

Client Welcome GUIDE

A Guide for our future collaboration



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Introduction

Hey there!

I'm stoked you found me and are considering working with me!

For over 10 years I poured my heart into a business that helped women feel confident, beautiful and healthy. Along the way, I've learned A LOT about the ins and outs of a Small Business and how to balance it with Life and Health. I want to share what I've learned with YOU in my mentor sessions.

Here is a free tip: One of the biggest lessons I learned was to DELEGATE. In other words, share the work! When there is something you don't love to do in your business, or it's something you don't have a lot of know-how...hire it out to someone who does! You're amazing at what you do and you want to spend every "work" minute focusing on your passion. The time you save from identifying your brand, and giving Website Design and Brand Visuals to a professional is **INVALUABLE**.

That's where I come in.

In this Welcome Guide I explain how I can help you, what you can expect and what your next step is.

Let's get started!



Just a little bit about me

Welcome

My name is Jaclyn

The Lash + Brow CONNOISSEUR
con-nois-seur | \ ,kä-nə-'sər also -'sür \
: **EXPERT**

especially : one who understands the details, technique, or principles of an art and is competent to act as a critical judge



I have over 15 years experience in marketing, design and business logistics. I believe I am a true Entrepreneur and Lash Artist Enthusiast. I have a passion for business + marketing and in particular have a love for Empowering Women through and within the Beauty Industry.



My Mission and Values

VISION: To give Female Entrepreneurs **confidence** in their ability to balance life, health and business.

MISSION: To equip Female Entrepreneurs with a **purposeful** action plan to take control of their work/life **balance**.

BALANCE is EMPOWERING

Branding Services

What to Expect

Foundation Strategy

- Identify target audience, goals, and mission
- 1 Hour Strategy Session
- Brand Statement creation
- Pinterest Mood Board Creation

Brand Visuals

- Logo suite including Primary Logo, Secondary Logo, and Submark
- Color palette
- Font combinations
- Brand Style Guide
- Print and Web files
- Business Card
- Stationary (Letterhead + Email Signature)
- Social Media Covers

Website Design

- Strategic and goal-oriented layout
- Mobile Responsive
- Beautiful design that performs
- Search Engine Optimization
- Secure connections
- Squarespace Training
- Room to grow
- 24/7 award-winning support

Benefits

When you have a Strong Brand Identity, a cohesive and consistent presence on web, print and social media, your ideal clients come to you. Gone are the days of hunting down new business. You will have more time to nurture your health and well-being, and create memories with your family and those who are important to you.

My Promise to You

I value integrity and authenticity, so my aim is to give you as much value as I possibly can. With my high standards and goal-oriented approach, I will set you up with an action plan that, when put into practice, WILL give you peace of mind and confidence in your future.



Your standards are untouchable in your field and it just makes sense you would move on to teaching, as you are a natural communicator and mentor.

- Ashley, a *Studio Femme* client for 10 years.

1:1 sessions

How it Works



Step 1

INTRODUCTIONS QUESTIONNAIRE

You tell me about yourself and business



Step 2

BOOKING + PAYMENT

An Invoice is emailed to you. Payment confirms your booking and we schedule a date



Step 3

STRATEGY SESSION

WE CONNECT: We'll chat via Zoom Video Meeting. I spend every moment giving you as much value as I possibly can.



Step 4

TAKE ACTION!

I will provide you with notes, action items, and resources from our session. You do your part, and I'll do mine!

services
What I Offer



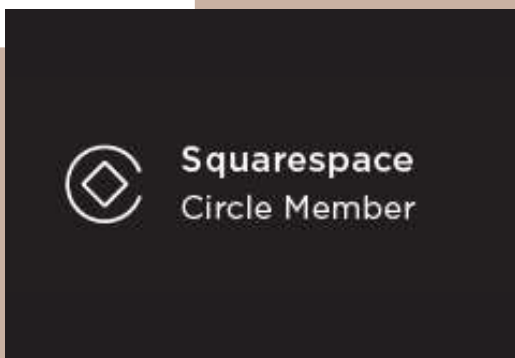
Mentor Session - 1.5 HR

An open discussion with tailored action items that will set you up for growth and balance in your business



Brand Strategy Session - 1 HR

A strong Brand Identity will make you irresistible to your ideal audience. Get an action-plan that gives you clarity



