

## **BUSINESS DEVELOPMENT & STARTUP SUPPORT**

### **Ideal For**

New businesses, rebrands, pop-up entrepreneurs, boutique owners, service providers. And serious entrepreneurs who want to launch polished, professional, and prepared — with everything in place.

### **Service Overview**

Turn your business idea into a real, functional operation. This service helps you set up systems, online presence, brand identity, workflows, vendor networks, and launch structure — everything needed to become “open for business.”

### **What's Included**

- Website setup (starter design on your chosen platform)
- Business email & domain setup
- Vendor list creation (suppliers, service providers, tools)
- Admin structure setup (folders, templates, SOPs)
- Light branding guidance (fonts, colors, brand consistency)
- Simple marketing materials (flyer + promo graphic)
- Simple launch plan & priorities checklist
- Recruiting support (optional)

### **Packages**

- **Startup Essentials:** \$199–\$350

### **For new entrepreneurs who need the basics done right.**

A streamlined package designed to help new business owners and side-hustlers get fully set up with their online presence, foundational systems, and core business tools.

### **What's Included:**

- Starter website setup (Webador, Wix, or platform you choose)
- Domain and business email assistance
- Basic homepage + service page layout
- Vendor list (up to 10 curated vendors based on industry)
- Admin folder system (Google Drive or OneDrive)
- Basic branding setup:
  - Colors
  - Fonts
  - Logo placement

- 1 business flyer + 1 promo graphic
- Email signature setup (optional)
- Social links connection (FB/IG/LinkedIn)
- 30-minute business orientation call

### **Deliverables:**

- A clean, functional online presence
- Business structure ready to operate
- Starter content and materials
- An organized digital workspace

### **Ideal For:**

Brand-new businesses, boutique sellers, freelancers, first-time entrepreneurs.

- **Growth & Operations:** \$499–\$850

### **For growing businesses needing structure, systems, support, and clarity.**

This package strengthens your operations by creating workflows, templates, recruiting systems, admin tools, and upgraded branding. Perfect for owners overwhelmed with tasks and inconsistent processes.

### **What's Included:**

- Everything in Startup Essentials
- PLUS the following operational upgrades:

### **Operations & Admin:**

- SOP creation (up to 3 workflows)
- Client intake forms + service agreement templates
- Updated website structure (pages, forms, buttons, layout)
- CRM organization or setup
- Document templates (PDF/Word customized)
- Administrative automation suggestions

### **Branding & Marketing:**

- Mini brand kit (color codes, fonts, style guide)
- 3 branded templates (flyer, IG post, service sheet)
- Updated messaging & value statements
- Basic SEO setup (keywords, meta tags, page titles)

## **HR & Recruitment (optional):**

- Job description writing
- Job posting setup
- Resume screening
- Interview scheduling system
- Onboarding documents

## **Business Support:**

- 60-minute strategy call
- Weekly check-in (email or virtual)
- Light procurement/vendor research (up to 5 vendors)

## **Deliverables:**

- A structured back office
- Professional documents & templates
- Improved branding
- Recruitment-ready systems (optional)
- A smoother, more efficient operation

## **Ideal For:**

Businesses past the “startup” phase that now need structure.

- **Full Business Build-Out:** \$1,200–\$2,500

**The complete package — for entrepreneurs who want the entire business built professionally from A to Z.**

This is a **done-for-you** service covering branding, website, client systems, operations, vendor lists, templates, HR support, procurement assistance, and administrative foundations.

## **What’s Included:**

- EVERYTHING in Startup Essentials
- EVERYTHING in Growth & Operations
- PLUS the full suite of build-out services:

## **Website & Branding:**

- Fully custom multi-page website
- Branding refresh or development
  - Logo usage
  - Brand voice

- Brand message
- Services, pricing, forms, and media pages
- Mobile optimization
- SEO optimization (full setup)

### **Systems & Operations:**

- SOP manual (5–10 workflows)
- Business policies (non-legal)
- Intake forms, onboarding packets, welcome kits
- CRM setup + automation recommendations
- Full admin structure + folder architecture
- Custom spreadsheets (budgeting, tracking, clients)

### **Procurement & Vendor Services:**

- Vendor list (up to 20 curated vendors)
- Supplier onboarding templates
- Procurement workflow setup

### **Marketing & Content:**

- 5 branded templates (flyers, IG posts, service sheets)
- Website copywriting
- Service descriptions
- Email scripts + response templates
- Social media bio + introduction posts

### **Business Support:**

- Two 60-minute strategy sessions
- 30-day implementation support
- Priority availability

### **Deliverables:**

- A complete, ready-to-operate business
- Fully branded professional presence
- Organized admin & HR systems
- Vendor structure & workflows
- Marketing materials + operational tools