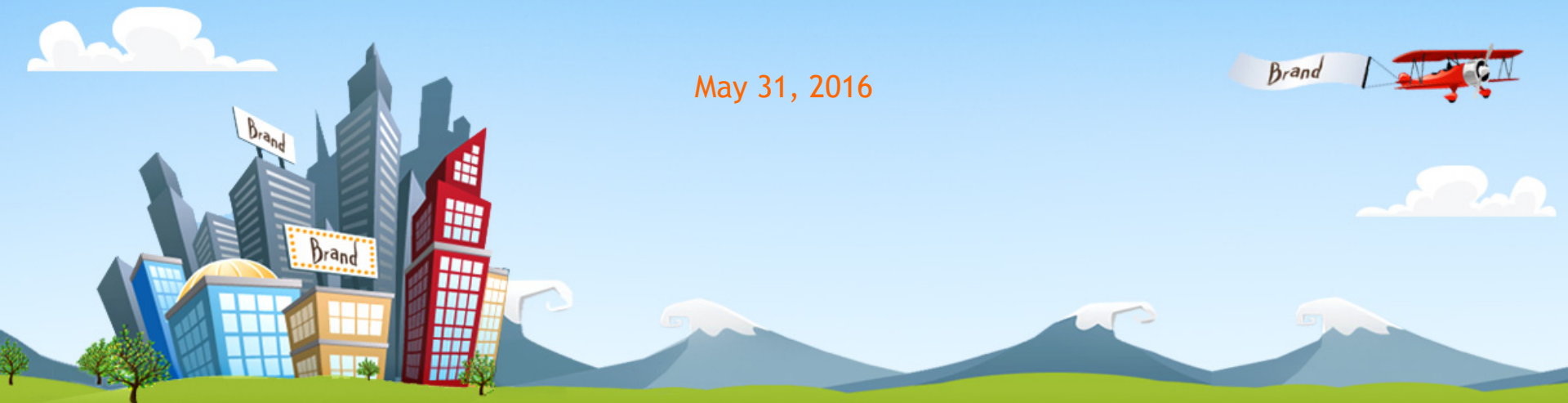


“BRAND YOUR AWESOME!” PROPOSAL FOR

# Prospect

May 31, 2016



# Welcome to the Land of Brand!

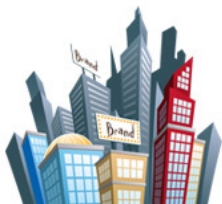
## Prospect –

It was great to speak with you today and learn more about your business. You have so much going for you and are at that tipping point of your business where branding yourself will most definitely take it to the next level.

Enclosed please find a proposal for our complete **Brand Your Awesome!**™ branded website design that we discussed.

If you have any questions or would like clarification on anything please just let me know. I'm happy to jump on the phone again. I'm looking forward to hearing from you – so we can start experimenting!

~Holly



*the* Land of Brand®

# BRAND! YOUR AWESOME

To effectively create a brand platform that expresses your personality amplifies your message we recommend the **Brand Your Awesome™** program, where we co-create your complete brand identity using our 3-phase branding system.

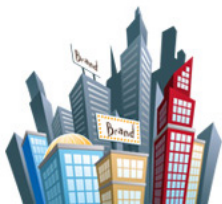


## Phase I: Define Your Brand Strategy

During this phase, Holly Chantal will lead 4 one to one strategy calls to dive deep and outline your overall brand strategy and how we can bring it to life with your website.

We'll pay particular attention to:

- Your brand vision and experience you want to create for clients, and how to bring that to life in your website and marketing.
- Your personality traits, quirks, and stories and specifically how they will be expressed in your brand.
- Defining your Trailblazing Trifecta (Philosophy, Methodology, & Promise) that connects with your ideal clients and positions you as the clear choice.
- Mapping out your website strategy and what makes the most sense for how you like to market and the types of programs you're selling.
- An action plan for how to move forward with implementing your brand (including planning your website pages and/or putting together your creative brief that our designer will use to create your visual identity).

