



JAWCONCEPTS

DESIGN + MARKETING AGENCY

SERVICES + INVESTMENT GUIDE

WWW.JAWCONCEPTS.COM
HELLO@JAWCONCEPTS.COM



WELCOME.

In this guide, you will find a detailed breakdown as well as general information with specific timeframes and the starting investments for our services.

JAWConcepts is best known as the “One Stop Shop” for all business owners. We specialize in advanced design, marketing, and branding for new and established businesses. We understand the importance of maximizing the value of your brand.

Please contact us at hello@jawconcepts.com or complete the contact form if any questions arise.

-Jessica



THE PROCESS.

1. INQUIRY

Since you downloaded the price kit, this part is completed. You are now aware of who we are, who we serve, and how much we charge. Now it's time to chat.

2. LET'S CHAT

Now it is time to hear all of your ideas about your brand and your vision. After receiving all information, you will receive a proposal / estimate of all services. All contract(s) + invoice (s) will be sent via email.

3. CLIENT ASSIGNMENT

Professional photos, verbiage for website and/or other graphic material, is exchanged at this time. If you are interested in receiving Website Design services, it is highly recommended that you take some time to learn about the platform in which you will be using.

4. LET'S WORK !

This is when the magic happens ! Your vision will now be brought to life. All layouts and samples will be created during this stage. You (the client) will receive updates to ensure that we are on the right track.

5. SETTING UP

During this step, you have selected the files you wish to receive. These files are being set up to send via our Client Management System. The remaining balance (if applicable) is due at this time.

BRANDING PACKAGES

MINI PACKAGE- \$250

- Text-Based Logo Design
- E-Flyer Design
- Double-Sided Business Card Design (Will Provide PDF File)

SILVER PACKAGE- \$550

- Text-Based Logo Design
- E-Flyer Design
- Double-Sided Business Card Design
- (500) Double-Sided Business Cards
- One Page Website

GOLD PACKAGE- \$700

- Text-Based Logo Design
- E-Flyer Design
- Double-Sided Business Card Design
- (500) Double-Sided Business Cards
- Website Design
- One Collateral Design
 - E-Flyer
 - Tag Design
 - Sticker Design
 - Branding Template

THE ULTIMATE HAIR PACKAGE- \$1800

- Text-Based Logo Design
- (3) E-Flyer Designs
- Double-Sided Business Card Design
- (1000) Double-Sided Business Cards
- (500) Single-Sided Flyers
- (250) Bundle Wraps
- (250) Single-Sided Flyers
- Single-Sided Flyer Design
- E-Flyer Design

THE COMPLETE BRANDING PACKAGE - \$2500

- Text-Based Logo Design
- (3) E-Flyer Designs
- Letterhead Design
- One Double-Sided Business Card Design
- (1000) Double-Sided Business Cards
- Website Design
- (250) Single-Sided Flyers
- Brand Styling
 - Mood Board
 - PDF of Brand Guidelines
 - Brand Style Guide (Font, Textures, Color Codes)
- Social Media E-Flyers
 - (2) E-Flyers Of Your Choice
 - (1) "Now Launched" E-Flyer
 - (1) Branding Template

A LA' CARTE

WEBSITE DESIGN - STARTING AT \$600

- (6) Pages of Design
- SEO + Mobile Optimization
- Social Media Integration
- Email Integration
- Custom Integration
- Unlimited Subtabs

SOCIAL MEDIA EFLYERS- \$40

- (1) \$40
- (3) \$60

ONE PAGE WEBSITE - STARTING AT \$300

- One Extended Page
- Unlimited Banners
- Social Media Integration
- Email Integration
- Landing Page Included (If Applicable)

PRINT FLYERS- STARTING AT \$125

- (250) \$125
 - (500) \$150
 - (1000) \$250
- [Double-Sided design. Design, print, + shipping included.]

TEXT-BASED LOGOS- \$100

Logo Variations

- Primary Logo
- Secondary Logo
- Submark / Favicon

Files Included:

- .PNG (Transparent Background)
- .JPEG (Solid Background)
- .PDF(High Resolution File)
- Raw File (At Client's Request) + \$100

RUSH FEES - STARTING AT \$45

- Website Design: +\$150
- Branding Packages: +\$125*
- A La Carte Items: +\$45
- The Ultimate Hair Package: +\$400
- The Complete Branding Package: +\$500

*excluding "The Ultimate Hair" + "The Ultimate Branding Package"

ADDITIONAL INFORMATION

A 50% deposit is required for all projects. Any service below \$600 requires full payment. If you are in need of a more flexible payment arrangement, please email hello@jawconcepts.com. Rush fees are paid separately from deposit and are non refundable. You are not able to rush specific items in Branding Packages.

CANCELLATION POLICY

All payments are non-refundable. Partial refunds will be given only in situations where JAWConcepts is responsible, or in extreme circumstances. If for anyreason a client decides to end his or her contract, the remaining balance will be billed to his or her account.