Website Design

As a Squarespace Circle Member, I have what it takes to give you a beautiful website design that performs



Cohesive Brand Visuals

I create visuals that clearly represent your brand consistently on Web, Print and Social Media

Website PACKAGES

I build websites so you don't have to. As a Squarespace Circle Member, I have the experience and know-how that will save you time and money. You receive the same benefits I have access to including 20% OFF on new annual website subscriptions and longer trial periods (which means less stress and no rush). When your site is complete, I'll teach you how to update your website yourself (Squarespace makes this easy!) You'll also receive two weeks of included email support after your site launches. **Squarespace is the design-driven, user-friendly, and performance-focused solution that you are looking for.**

01

Basic

- ✓ Squarespace template with customized design and pages
- ✓ Mobile Responsive Design
- ✓ 5 Pages (ie. Home, Services, About, Blog (or Portfolio), and Contact
- ✓ Maintenance Training

\$1500

Delivery Time: 15 Days
Revisions: 2
Content + Images provided by you
Squarespace Fees Additional

03

Standard

- ✓ Everything the Basic Package Includes, plus:
- ✓ 5 Additional Pages (10 pages total)
- ✓ Ecommerce Basic Functionality
- ✓ 5 Products Upload
- ✓ 0% Transaction Fees
- ✓ Gift Cards + Sell Products on Instagram
- ✓ Powerful Ecommerce Analytics

\$2500

Delivery Time: 30 Days
Revisions: 3
Content + Images provided by you
Squarespace Fees Included

02

Premium Ecommerce

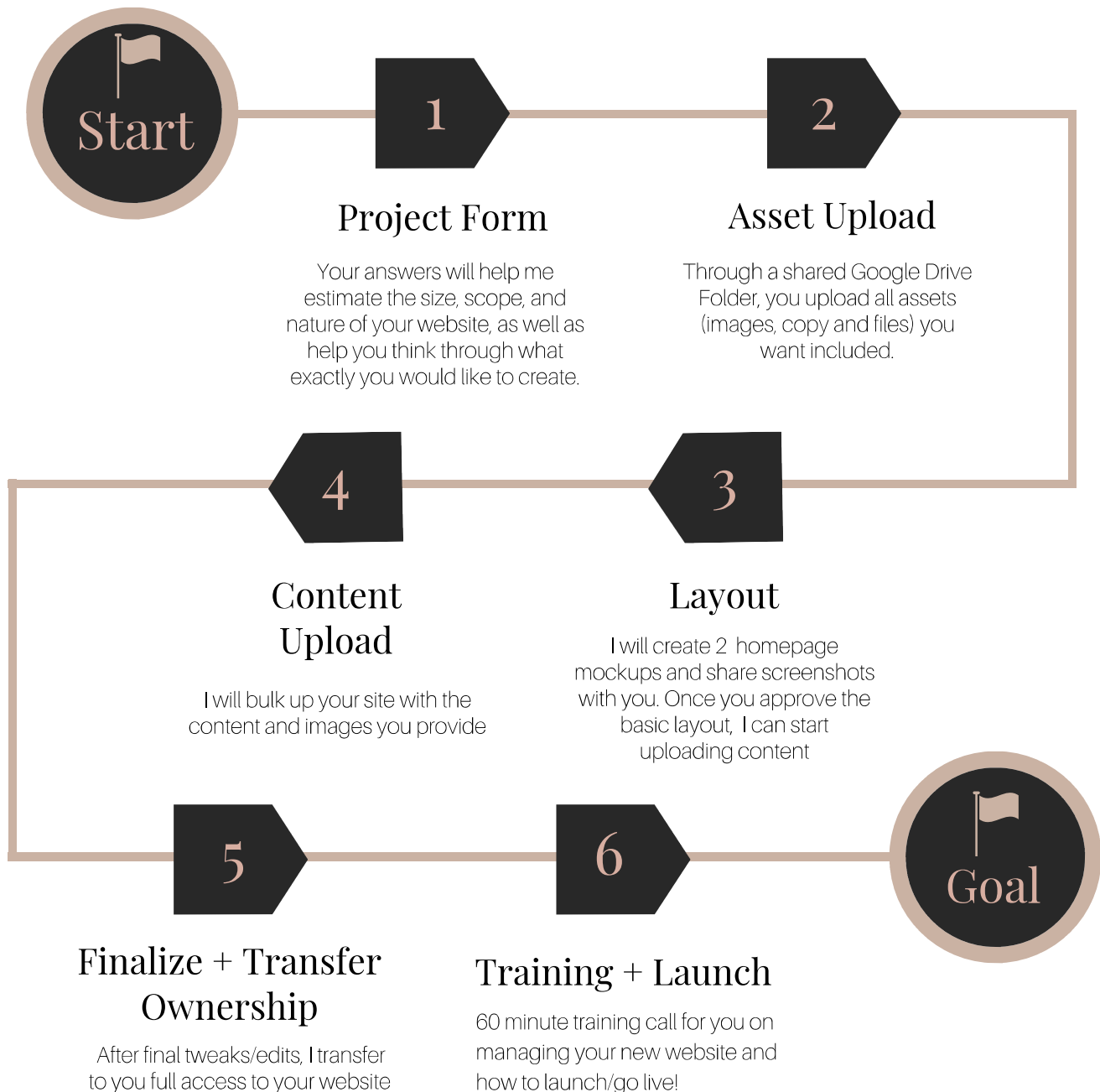
- ✓ Everything Standard Package Includes, plus:
- ✓ 10 Additional Pages (20 pages total)
- ✓ 10 Products Upload
- ✓ Sell Subscriptions
- ✓ Abandoned Cart Recovery
- ✓ Advanced Shipping + Discounts

