

# Summer Special

## Kick-Start Your Side Hustle This Summer!

Dreaming of launching a business? Make this summer the starting point of your entrepreneurial journey! Until 21st December, take advantage of a 20% discount on both our Branding and Website Packs. Plus, grab our combo deal for an additional \$500 off! Whether it's refreshing your brand or building a digital presence, we're here to amplify your ideas. Limited spots available - let's turn your passion into reality!

## Promotion Details

- 1. Branding Pack Offer: 20% discount** off the standard price.
- 2. Website Pack Offer: 20% discount** off the standard price.
- 3. Combo Deal:** Avail of both the Branding and Website Packs with a 20% discount on each, plus an **additional \$500 discount** on the combined price.

### 1. Promotion Pricing

Branding Pack: \$1200 (20% off \$1500)

Website Pack: \$1750 (20% off \$2200)

Pack Combo: \$2450 (20% off Pack + \$500 combo discount)

### 2. Promotion Timeframe

Promotional Offer Validity: This exclusive promotional offer is valid from 27th November 2023 to 21st December 2023. All agreements must be signed and deposits received within this period to qualify for the promotional pricing.

### 3. Eligibility Criteria

Target Audience for the Promotion: This promotional offer is designed for small businesses and organisations driven by a purpose to positively impact people and the planet. Whether you're a start-up focused on sustainability, a local community group, or a small business with a big heart, this promotion is tailored for you.

### 4. Capacity Limitation

Limited Slots Available: To ensure the highest quality of service and attention to each project, we are limiting this promotional offer to the first 3-5 clients who sign up within the promotional period. This approach allows us to maintain our standards of excellence and personalized service.

### 5. Project Timelines

Adjusted Timelines for Promotional Projects: Due to the festive season and our commitment to maintaining quality, the turnaround time for projects availed under the Christmas and New Year promotion will be extended to 8 weeks from the standard 6 weeks. This adjustment accounts for our Christmas closure period, ensuring we dedicate the necessary time and attention to each project.

## Key Terms

- » Limited availability
- » Promotion period: 27th Nov 2023 to 21st Dec 2023.
- » Deposit required to secure booking within the promotional period.
- » Project timelines for Packs extended to 8 weeks, and up to 10 weeks for combo.
- » All prices are exclusive of GST.

### 6. Deposit and Payment

**Deposit:** An invoice for 50% of the total fee is issued upon proposal acceptance. This deposit is required to commence the project.

**Final Payment:** The remaining 50% is invoiced upon project completion. Payment is due within 14 days of the invoice date.

**GST:** All prices exclude GST. 15% GST applies for New Zealand tax residents.

#### Late Payment Fees:

- » **Under \$1000:** Overdue payments incur a NZD \$20 late fee.
- » **Over \$1000:** Late payments attract a 3% monthly interest fee on the outstanding amount.

*\*These fees are to encourage on-time payments and cover administrative costs for late payments.*

### Cancellation Policy

- » The 50% initial deposit is non-refundable.
- » If canceled after commencement, fees apply based on work completed.
- » Minimum two weeks' written notice required for cancellations.
- » Refunds are possible for unstarted or incomplete work, minus deposit and cancellation fee.
- » Cancellations must be in writing.
- » *Rescheduling or delaying the project might result in losing the promotional discount.*

### 8. Additional Services and Costs:

See pack descriptions for additional services or inquire directly with us.

### 9. Feedback and Follow-Up

**Your Feedback Matters:** Upon project completion, we highly appreciate your feedback to continually improve our services. We may reach out for a brief testimonial or survey response. Your insights not only help us grow but also allow us to celebrate the successful launch of your new website.



# Branding Pack (~~\$1500~~ \$1200)

Summer Special - *20% off our regular price*

Unlock your venture’s potential with our Branding Pack, perfect for new businesses or unique projects requiring a distinctive identity. Enjoy the ease of having a single contact point throughout your branding journey.

## Pack Components:

### Initial Consultation

Let’s chat (virtually or in person) to grasp your business essence. If we can’t meet, We’ll send a questionnaire to catch all those crucial details.

### Market Research

We’ll dive into your market, sizing up your competition and understanding your customers to make your website truly stand out.

### Concept Development

We’ll create two unique brand concepts, refined through your feedback.

### Logo and Style Guide

We’ll create logo files for print and web as well as a style guide to make things clear and easy for you.

### Brand Applications

Two tailored brand applications, like business cards or social media banners will help you get going..

## Client Responsibilities:

- » Provide any existing branding materials, concepts, and images that you’d like us to consider for the design.
- » Provide timely feedback.

