

CORE — 6-Month Delivery Schedule

Brand Presence Credibility Engine Investment: \$1,500/month × 6 months

MONTH 1 — STRATEGY, IDENTITY, FOUNDATION

1) Brand Strategy Starter Pack A focused strategic document including:

- Offer definition
- ICP (Ideal Customer Profile)
- Category & positioning logic
- Objections & biases
- Messaging spine
- Tone of Voice guide

Purpose: Create clarity so all brand assets are aligned and credible.

2) Micro Brand Kit Client receives 3 visual directions and selects 1. Light mix-and-match allowed when compatible.

Each direction includes:

- Logo concepts
- Color palette
- Typography system
- Imagery style
- Layout rules
- Social preview examples

Final output includes:

- Final logo (SVG, PNG, JPG, PDF)
- Color system with usage rules
- Typography guidelines
- Imagery guidance
- Layout guidance
- Brand application previews

Purpose: Establish a professional and consistent visual identity.

3) Website Foundation Kickoff WordPress website build begins.

Planned structure:

- Homepage
- Services/Offer page
- Contact/Booking page
- Optional About page or section
- Legal pages (Privacy & Terms)

- Blog placeholder (optional)
- Portfolio/Product pages if relevant

Includes:

- Mobile-first responsive layout
- Conversion-friendly CTAs
- Basic Motion (Motion.page micro-animations)
- SEO-ready setup
- GA4 analytics setup
- Favicon + social preview image
- Hosting & domain guidance (optional)

Purpose: Create a launch-ready digital presence.

MONTH 2 — CONTENT ACTIVATION + WEBSITE BUILD

4) Monthly Content Production Begins Delivered each month (Months 2–6):

- 12 branded graphics
 - 3 reels (subtitles, pacing, BGM, optimized formats)
- Purpose:** Maintain consistent branded visibility.

5) Light Strategy & Support Begins Monthly:

- 1 strategy call
- Light DM support
- Messaging refinements
- Proof capture guidance
- Website micro-copy tweaks as needed

6) Website Build Continues Design, structure, and content population.

MONTH 3 — WEBSITE LAUNCH

7) Website Launch + QA * Debugging

- QA checks
- Mobile optimization
- CTA validation

8) Content Delivery (15 pieces) Second monthly batch.

9) Proof Capture Opportunities Begin Guidance on testimonials, screenshots, and credibility assets.

MONTHS 4–6 — OPERATION PHASE

Each month includes:

- 15 content pieces
 - 1 strategy call
 - Messaging refinements
 - Light website adjustments
 - Ongoing proof accumulation
- Purpose:** Build credibility and consistency.
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RIGHTS & OWNERSHIP (CORE)

Client receives:

- Full commercial rights to logo, brand assets, website, and produced social content
- Logo vector files
- Brand identity assets
- Website exportables

Excluded unless negotiated:

- Raw video project files
 - Motion timelines
 - AI prompt/project files
 - Canva/PSD working files
 - Raw footage
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