



BEAUTIFUL POTENTIAL PRICE GUIDE

**BEAUTY | PHOTO | VIDEO
BRANDING | BUSINESS**

BEAUTIFUL POTENTIAL

75 Market Street, Suite 21
Elgin Illinois 60123

web: beautifulpotential.com
info@beautifulpotential.com
Ph: (224) 245-9577

Hello & Welcome,

We bring out the beauty in our clients - both online and offline!

At Beautiful Potential, we bring to you beauty and branding services to create a beautiful visual for you and/or your business.

Our customized photo-ready hair and make up services are designed to bring out the beauty and confidence in the women that serve. We offer a one stop shop onsite photo studio, where our clients can step right over for their professional headshots, glamour shots, modeling photos, or just for fun shots!

Visual branding is what brings your brand to life! For our business clients, we collaborate one-on-one to create beautifully designed visual identities, print collateral, and websites to help you elevate your marketing.

Our photo studio is a multi-purpose media room that can be used to record promotional videos or for you to go LIVE with confidence! We set up equipment, lighting and sound for your convenience.

We offer three different branding packages for different budgets and needs, along with opportunities to customize with branding add-ons and extra marketing collateral designs.

This guide outlines these offerings and shares more about our services.

Thank you for the opportunity to share what we can do to help bring your ideas to life while bringing out the beauty in you and your business!

Please feel free to get in touch with questions (224)245-9577

- BEAUTIFUL POTENTIAL DESIGN TEAM

Beautiful Potential
branding package!



Branding is about knowing what connects with your target audience, authentically speaking to who they are, and genuinely gaining their trust and loyalty. Which is why our visual branding process is designed to not only create a beautiful visual identity, but also help you clarify your brand vision and strengthen your brand's foundation, for a more holistic, heart-centered approach to branding.



Simple Starter

Branding Package & Add-ons

***Ideal** for adding on to a larger packages or to introduce fresh content and engage your audience!*

- **CUSTOM LOGO** - \$250
- **STATIONERY DESIGN** / \$250
Choose 2: business card, letterhead, or postcard, rack card, flyer, brochure includes print prep
- **SOCIAL MEDIA LAUNCH PACK** / \$225
A set of branded social media imagery (one image for each of your platforms, up to 5 total) to help you celebrate + get the word out about your new brand
- **SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE** / \$325
- **ONE-PAGE PDF DESIGN** / \$250
Flyer, Price Sheet, Electronic PDF
- **POSTCARD, PRINT MAILER, BROCHURE** Starting at \$250
- **PRICING GUIDE, LOOKBOOK, MENU DESIGN, COURSE WORKBOOK, CLIENT WELCOME GUIDE**
2-4 pages: starting at \$275
5+ pages: starting at \$500
- **SOCIAL MEDIA GRAPHIC TEMPLATE**
\$175 (includes 10 design templates)
- **PROMOTIONAL VIDEO** *start at \$95*
- **WEBSITE DESIGN** Starting at \$750
 - Design of homepage +up to 5 pages
 - Basic SEO set-up to get you started
 - Recorded training
 - 1 wk support on your site after launch
 - Full access to maintain your website
- **SOCIAL MEDIA PAGES SET UP** \$350 ea
- **YOUTUBE CHANNEL SET UP** \$250
- **ONLINE COURSE DESIGN** *start @ \$550*

Brand Me Up!

Branding Package

\$2,250

Perfect for small business owners who are ready to make their brand vision come to life! This package includes a full custom visual identity, plus stationery + social media launch imagery, giving you the tools to create a cohesive visual experience for your audience.

Brand Questionnaire + Brand Clarity Call

2 Original Logo Designs + Brand Concepts to choose from.

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
- Business card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

2 Stationery Design Items of Choice:

Postcard, Flyer or Rack Card

Social Media Launch Pack

An image for each of your platforms, up to 5 total

POPULAR BRANDING ADD-ONS:

- SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE / \$325
- ONE-PAGE PDF DESIGN / \$250
Flyer, Price Sheet, Electronic PDF
- SOCIAL MEDIA GRAPHIC TEMPLATE / (includes training) \$175

OTHER CUSTOM

MARKETING COLLATERAL

Quoted separately. Starting prices:

POSTCARD, PRINT MAILER, BROCHURE

Starting at \$250

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE

2-4 pages: starting at \$275

5+ pages: starting at \$500

The graphic features a large white circle with a double-lined border on a pink background. Inside the circle, the text 'WOW Me!' is written in a cursive font, and 'Branding Package' is written below it in a bold sans-serif font. To the right of the circle, a black ribbon is tied into a bow, holding a black price tag with the price '\$3,725' in white.

WOW Me!

Branding Package

\$3,725

WOW your audience with a customized brand package includes a full custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

Brand Questionnaire + Brand Clarity Call

2 Original Logo Designs + Brand

Concepts to choose from.

