

A photograph of two women in a professional setting. One woman with long blonde hair is standing and leaning over a desk, looking at a laptop. The other woman with long dark hair is sitting at the desk, smiling and holding a smartphone. On the desk, there is a white mug and some papers. The background is a plain, light-colored wall.

Launch⁺co

Services + Investment
Guide

Effective as of February 2022



Investment Starting At:
\$7,999

Timing:

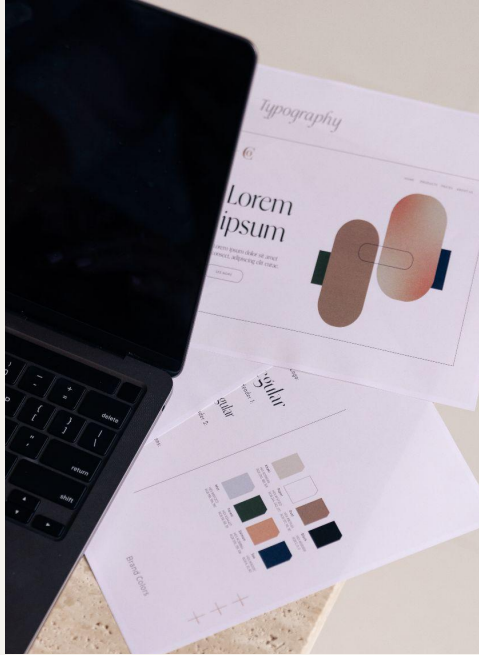
- + **Branding:** 2-3 Weeks
- + **Web Design:** 8-10 Weeks
- + **Total:** 10-13 Weeks

+ Brand Strategy and Visual Branding:

- + **One-Hour Strategy Session:** Call to align on brand goals, needs, and visual direction
- + **PDF Document:**
 - + **Brand Strategy:** Brand Goals, Mission, Vision, Pitch Statement, Tagline, Process, Brand Values, Brand Words, Tone, Niche, Target Audience
 - + **Visual Branding:** Vibe Board, Brand Colors, Typography, Primary Logo, Secondary Logo, Brand Icon, Brand Mark, Brand Pattern/Texture, Website Favicon, Social Media Profile Images and Banners, Branded Imagery
- + **Visual Branding Files:** delivered as AI, SVG, PNG, and JPEG
- + **Two Rounds of Revisions**

+ Web Design:

- + **7-Page Custom Squarespace Website:** About, Services, Work With Us, Legal pages: Privacy Policy and Terms and Conditions (using your provided content), 2 Additional Pages
- + **Custom Wireframe with Two Rounds of Revisions**
- + **Copywriting**
- + **Search Engine Optimization (SEO)**
- + **3-Day Post Launch Support**
- + **Cross-Promotional Launch Day Post on our Social Media Platforms**



Investment Starting At:
\$2,999

Timing:

- + **Branding:** 2-3 Weeks
- + **Web Design:** 2-3 Weeks
- + **Total:** 4-6 Weeks

+ Brand Strategy and Visual Branding:

- + **One-Hour Strategy Session:** Call to align on brand goals, needs, and visual direction
- + **PDF Document:**
 - + **Brand Strategy:** Brand Goals, Mission, Vision, Pitch Statement, Tagline, Process, Brand Values, Brand Words, Tone, Niche, Target Audience
 - + **Visual Branding:** Vibe Board, Brand Colors, Typography, Primary Logo, Secondary Logo, Brand Icon, Brand Mark, Brand Pattern/Texture, Website Favicon, Social Media Profile Images and Banners, Branded Imagery
- + **Visual Branding Files:** delivered as AI, SVG, PNG, and JPEG
- + **Two Rounds of Revisions**

+ Sales Page:

- + **1-Page Custom Sales Page with Legal pages:** Privacy Policy and Terms and Conditions (using your provided content)
- + **Custom Wireframe with Two Rounds of Revisions**
- + **Copywriting**
- + **Search Engine Optimization (SEO)**
- + **3-Day Post Launch Support**
- + **Cross-Promotional Launch Day Post on our Social Media Platforms**



Investment Starting At:
\$1,999

Timing:
2-3 Weeks

+ Brand Strategy and Visual Branding:

+ **One-Hour Strategy Session:** Call to align on brand goals, needs, and visual direction

+ Brand Strategy:

- + Brand Goals
- + Mission
- + Vision
- + Pitch Statement
- + Tagline
- + Process
- + Brand Values
- + Brand Words
- + Tone
- + Niche
- + Target Audience

+ Visual Branding: Delivered as AI, SVG, PNG, and JPEG

- + Vibe Board
- + Brand Colors
- + Typography
- + Logo Suite (Primary Logo, Secondary Logo, Brand Mark, Brand Icon)
- + Brand Pattern/Texture
- + Social Media Profile Images, and Banners (Instagram, Facebook, and Pinterest)
- + Branded Imagery

+ **Two Rounds of Revisions**



Investment Starting At:
\$799

Timing:
2 Weeks

+ Visual Branding:

+ 30-Minute Strategy Session: Call to align on brand goals, needs, and visual direction

+ Visual Branding: Delivered as AI, SVG, PNG, and JPEG

- + Vibe Board
- + Brand Colors
- + Typography
- + Logo Suite (Primary Logo, Brand Mark, Brand Icon)
- + Bonus: Branding in Action

+ One Round of Revision

Social Media Creative Starter Package



+ Instagram

- + 15 Custom Editable Instagram Templates
- + Instagram Highlight Covers
- + Custom Instagram Strategic Bio Copy
- + One round of revision

+ LinkedIn

- + Custom LinkedIn Strategic Bio Copy
- + Custom LinkedIn Banner
- + One round of revision

+ Facebook

- + Custom Facebook Strategic Bio Copy
- + Custom Facebook Banner
- + One round of revision

Investment Starting At:

\$499

Timing:

2 Weeks



Timing:
Scoped upon request

+ Consulting

Investment: Inquire for investment

+ Competitive Analysis

Investment: \$699

+ Analysis of up to 5 competitors based on publicly available information (Pricing, Features, and Messaging)

+ Custom Collateral Design Package

Investment: \$299

+ Business Cards, 5 Social Media Templates, Note Cards, Sticker Design

+ Custom Brand Illustrations

Investment: Scoped upon Request

+ Custom Product Packaging

Investment: Scoped upon Request

+ Ah-Hoc Branding + Web Requests

Investment: Scoped upon Request

Coaching Packages



+ The Launch Incubator™

Investment: \$2,999

3-month 1:1 coaching program for new or established entrepreneurs. This is for you if you want to create clarity around your company goals and growth and want on-going support!

- + 3 Months of 1:1 Personalized Coaching
- + 90-Minute Strategy Session
- + Bi-Weekly 1:1 Coaching and Accountability Calls

+ The Launch Strategy™

Investment: \$699

90-minute 1:1 coaching session for new or established entrepreneurs. This is for you if you are a new entrepreneur wanting to launch your business and need action-based advice on your next steps moving forward!

- + 90-Minute Strategy Session
- + One Follow-Up Accountability Call
- + Personalized Action Items Based on Our Strategy Session

Next Steps





01.

Complete Inquiry

Complete the form on our website by clicking the button below. We will then schedule a free 30-minute consultation to align on brand needs and goals.

02.

Contract + Deposit

In order for the magic to begin, we require a signed contract and a 50% deposit.

03.

The Magic Begins

Your project will officially commence. Rest assured, we will bring your vision to life!