\$3500

Delivery Time: 45 Days
Revisions: 5
Content + Images provided by you
Squarespace Fees Included

Website Design Timeline

Websites don't need to be complex, but they do involve a lot of details. We work together through regular communication and feedback to systematically bring your vision to life. Here's what to expect:



Branding

PACKAGES

01

Brand Strategy Session

- ✓ 1 Mentor Session with Action items
- ✓ Resources to guide you in the right direction
- ✓ Follow Up Call to keep you on track
- ✓ Brand Clarity

\$350

Additional 1 HR Sessions are \$250

03

The Signature Brand Experience

- ✓ Brand Strategy Session
- ✓ Visual Branding Package including all add-ons
- ✓ Basic Website Package
- ✓ Ongoing support
- ✓ Consistent and Cohesive visuals across Social Media, Website and Print
- ✓ Peace of Mind being one step closer to achieving work/life balance

\$3150

Website package can be upgraded for an additional cost.

02

Brand Visuals

When you already have a logo, colors and fonts:

- ✓ Business Card (Double-Sided) Design
- ✓ Letterhead Design
- ✓ Email Signature

ADD ONS:

- ✓ Canva Logo Suite \$300
2 concepts, 2 revisions
- ✓ Social Media Covers \$200
IG Highlight up to 5, 1 Facebook cover
- ✓ Brand Guide \$200
Colors, fonts, moodboard

\$600+

Deliverables: Digital files (PDF, PNG, or .DOC)
Print-Ready
Minimum Price is with Logo, Typography and Colors supplied by you.

The Signature Brand Experience

IS THIS PROJECT FOR YOU?

ESTIMATED COST

\$3150+gst

You want to focus on building a relationship with your audience and pursuing your passion, not on the logistics. One of the major benefits to working with me is the time you will save thanks to my experience with branding, marketing and Squarespace Website Design.

WHAT'S INCLUDED?

PROJECT TIME

6 weeks

Confidently attract your ideal client through :

- ✓ Cohesive Visuals across Web, Print and Social Media
- ✓ Brand Clarity and a Strategic Action Plan
- ✓ A beautifully designed website you can be confident that is robust and flexible enough to grow with you
- ✓ A clear and simple Brand Guide that simplifies future decisions

What Our Client Says



“

I was extremely satisfied with how thorough, unrushed and detailed she was in not only explaining details... but also allotting time necessary to address any questions I had... throughout...{the} process and final follow up.

Leslie

The Signature Brand Experience

Payment Plan

2 Options: Tight (6 weeks or Less) or Extended (3 Months, with Project Weeks Divided)

Item	Includes:	Price
1:1 Strategy Session	—————	\$367.50 including gst
Payment #1:	1 Hour Session via Zoom	\$367.50

Brand Visuals	—————	\$1365 including gst
Payment #2	Canva Logo Suite Brand Guide	\$525.00
Payment #3	Business Stationary Social Media Covers	\$367.50
Payment #4	Business Card Design	\$472.50

Basic Website Design	—————	\$1575 including gst
Payment #5	01	\$787.50
Payment #6	01	\$787.50
<i>plus:</i>		
Squarespace Fees (Charged to your Credit Card) billed Annually	01	\$216 USD

Frequently Asked Questions

✓ Will my website look like a template?