TURN AROUND TIME

- Website Design: 3 Weeks
- Branding Packages: 3 Weeks*
- A La Carte: 7 Days
- The Ultimate Hair + The Ultimate Branding Package: 21 Days

TURN AROUND TIME + RUSH

- Website Design: 7 Days
- Branding Packages: 7 Days*
- A La Carte: 3 Days
- The Ultimate Hair + The Ultimate Branding Package: 14 Days

*excluding The Ultimate Hair + The Ultimate Branding Package

BUSINESS COACHING.

Here at JAWConcepts, we strive to educate and grow small businesses all over the world. Are you a business owner who is lacking direction, or simply just don't know where to start? No worries, we are here to help. Our services include: Strategy Consultation, Contest Promotion, Email Marketing, Marketing Outreach, Business + Market Planning, Follower Conversion, Buzz Creation Services, and so much more.

WHAT WE DO ...

- Brand refreshness
- Tap into market place highlights
- Assist businesses in competitive position
- Build a strategic roadmap
- Get all employees on the same page
- Assist with creating highly valued products + services

INVESTMENT ...

If you will like to work with us, please visit our website. Business Coaching starts at **\$100 hourly** with a required (3) month contract.



A top-down view of a white desk. In the top left, a clear glass jar with a silver lid is filled with copper-colored paper clips. Next to it is another smaller glass jar, also with a silver lid, containing copper-colored pushpins. Several pushpins are scattered on the desk surface. In the top right, a portion of a tablet with a white bezel and a black screen is visible. In the bottom left, a copper-colored pen and a white pencil are lying horizontally. In the bottom right, a white marble-patterned notebook is partially visible.

BLOGGING SERVICES.

You see that many people are not going past the homepage of your new, beautiful website. No matter how pretty, cohesive, or responsive your website is, if people do not understand or believe in what you are selling, they will have no reason to purchase from you.

WHAT WE DO ...

- 1-on-1 Strategy Meeting
- Blog Post Planning + Content Calendar
- Blog Promotion + Images Included
- Formatting for SEO
- Unlimited email + some text communication
- 3-5 blog post per month
- Implementation onto website
- Written in your brands "voice"

INVESTMENT ...

If you will like to work with us, please visit our website. Blogging services starts at **\$400 monthly** with required (3) month agreement.

SOCIAL MEDIA MANAGEMENT.

Have you ever found yourself struggling with Social Media? Do you need that extra push? No problem, we are here to ake that hassle off of your hands.

PACKAGE NO. 1

\$750 / Month Investment

- (3) month minimum contract
- Management of (1) social media handle
- Ad creation + management
- Up to (4) post per day (dependent on platform)
- Full account management (following new accounts, responding to new followers, ect.)
- End of the month report on growth account, trends, and how everything can improve

PACKAGE NO. 2

\$1400 / Month Investment

- (3) month minimum contract
- Management of (2) social media handle
- Ad creation + management
- Up to (10) post per day (dependent on platform)
- Full account management (following new accounts, responding to new followers, ect.)
- End of the month report on growth account, trends, and how everything can improve

PACKAGE NO. 3

\$2200 / Month Investment

- (3) month minimum contract
- Management of (4) social media handle
- Ad creation + management
- Up to (10) post per day (dependent on platform)
- Weekly engagement check-ins
- Full account management (following new accounts, responding to new followers, ect.)
- End of the month report on growth account, trends, and how everything can improve



LEGAL SERVICES..

BUSINESS INCORPORATION

\$600 Investment

- Business incorporation with Secretary of State
- EIN retrieval
- Proper tax forms filed with Internal Revenue Service (IRS)
- DO NOT include Secretary of State Filing Fee

TRADEMARK APPLICATION

\$995 Investment

- Preliminary knockout research
- Opinion letter issued based on search results
- Trademark application filed
- INCLUDES USPTO filing fee

BUSINESS DELUXE PACKAGE

\$1,600 Investment

- Business incorporation with Secretary of State
- EIN Retrieval
- Proper tax forms filed with Internal Revenue Service (IRS)
- Preliminary research
- Opinion letter issued based on search results
- Trademark application filed
- DO NOT include Secretary of State filing fee

EMAIL MARKETING MANAGEMENT.

Our Email Marketing services leaves one last task on your plate. We offer a variety of plans that allow business owners to turn emails into purchases with our creative and professional designs. We create and offer Email Marketing services using Mailchimp, Constant Contact, or Wix Shoutout as one single image.

STARTER PACKAGE

\$350 / Month Investment

- (3) email templates
- (3) emails delivered per month
- All graphics included
- Email account fully operated by JAW Concepts

SOCIAL STARTER PACKAGE

\$600 / Month Investment

- (5) email templates
- (5) emails delivered per month
- (2) social media ad versions of email templates
- All graphics included
- Email list building
- Weekly report on conversion rate/ subscriber count
- Email account fully operated by JAW Concepts

PROFESSIONAL PACKAGE

\$750 / Month Investment

- (7) email templates
- (7) emails delivered per month
- (5) social media ad versions of email templates
- Email list building
- Weekly report on conversion rate/ subscriber count
- Bi-Weekly telephone consultation
- Email account fully operated by JAW Concepts



CONTACT.

- EMAIL: HELLO@JAWCONCEPTS.COM
- WEBSITE: WWW.JAWCONCEPTS.COM
- INSTAGRAM: JAWCONCEPTS
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