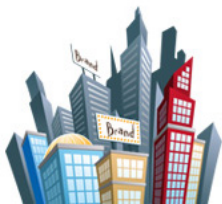


## Phase II: Creating Your Visual Brand Identity

During this phase we will create your brand's unique visual identity and the online delivery system of your brand strategy. We will design your website to grow with you as you establish your brand.

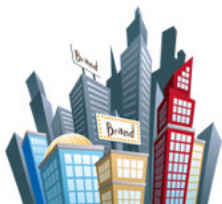
Depending on your package (outlined on pages 8-10) this phase includes:

- A unique logo and brand mark that expresses your personality, conveys your message, and can be used across all mediums
- (Optional Upgrade - \$750) A “Brand Bible” style guide that includes visual brand elements such as specific color hex codes, fonts, and images as well as instructions for how to use them so you can carry your brand throughout everything you create going forward (Designers LOVE these and it will shave time off of future projects). Upgrade also includes a high res vector of your logo so that it can be printed and/or resized without sacrificing quality.



## Phase II Continued: Building Your Website

- Gorgeous Wordpress website design which includes:
  - 2-3 layout options will be presented to you with notes on how each would be used with your individual brand strategy so you can make an educated decision for which one you want.
  - We will design a custom home page based on the layout you choose along with an additional page template including a sidebar to be used across your interior pages.
  - Uploading of up to 5 pages of content and tutorials for uploading and updating content in the future.
  - Integration with your shopping cart system and set up of up to 3 buy buttons with instructions for loading more or updating these offerings in the future (does not include setting up delivery of digital products).
  - Integrating your opt in offer with your CRM and uploading your initial 3 part “indoctrination follow up series” that will engage subscribers right away and build loyalty.
  - Installation of Google Analytics and other optional plug-ins that will help make running your business online easier, and leverage your marketing efforts.
  - Other optional add-ons will be quoted on a per-project basis (if you have something in particular in mind - let me know!).



## Phase II (option 2): Building Your Completely Custom Branded Website

- Gorgeous custom Wordpress website design which includes:
  - Completely custom wordpress website with a home page design, and an interior page template to be used across all interior pages and blog.
  - Uploading of up to 5 pages of content and tutorials for uploading and updating content in the future.
  - Integration with your shopping cart system and set up of up to 5 buy buttons with instructions for loading more or updating these offerings in the future (does not include setting up delivery of said products).
  - Integrating your opt in offer with your CRM and uploading your initial 3 part “indoctrination follow up series” that will engage subscribers right away and build loyalty.
  - Installation of Google Analytics and other optional plug-ins that will help make running your business online easier, and leverage your marketing efforts.
  - Other optional add-ons will be quoted on a per-project basis (if you have something in particular in mind - let me know!).

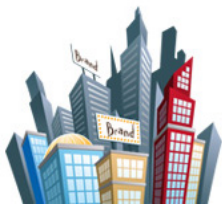


## Phase III: Deliver Your Brand with Compelling Content

During this phase, you'll have access to templates and training for writing each piece of content plus access to 6 Web Copy Workshops to get individual feedback and suggested changes. Additional sessions can be purchased at a discounted rate of \$150 each.

When you're finished every page will ooze with your personality, resonate with your ideal clients, and engage them with your brand. Your project will include:

- Home page copy
- Your about page
- Your services page
- Your opt in offer and 3 part email follow up series
- One video script for your home page (optional)
- All together we will work on up to 6 pieces of content.



# Brand Your Awesome! Packages



For our Brand Your Awesome!™ Program, we offer three packages:

## Brand Your Awesome! Silver Program: \$2500

This package includes:

- Phase I:
  - Brand Test Kitchen™ Home Study
  - 4 One-to-One sessions with Holly to plan your brand strategy and lay the foundation for your business.



# Brand Your Awesome! Packages



For our Brand Your Awesome!™ Program, we offer three packages:

## Brand Your Awesome! Gold Program: \$7,500

Includes Silver package plus:

- Phase II:
  - Unique logo design that embodies your brand.
  - Starter wordpress website as outlined in this proposal.
- Phase III:
  - Access to Web Copy Workshop training materials and workbook.
  - Review and co-writing of up to 6 pieces of content.
  - 8 Live Web Copy Workshop calls to review changes and get your questions answered.

