVERED





## The Process

# HOW TO GET STARTED

### Step 1

Visit my website or send me a message with details before we hop on the phone, I'd like us to meet, to know a bit about you and your expectations 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 in this pdf or 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.

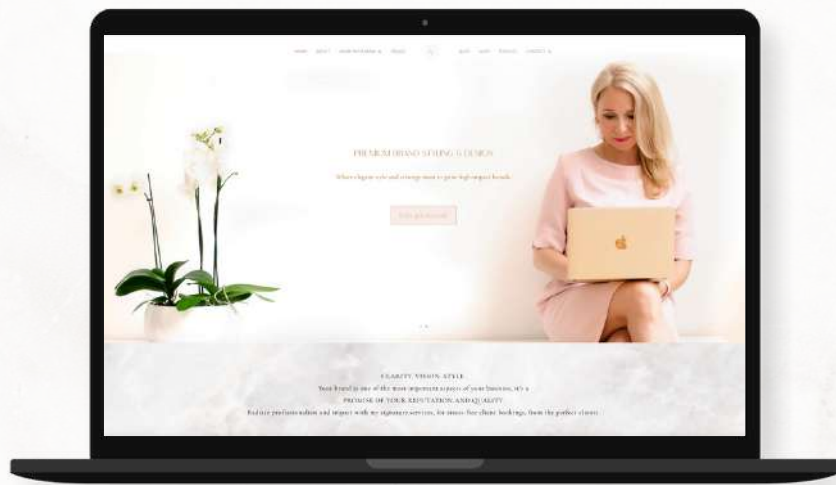
### Step 4

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.



Ready to get started?

## SCHEDULE A CALL



Let's chat about your project!

Please submit an inquiry via the project submission form on my website or send me a message:

*anna@north-row.com*

CLICK HERE

or

BOOK A CALL



# OFFICE HOURS



## Response Times

I respond usually  
within 24 hour



## Availability

Please contact me to check  
current availability for the  
services



## Must Know

Please mind the time  
difference: I'm are based in  
The Netherlands, CEST



## Custom Projects

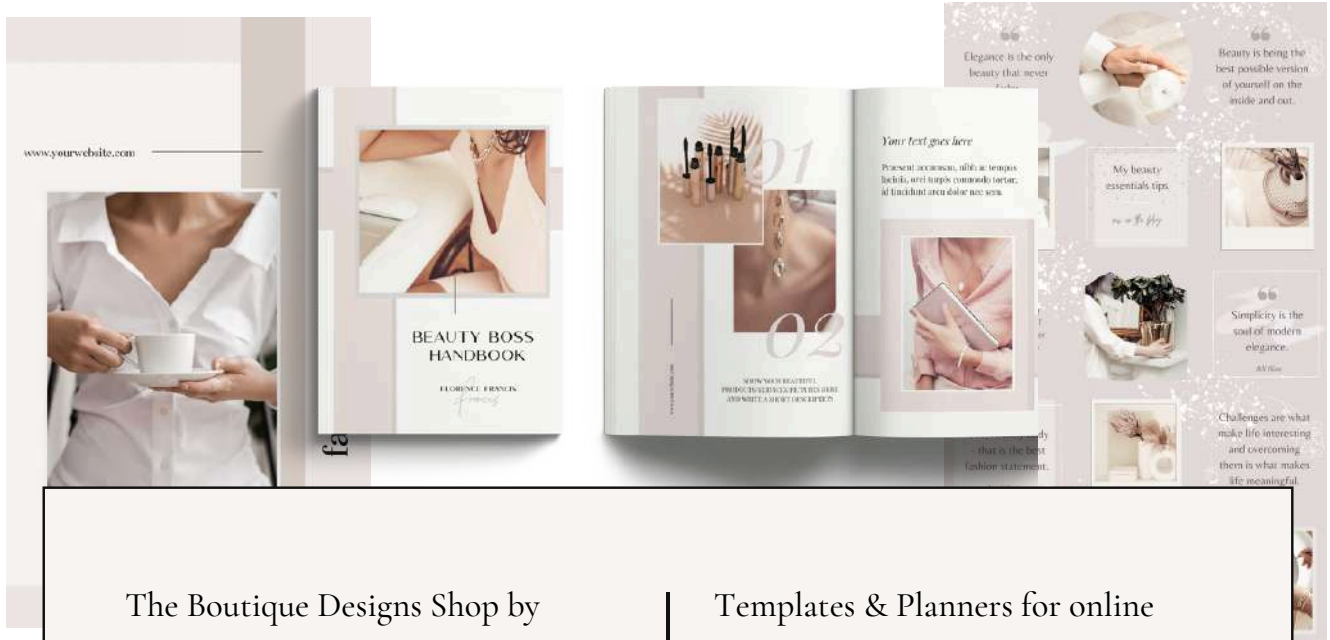
Currently I'm available for  
ad-hoc and custom projects

*Thank you for respecting my work hours, response times  
and project deadlines and client expectations!*



# The Shop

## BOUTIQUE DESIGNS



The Boutique Designs Shop by North Row Consultancy provides a wide selection of stylish and elegant marketing and branding Canva

Templates & Planners for online businesses, bloggers and influencers. Visit the Boutique Designs Shop to find out more!

VISIT WEBSHOP

VISIT ETSY SHOP

