

*the*  
Pricing Guide

AS OF

*June 2020*

CREATE  
WITHOUT  
BOUNDS

“

you kind of  
*owe* it to yourself  
to do all the things  
you've *dreamed*.

”

*unkown*

· section one ·

# Coaching

## WHO IT'S FOR

I work with women who own (or aspire to own) a heart-centered, passion-driven business and need help with things like time management, niche clarity, identifying their ideal client, creating a signature offer/ package/ course, setting or raising prices, advertising/ marketing through digital and social channels, and more.

## DOES ANY OF THIS SOUND FAMILIAR?

- *You have hopes and dreams of launching or growing your passion project, side-hustle or business, but you're **paralyzed by fear and overwhelm**.*
- *You have done some solution research but there's no definitive system and it's completely overwhelming, so you just **avoid it all together**.*
- *You're a self-starter and deep down you believe you can really do this if you apply yourself, but **self-limiting beliefs and false narratives hold you back** from taking action.*
- *Your partner, family, or friends are not supportive and whenever you talk about your ideas and plans, they tell you all the reasons you **can't, won't or shouldn't** pursue them.*
- *You have so many ideas for what you can do, sell, be... you can't seem to pick **just one area to focus on first**.*
- *You're **terrified no one is going to pay** for your services or product, especially if you raise your prices, even though you **KNOW** you have something great to offer.*
- *You're not tech savvy (or you just can't be bothered) and while you know you can't avoid it if you want to succeed in business, the thought of digital marketing **scares the crap out of you**.*

## IS IT TIME FOR A CHANGE?

It's not uncommon for us to fall into ruts and feel stuck. But when you feel a tug from the universe (spirit, source energy, your higher self—whatever you wanna call it) and you're ready to take action, you create an opening for major change to happen in Self, business, circumstances, and relationships.

### WHAT IF...

- *You had an action plan with step-by-step tasks to achieve your goals, and someone to guide you along the way and hold you accountable?*
- *You felt excited, energized and proud as you watch yourself grow and start to experience forward momentum?*
- *You removed barriers from your path to success by reframing negative self-talk and doubt and releasing self-limiting beliefs that are no longer serving you?*
- *You learned how to ground yourself in the belief that good things are possible for you, and speak with calm confidence to those who don't seem to understand what you do or why you do it?*
- *You were able to narrow down your focus and get crystal clear on who you serve, what they need / want, and exactly how you can fill that gap?*
- *You had a killer program, package, and/or course that you felt confident people would buy because you did the research and you know how to promote it?*
- *You had the tools in place to automate technology wherever possible and receive guidance and support in the areas that still feel overwhelming?*

## HOW IT WORKS

I typically work in 12-week blocks for new coaching clients. This allows us to set long-term goals with smaller weekly milestones that show us real-time progress. I will provide you with the tools and practice to continue this process (or repeat it with a new goal) without a coach. However, if you want ongoing support through individual sessions, or you wish to tackle a new goal for another 3 months, that is always an option!

“

*I have never had this much productivity and success during my entire career. Meredith was able to understand who I am and how I work to set up a schedule that was doable but also reminded me to take breaks and be proud of what I was doing each week. My confidence has grown and I am not nearly as hard on myself like I used to be.*

”

*Jen Upchurch*

PROFESSIONAL ARTIST



COACHING PACKAGE

\$2,700

12 WEEKS / 3 MO

## WHAT'S INCLUDED

### 90-MINUTE COACHING SESSION

Situation Overview  
Aspirations  
Breaking Down Barriers  
Long- and Short-term Goals

### 3-MONTH ROADMAP

Define your biggest goal(s)  
for our work together

### WEEKLY MILESTONES

Reverse engineer your big  
goals into smaller, weekly goals  
that feel attainable and help  
us track your progress

### WEEKLY 60-MIN SESSION

Milestone check-in  
YOU check-in (how ya feelin'?)  
Address any blockers  
Relevant tools and resources  
Pivot expectations as needed

### ACCESS TO ME

Text support  
Email support  
Emergency sessions available

*Coaching sessions and between-session communication (“Coaching”) is not intended or implied to be a substitute for professional medical or mental health advice, diagnosis, or treatment.*



SINGLE SESSION

starts at  
**\$150**

60 OR 90 MINS

## 60-MIN & 90-MIN SINGLE SESSIONS

For clients who have **already completed either a coaching package or a level .02 or .03 Brand or Web package**, you may schedule single sessions as needed on an ongoing basis.

