

What We Do ... Services

🌸 Tier I - Basic Identity Package

Custom [Logo](#) Design
[Tagline](#) (slogan)
[Marketing Statement](#)
 Business card, Letterhead and Envelope Designs
 Custom [Embossing Seal](#) Design*
 See 🚫[Note](#) below regarding printing services.



🌸 Tier II - Intermediate Identity Package

Custom Logo Design
 Tagline (slogan)
 Marketing Statement
 Business card, Letterhead and Envelope Designs
 Custom Embossing Seal Design*
 Branding - [Internal Launch Plan](#)
 Branding - [External Launch Plan](#)
[Marketing](#) - Written outline for first year to include quarterly (4) branding recommendations.
 See 🚫[Note](#) below regarding printing services.

🌸 Tier III - Advanced Design Services & Marketing Kits

Brochures & Brochure Mailers
 Description of Business & Services
 FAQ's (Frequently Asked Questions)
 Thank You Cards / New Client Welcome Materials, etc.
 See 🚫[Note](#) below regarding printing services.
 Promotional Products Designs and Recommendations

🌸 Training Workshops

Custom, onsite training workshops are available upon request.

* Custom Handheld or Desktop Embossers are readily available for use with your unique seal design.

🚫 [Note](#): [Turnkey services for working with printing services](#) are available and often preferred for your first printing run.

🚫 [Note](#): Design services quoted here do not include printing costs.

What We Do ... Costs for Services

Tier I - Basic Identity Package - This package includes finished design files on CD for your new logo, tagline, marketing statement, business card, letterhead and envelope designs, as well as the design for your custom embossing seal. With these fundamental, yet critical elements in place, you and your team hold the tools necessary to immediately begin the branding process using your own creative branding concepts and marketing campaigns. The design service fee ranges from \$3,500 to \$5,500. 🚫

If, however, you do not see the initial implementation of branding and marketing as your forte and would like assistance in launching your new brand image, or if you just don't see this as the highest and best use of your time doing what you do best...Please consider the Tier II Package below.

Tier II - Intermediate Identity Package - As with the Tier I Package, this package includes finished design files on CD for your new logo, tagline, marketing statement, business card, letterhead and envelope designs, as well as the design for your custom embossing seal. *In addition*, it includes the informational and motivational communication of your new brand identity to your core team (Internal Launch); as well as the written copy for mass introduction and clear communication of your new brand identity to your top clients and referral sources (External Launch). In addition, you receive a written marketing outline you can follow for quarterly branding ideas and resources to continue building your valuable brand equity. The design service, branding, marketing and training fee ranges from \$6,500 to \$8,500. 🚫

Tier III - Advanced Design Services & Marketing Kits - Additional design services for your Marketing Kit such as brochures, brochure mailers, FAQ brochures, Thank You card designs, New Client Welcome Materials, and promotional product designs are available for **expansion of your branding packages**. These services are uniquely specific to each client and design fees vary based on the project. Fee quotes are available upon request.

Training Workshops - Multiply your branding results! Our Custom Training Workshops are the ideal way to get everyone in your organization and in your network of associates (referrers, business associates, study clubs, mastermind groups, satellite offices, etc.) on the same page. *When it comes to Branding and Marketing, no one comes close to presenting your "story" for branding the way that Janice can.* Each person who participates in one of these workshops will come away from the experience armed with the tools to promote your business concisely and consistently, thereby multiplying your successes! Fee quotes for Training Workshops are available upon request.