

# HOLISTIC BUSINESS GROWTH

*with Jess Parvin*



For more than 5 years, I have been working with entrepreneurs in all kinds of fields, helping them develop their brand and grow their following with design & web development services. Recently I introduced focused coaching & consulting services as well, which draw on my experience in design, development, marketing, mindset techniques, social media, SEO and other related topics. I am passionate about sharing my knowledge to help other entrepreneurs grow their business in a holistic way, aligning their business goals with their dream lifestyle.

## DESIGN SERVICES:

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Branding Package

Website Package

Visionary Entrepreneur Package

Website Hosting & Maintenance

## HOLISTIC BUSINESS GROWTH COACHING:

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HBG Initial Consultation

4-6 Week 1:1 Coaching Package

3 Month 1:1 Coaching Package

# HOLISTIC BUSINESS GROWTH

## Branding Package

### WHAT'S INCLUDED:

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**Holistic Business Consultation** (90 mins)

**Brand Inspiration Board** (Pinterest)

**Logo Design** (text & graphic, b/w and color)

**Branding Style Guide** (fonts, colors, etc.)

**Business Card Design**

### THE PROCESS:

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1. During the consultation, we discuss your brand's identity and values, how that aligns with your business goals, and we get clear on your ideal audience. You receive a recording of our session and notes that will help you in any future marketing, social media strategy, etc.
2. I create a brand inspiration board in Pinterest based on what we discussed in the consultation.
3. Once we have the inspiration board, I will create a few logo concepts, as well as selecting color and font options.
4. You choose your favorite logo concept and I develop it further, using the chosen fonts and colors. This includes up to 3 rounds of edits.
5. Once we finalize the design, I send you a folder with multiple file types in both black & white and color (vector file, png's, jpeg's, hi-resolution & web-ready).
6. I create your business card design with your new logo, colors & fonts!

### DETAILS:

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**Investment:** \$2000 paid in full or 2 x \$1050 \*

**Typical Timeline:** 2-3 weeks \*\*

\*prices valid through 2021 // \*\* may be a waitlist



# HOLISTIC BUSINESS GROWTH

## Website Package

### WHAT'S INCLUDED:

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**Holistic Business Consultation** (90 mins)

**Homepage Design**

**4 Additional Pages** (ex: About, Blog, Services)

**Build Site in Wordpress Using Divi Theme**

**SEO Package** (search engine optimization)

**Basic Email Marketing Integration**

**Stock Images and/or Photo Editing**

**Video Tutorials on How to Update/ Edit**

\*Additional pages, functionality, etc. can be added for an extra cost

### THE PROCESS:

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1. During the consultation, we look at any existing web presence you might have as well as current branding & photography. We clarify who your ideal audience is & how your website can best serve them.
2. I create a homepage mock-up in Photoshop and include up to 2 rounds of edits. Colors and fonts will be chosen based on your branding.
3. Once the homepage design is approved, I begin building the site in Wordpress (first the desktop/laptop version and then the mobile version)
4. We discuss keywords that are most valuable for SEO and I use the Yoast Premium plugin to add keywords, titles and descriptions throughout the site.
5. I create custom tutorial videos (screen share) showing you how to make edits, create new pages and blog posts, and anything else you'd like to learn!
6. I point the website to your domain and we launch it into the world!
7. Up to 2 weeks of "troubleshooting" support is included once the site launches.

### DETAILS:

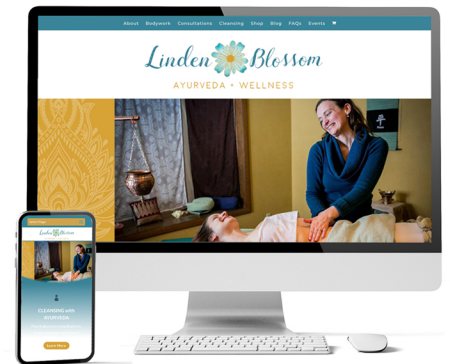
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**Investment:** \$4500 paid in full or 2 x \$2300\* **Typical Timeline:** 6-10 weeks \*\*

\*prices valid through 2021, additional cost may be added for e-commerce functionality, additional pages, etc.