*areas we may work on together*

### **BUSINESS-FOCUSED**

- Time Management
- Setting Goals
- Niche Clarification
- Identifying Ideal Client Avatar
- Brand Strategy
- Brand Messaging
- Creating Signature Offer(s)
- Setting or Raising Prices
- Sales Syntax for Initial Calls
- Lead Gen Strategy / Magnets
- Social Ads

### **SELF-FOCUSED**

- Time Management
- Setting Goals
- Reframing False Beliefs
- Curbing Negative Self-Talk
- Building Confidence
- Money Mindset
- Mindfulness

*For Branding and Web Design clients, coaching sessions are included in level .02 and .03 packages! We will typically use these sessions for brand strategy, copywriting, and other marketing development, but there is also time for Self-focused work.*

· section two ·

# Branding

## WHO IT'S FOR

I design high-end brand systems for *soulpreneurs* like coaches, therapists, makers, artists, and other small, heart-centered businesses. You're not just going to get a logo and be sent on your way. We will work together to understand your market and create a strategy to help you elevate your visual aesthetic, messaging, and marketing efforts.

## CAN YOU RELATE?

- *Your brand's visual aesthetic doesn't feel authentic to you, or doesn't vibe with your ideal client.*
- *You lack confidence with potential clients / customers because your brand or marketing collateral doesn't look as professional or high-end as they expect it to be.*
- *You want to charge premium rates and create wealth + abundance for yourself but you're afraid to raise your prices and/or you don't know how to create a premium offer.*
- *You lack structured business systems and processes, so you spend way too much time manually managing everything (or you're frankly overwhelmed by all the tech so you avoid it).*
- *You dream of work-life balance.*
- *You feel unworthy of success, or have other self-limiting false beliefs holding you back from no longer playing small.*
- *You have struggled in the past to give yourself permission to invest in yourself and your dreams.*



## IS IT TIME FOR A CHANGE?

What I hear from a lot of clients is that they have either DIY'd their logo (no judgement, you gotta start somewhere!), hired a designer who didn't "get it," or have simply outgrown a brand they once loved. If any of those sound like you, you are not alone. Now you're looking to get back on track, take the aesthetics and messaging to the next level, and learn how to create and streamline business processes to help you attract clients.

### WHAT IF...

- *You had a professional, high-end brand aesthetic that feels 100% authentic to who you are and who you serve?*
- *You were super confident that your brand was as elegant and relatable as your client expects it to be?*
- *You removed barriers from your path to financial success by using a formula that tells you exactly what you need to do each week to hit your revenue goals?*
- *You had systems and processes in place so that you didn't have to waste time or energy fumbling with technology and tools that you have no desire (or time) to deal with?*
- *You had more time for family, friends, and passions because you knew how to work smarter not harder (and book out your calendar with dream clients)?*
- *You believed you are worthy of success and you stopped playing small and instead opened yourself up to infinite possibility?*

## HOW IT WORKS

Timelines will vary depending which package(s) you select, but branding will always start with a discovery and planning phase, where we research your market, identify your ideal client, clean up your offer (or create a new one), and build a mood board to bring your ideas and inspiration out of your mind and into reality. Then we move into the more tangible pieces of the brand, like design, colors, typography, etc.

