The Visual Collective

BUSINESS STARTER KIT

MINI LOGO AND BRANDING AND ONE PAGE WEBSITE PACKAGE

THE PACKAGE

Here's the scoop on our "Business Starter Kit" — it's the lean, mean, startup dream for those of you ready to hit the ground running without emptying your pockets.

We're talking about a no-fluff branding package that'll get your business's look on point with a neat brand board and logos that'll make you stand out. And the website? A slick one-pager that tells your story, showcases what you're all about, and hooks up your customers directly to you.

Plus, you're not going solo after launch. With our Brand Bootcamp and a few months of website support on the house, you're all set for the early hustle. And hey, when it's time to up the ante, we've got discounts to keep you moving up without the financial burden.

This kit's perfect for the small biz scene — not for those with grand online store plans, but for you who want to start solid and smart.

It's your first step to greatness, and when the time's right, we'll help you make that big brand splash. Let's make it happen!

MEET THE CREW:

Founder & Owner
Courtney Bascomb

I'm responsible for all creative direction including crafting your beautiful new logo and brand guidelines and designing and creating your website. I work closely with you from the beginning of the project right through to your website launch!

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Client Liaison
Rochelle

Rochelle is the friendly face and voice you will meet when you first make contact with us! She will learn about your needs, answer any queries you may have and guide you through our service offering to ensure we find the best fit for you and your business.

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THE PROCESS

Week 1: Onboarding and Discovery
- Initial Inquiry Call: A quick call to confirm this package suits your needs.
- Day 1: Sign-up completion with a welcome email that includes login details for your exclusive Notion client portal.
- Day 2-3: Fill out the branding questionnaire in Notion at your own pace, tapping into our library of resources for guidance.

Week 2: Branding Craftsmanship
- Day 1-3: We're busy behind the scenes creating your brand board, leveraging the insights you provided.
- Day 4: We upload the draft brand board to Notion for you to review. Share your thoughts in the chat room for a quick and dynamic feedback process.
- Day 5: Our team finalises your brand board based on your feedback, all within Notion.

Week 3: Website Design and Refinement
- Day 1-3: Taking cues from your brand board and content, we design your website and share the mock-up in Notion.
- Day 4: Review the design and submit feedback directly in the portal.
- Day 5: We refine the design according to your feedback, ensuring everything aligns perfectly with your vision.

Week 4: Launch Preparation and Go-Live
- Day 1-2: We convert the finalised design into a live website, keeping all updates logged in Notion.
- Day 3: You're invited to review the live site through a direct link in Notion. Any small adjustments you have can be communicated through the chat room.
- Day 4: Final tweaks are made and documented in the portal.
- Day 5: Launch day! You'll find a celebratory note in Notion, along with all the essential info and resources to promote your new website.

Post-Launch:
- Enjoy ongoing support through the Notion portal where you can chat with our team for any queries and continue to access your resources.

WHAT WE NEED FROM YOU AND WHATS NOT INCLUDED:

What We Need From You:

- Content: Clear, concise written content for your website. If writing isn't your jam, just a heads up — we have an add-on package to help with that.
- Photography: High-quality images that reflect your brand. Stock photos are fine, but the real deal snaps of your business are golden.
- Feedback: Your thoughts and opinions! This is your brand, your vision. Use the Notion portal to tell us what you love and what you want tweaked.
- Timeliness: To keep to our 4-week promise, we need your quick responses in the Notion chat room, especially when feedback is requested.
- Access: If you're using any specific tools or platforms we need to integrate, give us the keys (aka login credentials).

Things Not Included:

- Deep-Dive Brand Strategy: This kit sets you up with a solid starting point, but it doesn't include intensive brand workshops or strategy deep dives.
- E-commerce Functionality: Our one-pager is mighty, but it's not built for online selling. If that's in your future, let's chat about an upgrade down the line.
- Custom Code Development: We keep it sleek and simple, so any complex custom coding isn't part of the deal.
- Ongoing Content Creation: After we launch, you'll be in charge of your content. We can guide you, but the day-to-day is all you.
- Unlimited Revisions: We're all about getting it right, but to stay on schedule, we include a set number of revisions. Choose wisely!
- 24/7 Support: Our support is robust, but it's not round-the-clock. We'll respond to all queries within our business hours.

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FAQ'S

Q: How long will the entire process take?
A: We aim for a swift 4-week turnaround from the time you provide all the necessary content and feedback. Timely communication is key!

Q: What exactly is included in the Mini Branding Package?
A: You'll get a 4-page brand board featuring your primary logo, color palette, typography, and imagery. It also includes three logo variations to ensure versatility across different platforms.

Q: Can I update the website myself once it's launched?
A: Yes! Your website will be built on a user-friendly platform, allowing you to make simple updates and changes on your own.

Q: What if I need more pages or features added to my website in the future?
A: We can definitely help with that! Let us know what you need, and we can discuss additional services and pricing.

Q: Do you provide domain and hosting services?
A: The package does not include domain purchase or hosting services, but we offer guidance on how to obtain these and can make recommendations based on your needs.

Q: What if I don't have any professional photos for my brand?
A: You can use high-quality stock images as a starting point. We can also guide you on how to source these images or discuss arranging a professional photo shoot for an additional fee.

Q: Is SEO (Search Engine Optimization) included in the website package?
A: The one-pager website will be SEO-friendly, but for in-depth SEO services and strategies, we recommend considering an SEO-specific package.

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FAQ'S

Q: What is not included in the "Business Starter Kit"?
A: E-commerce functionality, extensive custom code development, ongoing content creation, unlimited revisions, and 24/7 support are not included.

Q: How do I provide feedback on the designs?
A: All feedback can be given directly through your Notion client portal. We've set up a streamlined process for quick and easy communication.

Q: Will my website be mobile-friendly?
A: Absolutely! Ensuring your website is responsive across all devices is a top priority for us.

Q: What happens if I need help after the 3 months of support end?
A: We offer various support packages you can subscribe to. Just let us know, and we'll find the right fit for your ongoing needs.

Q: How do I get started?
A: Reach out to us to schedule your initial inquiry call, and we'll guide you through the next steps to sign up and get the ball rolling.

INVESTMENT

The "Business Starter Kit" is designed to provide exceptional value for small business owners looking to make a significant impact without a hefty price tag. Here's what you need to know about the investment:

Total Investment: $4000 + GST

Breakdown of Services Included:

- Mini Branding Package: A detailed brand board, three logo variations, color schemes, and typography — all tailored to your business's unique identity.
- One–Pager Website: A fully functional, mobile–responsive single–page website, including design, development, and basic SEO setup.
- Additional Benefits: Free access to our Brand Bootcamp, three months of website support, and discounts on future services.

Payment Terms:

- A deposit of 50% is required to initiate the project. This helps us allocate the necessary resources and confirms your commitment to the process.
- The remaining 50% is due upon completion of the project, just before the launch of your website.
- We accept various payment methods for your convenience, which will be detailed in our agreement.

Remember, this investment is about laying a strong, professional foundation for your business. It's about making your mark in the industry and setting the stage for future growth. If you're ready to invest in your business's future, the "Business Starter Kit" is here to help you shine.

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GET IN TOUCH

OFFICE HOURS

Monday - Friday
9am - 3pm

RESPONSE TIME

Normally within 24 hours during work days.

CONTACT

hello@thevisualcollective.com.au

Book a Call