In addition to the branding services listed, this proposal also includes access to The Land of Brand® home study courses including **The Branding Game™** and **Blog Marketology™**.



# Brand Your Awesome! Packages



For our **Brand Your Awesome!™ Program**, we offer three packages:

## **Brand Your Awesome! Platinum Program: \$10,500**

Includes all deliverables outlined in this proposal.

- Phase I: 4 hours of one to one time with Holly to plan the brand and website strategy.
- Phase II w/ Custom Website Option and a custom logo with brand style guide. Branded social media profiles and other branded collateral.
- Phase III: 8 Web copy workshops OR 4 one to one calls with Holly to collaborate on content.

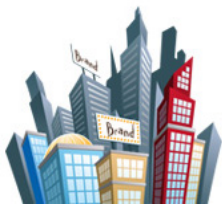
In addition to the branding services listed, this proposal also includes access to The Land of Brand® home study courses including **The Branding Game™** and **Blog Marketology™**.



# Choose Your Program



	Silver	Gold	Platinum
<i>Brand Test Kitchen™ home study course.</i>	✓	✓	✓
<i>4 one to one sessions with Holly to map out your brand strategy.</i>	✓	✓	✓
<i>Design your logo and unique visual brand identity.</i>		✓	✓
<i>Brand Bible style guide upgrade.</i>			✓
<i>Wordpress website built from a pre-made template.</i>		✓	
<i>Design and development of custom wordpress website.</i>			✓
<i>6 pieces of website content co-written with Holly.</i>		✓	✓
<i>8 live Web Copy Workshop calls.</i>		✓	✓
<i>Access to The Land of Brand® home study courses.</i>		✓	✓
<i>Investment (*These are our basic packages that covers the needs of the majority of our clients. Customizations can be added on.)</i>	<b>\$2500</b>	<b>\$7500</b>	<b>\$10500</b>



# An Exclusive (and Limited) Opportunity

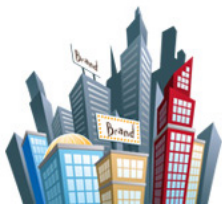


Due to the amount of time and attention we devote to our **Brand Your Awesome!**<sup>™</sup> clients, we can only accept a limited number of projects each month. During the period of considering this proposal **The Land of Brand®** places a soft hold on our schedule to ensure that we can accommodate your project.

Given that this placeholder is being held as a courtesy, [this proposal expires after 7 days.](#) You can secure your start date with a non-refundable deposit of \$500. [Which can be made by clicking here.](#)

## Here's what's not included within these packages:

- *Cost of professional headshots (recommended).*
- *Cost of Wordpress compatible hosting, domain registration, or any other software required to run your business online.*
- *Video editing if needed.*
- *Designing/laying out interior pages content with graphics.*
- *Printing costs associated with your printed branding material such as business cards.*
- *Ongoing site maintenance, bug fixes, or updates beyond the first 60 days from when your site launches.*
- *Please note that with a starter site customizations are limited to what is available in the template.*



# What Are You Waiting For?

the Land of Brand®

**You're ready for this. That's why we're talking - and that's why you have this proposal in your hands.**

And this is where you take the next step and commit to your future success. We've done it for hundreds of clients, and we can do it for you.

If you have questions, comments or would like to get started, please email Holly at [holly@thelandofbrand.com](mailto:holly@thelandofbrand.com). If we don't hear from you, we'll follow up within 3 business days.

We are excited for the opportunity to partner with you and create a brand that will allow you to take the next step of your entrepreneurial journey.

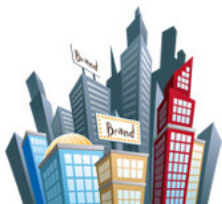
***Let's get rolling!***



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CONFIDENTIAL: the contents of this proposal are not for public distribution. All prices are estimates until approved by the client. Prices for packages are subject to change without notice, until client approved the final estimate and signs our standard agreement. For more information, please email [holly@thelandofbrand.com](mailto:holly@thelandofbrand.com)



# Thanks!