“

*Meredith has the unique ability to understand what my brand stands for and visually bring it to life. She never ceases to amaze me. She usually nails what I'm looking for on the first version. Having a background in marketing myself and extensive experience working with designers, I know that having someone like Meredith who "gets it" is rare and invaluable.*

”

*Kerri Axelrod*

HEALTH COACH & REGISTERED DIETICIAN

BRAND PACKAGE .01

\$1,800



2-3 WEEK PROCESS

## WHAT'S INCLUDED

### 90-MINUTE COACHING SESSION

Goals & Aspirations  
Breaking Down Barriers  
Audience Deep Dive  
Inspiration / Mood Board

### LOGO DESIGN

[1] Logo Concept, [1] Variation  
[2] Rounds of Revisions

### SUGGESTED TYPOGRAPHY

[up to 2] Fonts

### SUGGESTED COLOR PALETTE

[up to 4] Primary Colors  
[up to 6] Secondary Colors

### GUIDELINES

Simple Brand Board

### COLLATERAL DESIGN

[Choose 1]  
Business Card  
Letterhead  
Notecard  
Stamp, Tag, or Sticker  
Facebook Cover Photo

### FILES

Professional Vector Files

*Note: Suggested fonts do not include font license. If you decide to use a font that requires a license, you must purchase the appropriate license prior to using it in print or online.*

BRAND PACKAGE .02

\$3,300



stacy idema  
STACYIDEMA.COM

3-4 WEEK PROCESS

## WHAT'S INCLUDED

### 90-MINUTE COACHING SESSION

Goals & Aspirations  
Breaking Down Barriers  
Audience Deep Dive  
Inspiration / Mood Board

### LOGO DESIGN

[2] Logo Concepts  
[3] Rounds of Revisions  
[1] Secondary Mark

### SUGGESTED COLOR PALETTE

[up to 4] Primary Colors  
[up to 8] Secondary Colors

### SUGGESTED TYPOGRAPHY

[up to 3] Fonts

### GUIDELINES

Brand Board

### COLLATERAL DESIGN

[Choose 2]  
Business Card  
Letterhead  
Notecard  
Stamp, Tag, or Sticker  
Facebook Cover Photo  
Canva Social Media Template

### WORKSHEETS: RESEARCH & STRATEGY

How to Research Your Market  
How to Identify Your Client Avatar  
How to Create a Signature Offer  
How to Talk to Clients / Sell

### FILES

Professional Vector Files  
Lifetime Access to Worksheets

*Note: Suggested fonts do not include font license. If you decide to use a font that requires a license, you must purchase the appropriate license prior to using it in print or online.*

BRAND PACKAGE .03

\$7,500

4-6 WEEK PROCESS

## WHAT'S INCLUDED

### 90-MINUTE COACHING SESSION

Goals & Aspirations  
Breaking Down Barriers  
Audience Deep Dive  
Inspiration / Mood Board

### LOGO DESIGN

[4] Logo Concepts  
[4] Rounds of Revisions  
[2] Secondary Mark

### SUGGESTED COLOR PALETTE

[up to 6] Primary Colors  
[up to 10] Secondary Colors

### SUGGESTED TYPOGRAPHY

[up to 3] Fonts

### IMAGERY, PATTERNS + TEXTURES

Library of Suggested Images  
[up to 4] Patterns & Textures

### COLLATERAL DESIGN

[Choose 4]  
Business Card  
Letterhead  
Notecard  
Stamp, Tag, or Sticker  
Facebook Cover Photo  
Canva Social Media Template

### 1:1 GUIDED RESEARCH & STRATEGY

Research Your Market  
Identify Your Client Avatar  
Create a Signature Offer  
Brand Voice + Sales Syntax

### GUIDELINES

Comprehensive Brand Manual

### FILES

Professional Vector Files  
Lifetime Access to Worksheets

*Note: Suggested fonts and images do not include licenses. If you decide to use a font or photo that requires a license, you must purchase the appropriate license prior to using it in print or online.*

· section three ·

# Website Design and Dev

## WHO IT'S FOR

Most women I work with have outgrown what I like to call their “starter” website, or they’ve pivoted the direction of their business and need a bit of an overhaul. You’re looking to build a polished and professional digital home for your dream clients, complete with high-end visual design, optimal user experience, and marketing / automation integration.