While it is true that Squarespace has a tightly curated library of templates to work with, the templates are there to act as a jumping-off point. I aim for a website that is distinctly and beautifully branded, but maintains a familiar user experience.

✓ What if I don't have the right content?

Having the right branding, imagery, and copy are prerequisites to creating a great website. If you are starting from scratch, I can help you create the best assets possible by giving you detailed instructions on what exactly I need and guide you through the process. I can direct you to copywriters, graphic designers, and photographers as needed.

✓ Aren't their free website options?

Things are rarely as free as they first appear. Once you add in costs for hosting, domains, themes, apps, plugins, custom domains, and removing third-party ads, you're looking at a price significantly higher than "free." An advantage to using Squarespace is the ability to package domains, hosting, customer support, and continued improvements into a single monthly or annual payment.

✓ Can I preserve my SEO?

If you have strong search rankings for key pages or blog posts that you'd like preserved, switching platforms may cause a temporary dip in established search ranking. With Squarespace, however, that dip can be significantly reduced.

First, Squarespace supports importing from most popular blogging platforms, letting you keep the types of content that often contributes the most to your SEO rankings.




Second, it's easy to customize URLs so inbound links will continue to work.

Third, if some pages don't migrate over to Squarespace, it's simple to create redirects that preserve those pages' SEO value.



Policies & Procedures

Contact Information

	Phone	778-823-4986
	Email	jaclynallen2020@gmail.com
	Instagram	@jacofallcraftz

Hours of Operation

Monday- Friday

10am- 5pm

Closed every Saturday, Sunday and all Major Holidays

Communication

Email is the preferred method for communication. This helps to maintain clear communication and a record of what has been agreed to. Work/life Balance is important, so correspondence outside of Hours of Operation will be responded to the next business day. If you need immediate attention within Hours of Operation, please text only.

Project timeline

After Initial payment is received and a contract is signed, we'll coordinate your start date based on availability. There are 2 options for Timelines: Tight (6 weeks or less) and Extended (3 Months, with active Project Weeks divided). Project Form must be submitted at least two weeks before your start date. With websites, after your Project Form is submitted, I will send you a content outline. This must be submitted at least 48 hours before your start date. If either are not submitted in time, you will have to reschedule your start date. You only have one opportunity to reschedule since it delays start dates for other clients.

Revisions + Add Ons

Each project includes the number or allotted revisions.

Standard Revisions Include:

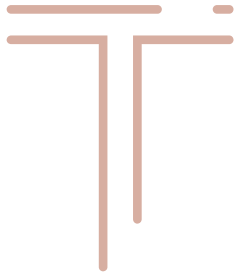
- Changing the font
- Editing text
- Editing photo galleries
- Adding or Removing Buttons

Revisions Do Not Include:

- Changing out the template
- Adding Custom Fonts
- Custom Coding

Add-ons are billed at \$100/hr, They include:

- Add Blog Posts (content provided by client)
- New Custom Domain name
- Mapping an existing domain name from other provider
- Extra Revisions
- Extra Pages



Terms & Conditions

Ownership of Finished Products

You own the rights to your web, print and social media. I only require permission from you to share your finished products as an example of my work.

Pages + Design

Your Website will be built on Squarespace using a standard template. We will work with you to collaborate and approve every page design and customize to make it uniquely yours.

Copywriting

You will need to provide us with all the wording content on your website (via a Content Outline we will provide you with). We will guide you on the amount of wording and will help you curate but we are not responsible for editing or spellchecking.

Graphic Design + Images

Where you are not able to provide images, We can help you find high quality stock photos (any purchasing costs will be billed to you directly). We will also add various pre-made icons/graphics on your site where we feel they make sense.

Search Engine Optimization (SEO)

We will incorporate all the current SEO best practices into your site. This includes setting up meta tags, title tags, and text keywords (based on what you send us), making your site mobile ready, and optimizing loading speed.

Mobile Ready Design

We will design your site so that it looks good and can be used easily on every device (desktops, laptops, tablets, and smartphones).

Lead Generation

If requested, we will set up automated systems throughout your website to increase contact requests, grow your email list, and encourage content sharing on social media.