## Additional Services:

### Graphic Design

From layouts to infographics, we cover all aspects of visual communication.

### Workshop Facilitation

Conducting engaging workshops like Brand Discovery sessions to refine your Brand Vision.

### Brand Strategy

Discovering your Brand Identity and develop a clear, strategic direction.

### Web Design

Creating visually stunning and functional websites.

**Combo deal »** Adding the Website Pack entitles you to a \$500 discount before GST.

## Timeframes:

Turnaround of six to eight weeks, dependent on client response times and availability.

### Process stages

- Research and concepts.....2 - 4 weeks
- Fine-tuning.....1-2 week
- Style guide, logo files, and applications.....2 -3 weeks



## The Fine Print:

**Ownership:** You own the website design after full payment. Until then, copyright remains with Citizens of the World Design Ltd also referred to as COTWD.

**Self-Promotion Rights:** COTWD retains the right to use the design for self-promotion.

**Iterations:** Two rounds of iterations included. Additional changes billed at \$95/hour.

**Signoff:** Your signoff is required for final release. Signoff signifies your acceptance of the design content.

**Capacity Limitations:** Projects may be refused or delayed due to capacity.

### Payment

**Deposit:** An invoice for 50% of the total fee is issued upon proposal acceptance. This deposit is required to commence the project.

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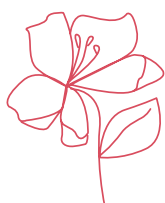
**Refunds:** Possible for unstarted or incomplete work, minus deposit and cancellation fee.

**Written Notification:** Cancellations must be in writing.

## Contact and Confirmation:

Email [say-hi@regina-speer.com](mailto:say-hi@regina-speer.com) to purchase or for inquiries.

If you have any questions, please get in touch.



# Website Pack ~~\$2200~~ \$1750

Summer Special - 20% off our regular price

Empower your business with our Website Pack, designed to craft a digital presence that resonates with your audience and stands out in the global marketplace. This pack offers a comprehensive solution, covering everything from bespoke design and development to essential SEO and hosting services. With a focus on effective communication and high technical standards, our pack ensures your business not only looks good online but also thrives in the digital world. Experience a seamless journey with one point of contact, ensuring your website is a true reflection of what your business stands for.

## What’s Inside the Pack?

### Initial Consultation

Let’s chat (virtually or in person) to grasp your business essence. If we can’t meet, I’ll send a questionnaire to catch all those crucial details.

### Market Research

I’ll dive into your market, sizing up your competition and understanding your customers to make your website truly stand out.

### Design & Architecture

Planning and designing a sleek, 4-page website that aligns perfectly with your business needs.

### Client Responsibilities

- » Provide copy, images and existing branding (unless you want our support)
- » Provide timely feedback

### Additional services

**Additional Pages:** Priced at \$380 + GST each, available for six months post-website completion.

**Plugin Costs:** Advanced feature plugins will be discussed and quoted as needed.

**SEO Upgrade:** Tailored search engine optimization services available upon request.

**Photography/Image Editing:** Professional photo and image editing services offered; ask for a quote.

**Content Creation:** Custom content creation services available; inquire for details.

**Monthly Support Package:** At \$69/month + GST, including website hosting, backend updates, troubleshooting, and up to one hour of content updates per month.

### Development

Building your site on a user-friendly CMS, ensuring cross-browser compatibility and responsiveness for all devices.

### SEO Basics

Implementing fundamental SEO practices like mobile-friendly design and fast loading times. For more in-depth SEO, let’s talk further!

### Hosting & Domain

Assistance with web hosting and domain setup, plus SSL certificate integration for enhanced security and SEO.

### Summer Special Timeframes

- » Quick and efficient 6-8 week turnaround, depending on your prompt input and my availability.
- » The journey begins with a deposit post-quote acceptance and concludes with your stunning site going live.
- » Just need your finalized content and images by the start of the third week..

Design and concept .....	2-3 weeks
Coding and development .....	2-3 weeks
Finalising website content, SEO .....	1 week
Final testing and go live! .....	1 week



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**E-commerce Sites:** Excluded from this pack. Contact [say-hi@regina-speer.com](mailto:say-hi@regina-speer.com) for a quote.

**Additional Plugins:** Discussed and charged in the final invoice.

**Capacity Limitations:** Projects may be refused or delayed due to capacity.

### Subscription (optional)

- » Monthly support fees, billed quarterly.
- » One-month notice for cancellation.
- » Transferable hosting or pass-through fees.

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