\*\* may be a waitlist, timeline depends on client providing materials and feedback in a timely manner

**Optional Add-On:** Website Hosting & Maintenance Retainer (\$100/month)



# HOLISTIC BUSINESS GROWTH Visionary Entrepreneur Package

This is the perfect package for entrepreneurs who are starting a new business, or rebranding to take their business to the next level!

## WHAT'S INCLUDED:

**Holistic Business Consultation** (90 mins)

**Branding Package** (logo + vision board + style guide + business cards)

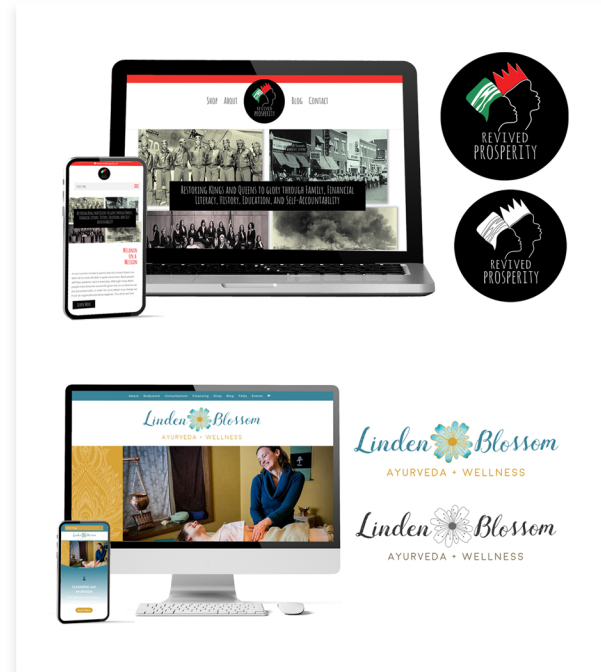
**Website Package** (5 page site\*)

**3 x 60 min. Coaching Calls** (recorded on Zoom)

**BONUS! Social Media Templates**

(Instagram "highlights" icons + FB banner graphic)

\*Additional pages, functionality, etc. can be added for an extra cost



## THE PROCESS:

1. During the initial consultation, we get clear on your goals, timeline and who your ideal audience is. We start to brainstorm how your branding & website will work alongside marketing (social media, email, etc.) and how your business will support your lifestyle.
2. I create a brand vision board and send concept ideas for the logo, color scheme & fonts.
3. We finalize the logo + branding (includes up to 3 rounds of edits) & I create your brand style guide, which will inform the design of the website.
4. I create a mock-up of your website homepage in Photoshop & you provide feedback.
5. I build the website in Wordpress, starting with the homepage. I include the basic SEO package, mobile-friendly styling, integration with social media & email marketing.
6. I point the website to your domain and we launch it into the world!
7. I provide you with tutorial videos on updating/editing the site, as well as social media templates
8. You choose when you would like to schedule our 3 coaching calls throughout the timeline of the website build. I will send you a list of optional topics to cover, including how to market your business once the website is launched (social media & email marketing strategy, etc.)

## DETAILS:

**Investment:** \$6200 (2 x \$3100)    **Typical Timeline:** 8-14 weeks \*\*

**Payment Plan Option:** 4 x \$1600

\*prices valid through 2021, additional cost may be added for e-commerce functionality, additional pages, etc.

\*\* may be a waitlist, timeline depends on client providing materials and feedback in a timely manner



# HOLISTIC BUSINESS GROWTH

## Coaching Packages

My Holistic Business Growth framework looks at 5 main pillars of your online business:

**Goals, Mindset, Branding, Website, and Marketing.**

However, I understand that every business is different, and your business needs to support your unique lifestyle. So clients may choose what topics they want to spend more time discussing and receiving feedback & guidance on.