User Experience

The #1 priority when building a website is the user experience. No matter how "beautiful" or "modern" your site looks, if people can not easily use it then the website is a failure. Throughout your construction we will provide guidance to make sure your visitor's experience is intuitive and stress free.



Terms & Conditions

Social Media

We can incorporate your social media profiles (e.g. Facebook, Instagram) in multiple ways on your website. We can place links to your social profiles, embed live feeds, and set up sharing functionality on any page to help increase your website traffic.

Ecommerce

If you would like to sell a physical or digital product or accept donations we will incorporate that into your website's design and backend. Your visitors will have the full checkout experience (shopping cart → enter billing/shipping info → enter credit card details → review order → pay with credit card). Note that we can only use the Stripe payment gateway for processing credit cards.

Blogging

If you would like to have a blog on your new website we can set everything up so you will have the ability to create blog posts with text, images, and video. We can also incorporate commenting, search, categories, tags, and filters into your blog.

Technical Setup

When your site is ready to go live we will configure your hosting and domain registrar (e.g. Godaddy) so you can use any custom domain name you want (e.g. www.yourwebsite.com). We can also set up a custom email address (e.g. sally@yourwebsite.com) via Google Apps. You will also have access to website analytics (e.g. unique visitors) via Squarespace.

Squarespace Fees, Domain and Hosting Costs

You are responsible for all Squarespace hosting costs. You will need to create a Squarespace account if you don't already have one (we will let you know when to do that). We will then transfer ownership of the site to your Squarespace account.

3rd Party Services

If you require 3rd party services, Social Media accounts (e.g. Facebook, Twitter), or payment gateways embedded or integrated into your site you have to create and setup the account plus handle any account configurations (including technical ones) along with any fees or payments. We can help provide guidance along the way to the best of our ability, but you are responsible for the actual work.

The logo consists of a stylized letter 'L' formed by three parallel lines of varying lengths, stacked vertically. The top line is the shortest, the middle line is medium length, and the bottom line is the longest. The lines are a reddish-brown color.

Legal

I will not test old, abandoned, or rarely used browsers and devices (e.g. all versions of Opera, previous versions of Safari, Firefox, Internet Explorer, and Chrome).

We both own the code (HTML, CSS, JavaScript) we write for your project.

I will not reuse or repurpose any of your proprietary text or image content on any other website I create.

I can not guarantee that any solution recommendation will always be error-free and therefore can not be liable to you or any third party for damages, including lost profits, lost savings, or other incidental, consequential, or special damages arising out of the operation of or inability to operate any solution I recommend even if you have advised me of the possibilities of such damages.

I will work in good faith to resolve in a timely manner any errors that are brought to my attention.

I will maintain the confidentiality of any information you request.



Payments & Cancellations

Payment Schedule

With each service I provide, an initial payment and a signed contract is required to secure your project in my calendar. You will receive an invoice that may be paid by etransfer, Visa, or MasterCard.

Initial and Subsequent Payments are scheduled as follows:

WEBSITE DESIGN

Option #1: 6 Weeks or less

- Payment 1 : Due on the Start Date of website construction
- Payment 2 (balance): Due on the End Date of Construction, before site ownership and files are transferred to you
- Squarespace Fees are billed to your credit card through your own Squarespace Account

Option #2: 3 month Project

- Payment 1 (1/3): Due on the Start Date of website construction
- Payment 2 (1/3): Due halfway of Construction
- Payment 3 (1/3): Due at end date of Construction, before site ownership and files are transferred to you
- Squarespace Fees are billed to your credit card through your own Squarespace Account

BRANDING VISUALS

- Initial Payment: \$100
- Payment of balance in full due on Start Date

STRATEGY SESSIONS

- Initial Payment: FULL

Cancellation & Termination of Project

During the weeks of construction, if either Jaclyn Allen or you feel we are not a good fit for each other (for any reason), either of us may cancel the project and I will not require further payments. Any work I have completed will remain in your control (under your Squarespace account) and you can feel free to use it going forward. I do not offer refunds.

Ready to Get Started?

Next Step

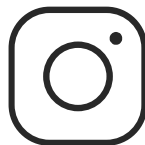


Let's work together.



jaclynallen2020@gmail.com

Let's keep in touch.



[/jacofallcraftz](https://www.instagram.com/jacofallcraftz)