## DOES THIS SOUND LIKE YOU?

- *Your website doesn't feel representative of you, or doesn't tell a story that resonates with your people.*
- *You avoid marketing yourself to potential clients because your website doesn't look as professional or high-end as the amazing services you provide.*
- *You want to charge premium rates and create wealth + abundance for yourself but you don't know how to market your offer to high-paying clients.*
- *You are completely overwhelmed by the process of building a website and don't know where to start.*
- *You dream of passive income.*
- *You feel unworthy of success, or have other self-limiting false beliefs holding you back from no longer playing small.*
- *You have struggled in the past to give yourself permission to invest in YOU, but now you're ready to transform hoping and wishing into spiritually aligned action.*

## IS IT TIME FOR A CHANGE?

If you don't have a system for attracting the right people and your website doesn't provide a way to convert would-be clients into actual clients, you're likely losing business. When we know who we're talking to, we know what frustrations they're experiencing, and we have an opportunity to offer them a solution. By telling a story and creating super easy ways for your website visitors to take action, you won't wonder what opportunities you lost.

### WHAT IF...

- *You had a polished, sophisticated website that feels 100% authentic to who you are and who you serve?*
- *You were super confident that your website tells a meaningful story, speaks straight to the heart of your dream client, and gives them transparent info on how to work with you?*
- *You could remove barriers from your path to financial success by marketing your premium offering to the exact right people who need and want it?*
- *You had the guidance and tools to create the website of your dreams AND to maintain it, without having a panic attack when you need to update something?*
- *You had more time in your day and less tech stress because you knew how to set up repeatable and scalable systems, processes, integrations and automations?*
- *You believed you deserve success and abundance and you stopped hiding and started claiming your divine destiny?*

## HOW IT WORKS

Timelines will vary depending which package(s) you select, but similarly to branding stuff, website work will kick off with a discovery and planning phase, in which we decide what information needs to be on your website and how users will journey through it logically and in a way that compels them to take action. We'll begin with content and messaging, and then work our way into design and development.

“

*Meredith was so thorough during the discovery phase. She asked so many specific questions to help me uncover my core brand values, identity and visual aesthetic. Her strengths encompass both creative visual design concepts as well as foundational business and marketing practices - so she's looking at design from a holistic perspective and asking questions to help you navigate through the journey.*

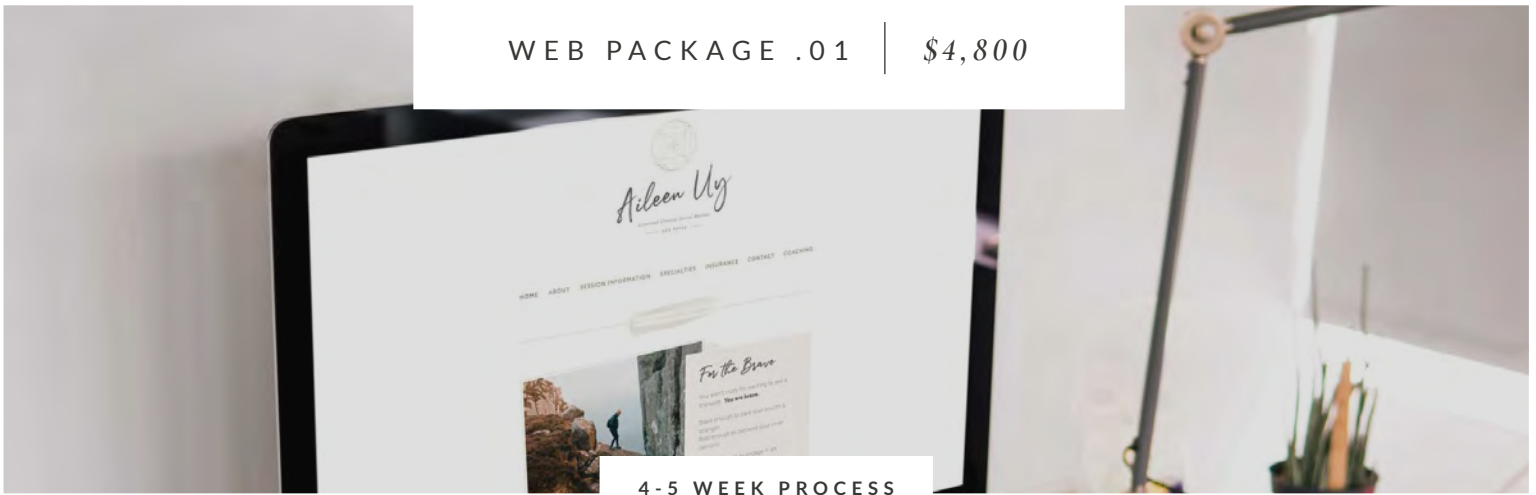
”