## HOLISTIC BUSINESS COACHING TOPICS INCLUDE:

**Your Ideal Audience:** *Who is your brand reaching?*

**Building a Sales Funnel:** *How does your website fit into your marketing structure?*

**Social Media:** *What platforms are worth your time & money?*

**Email Marketing:** *How to set it up and integrate it into your sales funnel.*

**Mindset:** *What is holding you back from pursuing x,y,z?*

**Goal-Setting** *and creating action steps to accomplish your goals!*

*... and much more!*

## INITIAL HBG CONSULTATION:

For new clients- This 90 minute Zoom call is included with the Branding & Website packages, but can also be purchased separately. Includes a recording of our session, as well as a write-up of the topics covered. So even if you don't end up working with me further, you will have clarity and direction towards your goals!

**Investment:** \$250 (if you end up purchasing a bigger package within 30 days, this is included)

## 4-6 WEEK COACHING PACKAGE:

**Includes:** 4 x 45 min. 1:1 coaching calls over 4-6 weeks via Zoom, unlimited emails.

We will dig deep into the topics listed above, or whatever you are struggling with! We'll clarify your products/ services, messaging, branding, marketing options, etc. and create a holistic strategy for moving forward in your business.

**Investment:** \$1000 paid in full or 2 x \$550

## 3 MONTH COACHING PACKAGE:

**Includes:** 9 x 60 min. 1:1 coaching calls over 3 months via Zoom, unlimited emails and Voxer messaging.

Get dedicated support and advice at a pace that allows us to really make huge strides in your business growth!

**Also Includes:**

-5 hours of design work from me

-Access to my library of videos on Web design, branding and much more!

**Investment:** \$3400 paid in full or 3 x \$1200

# HOLISTIC BUSINESS GROWTH

with Jess Parvin

## WEBSITE HOSTING & MAINTENANCE RETAINER:

**\*This is an optional add-on for Website clients.**

### Includes:

- Hosting your website on my premium Flywheel account (best hosting company for site speed, customer service, security, etc.)
- Updating the Wordpress software, plugins and theme on a monthly basis
- SSL certificate (to make the site secure)- a \$75/year value, very important for SEO
- Daily backups of the site and restoring of backup in case of worse case scenario
- Up to 1 hour/month of website troubleshooting if something goes wrong
- First priority if there's an "emergency" situation with your site

**Investment:** \$100/ month

## CLIENT TESTIMONIALS

### WORKING WITH JESS, I FOUND ONE OF THOSE UNIQUE, REMARKABLE TALENTS

who could not only translate a person's ideas into the reality of an exceptionally beautiful design, but someone who could also, and perhaps most importantly have the perception and courage to carefully guide me back on track when I was beginning to go off the rails.

**Her suggestions were spot on every time and she tirelessly and instantly dealt with any difficult situation without a hiccup.**

*Tom Pirozzoli*

ARTIST & MUSICIAN

### WORKING WITH JESS WAS AN ABSOLUTELY WONDERFUL EXPERIENCE FROM START TO FINISH!

She asked logistical questions about my business, as well as questions about my design style to gain a full understanding of what I was looking for. Jess had consistent, clear communication and a very efficient process. I greatly appreciated her suggestions and advice during the process.

*Danica Rae*

INTEGRATIVE HEALTH COACH

CONTACT ME  
FOR A FREE  
CONSULTATION

### JESS DID A GREAT JOB PATIENTLY EDUCATING ME

about new services, website jargon, and how to integrate the tools I needed to create a great website. **She worked with me to design a site that feels like 'home'**, and truly expresses who I am and what my services are.

*Rebecca Anderson*

INTEGRATIVE HEALTH COACH & WELLNESS PRACTITIONER