*Kammie Kobyleski*

CERTIFIED COACH, INTUITIVE GUIDE



WEB PACKAGE .01 | \$4,800



4-5 WEEK PROCESS

up to 5 pages + blog

## WHAT'S INCLUDED

### 90-MINUTE DISCOVERY SESSION

Business Objectives  
User Journey  
Measurements / Analytics

### COPYWRITING

Guidance & Tips  
Worksheets for Copy

### WEB DESIGN

[1] Home Concept, [1] Variation  
[3] Rounds of Revisions  
Other pages based on Home design

### INTEGRATIONS

[Choose 1]  
Email Marketing  
Analytics  
Scheduler

### INSTALLATION & BUILD

Installation of Wordpress  
Development of Site  
Preview on Staging Site

### ACCESSIBILITY & COMPLIANCE

ADA Compliance Check  
GDPR Cookie Consent Banner

### RESPONSIVE DESIGN & QA

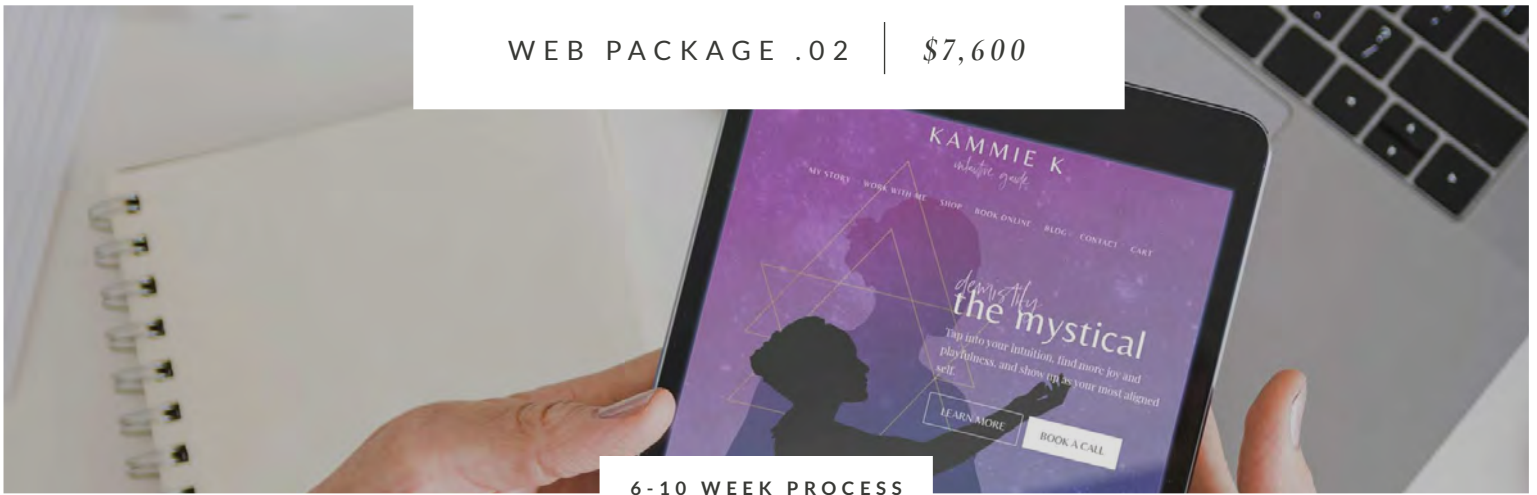
Responsive Site Design  
Cross-Browser & Device Testing

### HOSTING & ONGOING SUPPORT

First Month Hosting Included  
Option to Extend \$35/mo  
[1] Hours Support Per Month\*

*Notes: Domain must be purchased separately. Sites are built on Wordpress using Elementor page builder unless otherwise agreed upon before contract is signed. Premium plugins, fonts, icons, illustrations, and other custom assets not included. \*Support is only for hosted clients.*

WEB PACKAGE .02 | \$7,600



6-10 WEEK PROCESS

up to 8 pages + blog

## WHAT'S INCLUDED

### 90-MINUTE DISCOVERY SESSION

Business Objectives  
User Journey  
Scalability Planning  
Measurements / Analytics

### BUSINESS COACHING

Weekly Coaching Calls

### COPYWRITING

Copywriting for All Web Pages

### WEB DESIGN

[2] Home Concepts  
[3] Rounds of Revisions  
Other pages based on Home design

### INTEGRATIONS

[Choose 3] Email Marketing, Pop-Up  
Opt-In, Analytics, Scheduler,  
E-Commerce, SEO

### INSTALLATION & BUILD

Installation of Wordpress  
Elementor Pro Included  
Development of Site  
Preview on Staging Site

### ACCESSIBILITY & COMPLIANCE

ADA Compliance Check  
GDPR Cookie Consent Banner  
Privacy Policy, Terms/Disclaimers

### RESPONSIVE DESIGN & QA

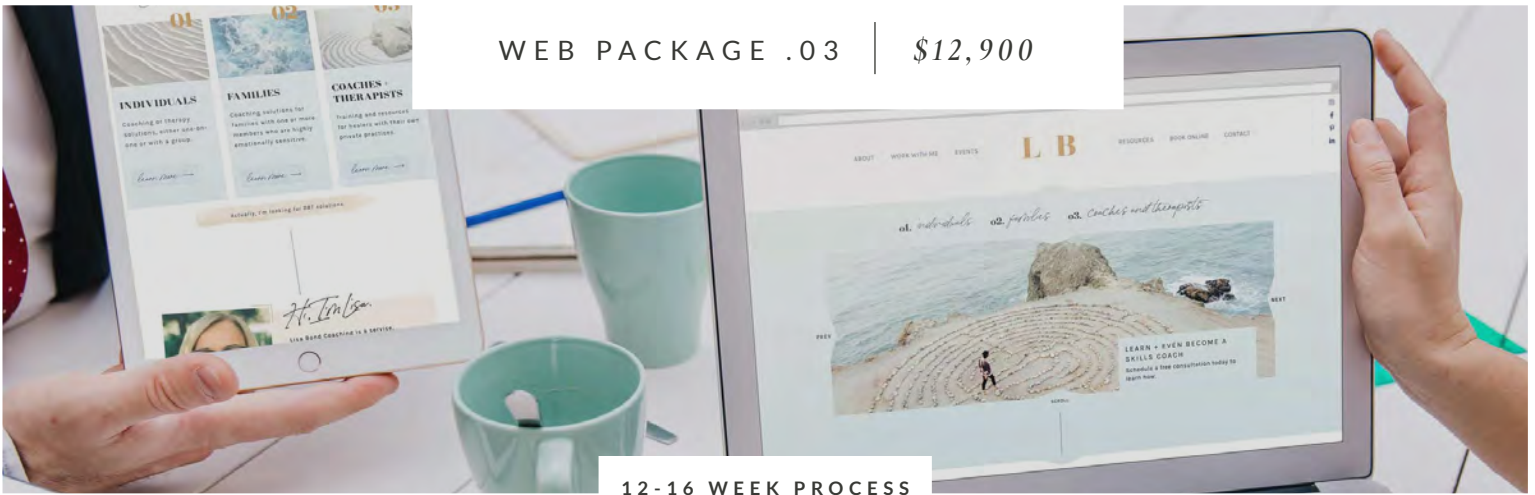
Responsive Site Design  
Cross-Browser & Device Testing

### HOSTING & ONGOING SUPPORT

First Month Hosting Included  
Option to Extend \$35/mo  
[1] Hours Support Per Month\*  
[6] Hours Retained Services

*Notes: Domain must be purchased separately. Sites are built on Wordpress using Elementor page builder unless otherwise agreed upon before contract is signed. Custom assets not included. Some premium plugins and some custom fonts may be included. \*Support is only for hosted clients.*

WEB PACKAGE .03 | \$12,900



12-16 WEEK PROCESS

up to 12 pages + blog

## WHAT'S INCLUDED

### 90-MINUTE DISCOVERY SESSION

Business Objectives  
User Journey  
Scalability Planning  
Measurements / Analytics

### BUSINESS COACHING

Weekly Coaching Calls

### COPYWRITING

Copywriting for All Web Pages

### WEB DESIGN

[2] Concepts (2 Pages Each)  
[5] Mockups of Other Pages  
[6] Rounds of Revisions  
Remaining pages based on design

### INTEGRATIONS

[Choose 3] Email Marketing, Pop-Up  
Opt-In, Analytics, Scheduler,  
E-Commerce, SEO

### INSTALLATION & BUILD

Installation of Wordpress  
Elementor Pro Included  
Development of Site  
Preview on Staging Site

### ACCESSIBILITY & COMPLIANCE

ADA Compliance Check  
GDPR Cookie Consent Banner  
Privacy Policy, Terms/Disclaimers

### RESPONSIVE DESIGN & QA

Responsive Site Design  
Cross-Browser & Device Testing

### HOSTING & ONGOING SUPPORT

First 3 Months Hosting Included  
Option to Extend \$35/mo  
[2] Hours Support Per Month\*  
[12] Hours Retained Services

*Notes: Domain must be purchased separately. Sites are built on Wordpress using Elementor page builder unless otherwise agreed upon before contract is signed. Some custom assets, premium plugins, and some custom fonts may be included. \*Support is only for hosted clients.*

“

*She gave me an image that was in my mind, but couldn't articulate visually. Professional, affordable, and a unique perspective. The biggest takeaway was Meredith's ability to hear underneath my words, to what I wasn't saying.*

*After several false starts with branding concepts, I now feel I can finally move forward with a clear representation of my life's work.*

”

*Janet Eickelman*

OWNER, THE NATURAL WALL

· section four ·

# Bundles & à La Carte

## BUNDLES

**ANY BRAND + WEB PACKAGE TOGETHER**

*Save 15%*

## À LA CARTE / ADD-ONS

**CANVA SOCIAL MEDIA TEMPLATE SUITE**

*\$2,250*

**LMS / E-COURSE PLATFORM**

*\$4,500*

**SALES FUNNEL COPY, DESIGN & BUILD**

*starts at \$6,500*

**FACEBOOK / INSTAGRAM OR PINTEREST ADS**

*starts at \$900*

## CUSTOM

**HOURLY & RETAINER**

*\$150 / hour standard & \$125 / hour retainer*

· next steps ·

# Shall We Work Together?

If you're ready to get started with a package or bundle, you can schedule a free call whenever it's convenient for you. We can make sure we are a good fit, answer any outstanding questions you might have, and check the queue to see when we could kick off our work together.

BOOK NOW

*Still have questions or want to discuss custom work?  
Drop me a line!*