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
- Business card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

2 Stationery Design Items of Choice:

Postcard, Flyer or Rack Card

Social Media Launch Pack

An image for each platforms, up to 5 total

ONE-PAGE PDF DESIGN / \$250

Flyer, Price Sheet, Electronic PDF

SOCIAL MEDIA GRAPHIC TEMPLATE / \$175

WEBSITE DESIGN

Design of homepage +up to 5 pages

- Basic SEO set-up to get you started
- Recorded training
- 1 wk support on your site after launch

Full access to your website, so you can maintain on your own website copy + photos are provided by you or your copywriter/photographer.

OTHER CUSTOM

MARKETING COLLATERAL

Quoted separately. Starting prices:

POSTCARD, PRINT MAILER, BROCHURE

Starting at \$250

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE

2-4 pages: starting at \$275

5+ pages: starting at \$500

Build My Brand

Branding Package

\$4,750

Grow your brand with a full customized brand package with the ultimate custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

Brand Questionnaire + Brand Clarity Call

2 Original Logo Designs + Brand Concepts to choose from.

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
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- 3 Custom Letterheads
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2 Stationery Design Items of Choice:

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PROMOTIONAL VIDEO - A customized video to promote your brand

DESIGN TEMPLATES TO CREATE:

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE, MENU (Pick one: Includes Training)

SOCIAL MEDIA SITES SET UP (Choose 2)

YouTube, Instagram, Twitter, Pinterest, Facebook

A Few Details...

NEXT STEPS + WHAT TO EXPECT

BOOKING

Interested in collaborating? The first step is to get in touch with us and share a bit about your business and what you envision for your new brand.

We will send over some details, and schedule an initial call with you so we can get to know each other and ensure we're a good fit. To seal the deal, we will send over a proposal, contract, and invoice. After all is signed off on and you've submitted your down payment, we'll be set to go!

INVESTMENT

The investment for each package is listed on the previous pages. A 50% down payment is required to book your project in my calendar. Your final design fee may change, depending on branding add-ons and any other needs you have that are outside of what's included in the package. Pricing and package details are subject to change without notice.

REVISIONS

Each phase of the design process includes 2 rounds of revisions to ensure you're thrilled and confident with the final product. Additional revisions are charged at an hourly rate.

HOW LONG DOES THE PROCESS TAKE AND WHEN CAN WE GET STARTED?

Approx. timelines and start dates will depend on our project calendar, your specific needs, add-ons, holidays, etc. We'll discuss more before booking, so you know what to expect!

DO I OWN MY LOGO + BRANDING FILES?

Yes! Upon receiving your final payment, the copyright and ownership of your final logo and branding files is transferred to you.

WHAT FINAL FILES DO I RECEIVE?

After we wrap up, we will send you a zip file to download, which will include a library of all your finalized logos and branding elements. They will be saved in different colors and sizes for your convenience, for web and print use, and in vector (editable) format.

ARE YOU AVAILABLE FOR ON-GOING GRAPHIC DESIGN WORK?

We love continuing to collaborate with our clients after we wrap up their branding! Simply reach out when you need a design hand and we'll chat about your needs, timeline, and a design estimate for your project. To best serve our clients, we set time for add-on projects on our calendar.



*Beauty, Branding & Business Coaching & Consulting
Services available!*

*For more information visit:
www.Laura-Robertson.com*

*Other services at Beautiful Potential in the following
pages. We also have online beauty, branding & business
school that will fully launch in 2021, more info visit:
www.BeautifulPotential.com*

Beauty & Photo Packages:

- *Make-up and GLOW
LIVE for your video!*
- *Glamour Shots*
- *Bridal Photoshoot*
- *Professional Headshots*
- *Modeling Portfolio*
- *Pamper Parties*
- *Individual or Group*

Hair & Make-up Classes

*Other packages may be
available Upon Request!*

Call Today: (224)245-9577



PHOTO READY HAIR & MAKE-UP

Book our photo ready hair and make up services and get a glowing, professional look for your photo shoots or video promotion.

We provide photo ready hair & make-up for:

- *Promotional Shoots*
- *Before and After Photos*
- *Photo & Video Shoots*
- *Special Occasions*
- *Modeling Portfolio*
- *Print & Digital Ads*
- *Corporate Head shots*
- *& MORE!*

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PRICE LIST

HAIR

Clipper Cut.....	\$20.00
Haircut.....	\$30.00
Cut, Shampoo & Blow-dry Style.....	\$55.00
Basic Updo.....	\$65.00
Special Event Updo.....	\$80.00
Thermal Style.....	\$55.00
Partial Sew-in Extensions.....	\$80.00
Full Sew-in Extensions.....	\$110.00
Extensions take-down.....	\$30.00
Bond-in Extensions per track.....	\$15.00
Clip-in Extensions & Style.....	\$70.00
Braids.....	<i>by Consultation</i>

MAKE-UP

Make-up full face.....	\$55.00
w/Lashes.....	\$65.00
Eyes Only.....	\$30.00
Special Event Make-up.....	\$75.00
Strip Lashes.....	\$20.00
Hair Photo Touch Up.....	\$35.00
Hair & Make-up Quick Photo Touch Up.....	\$50.00

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PRICE LIST

WAX

Eye Brow Waxing.....	\$10.00
Upper Lip or Chin.....	\$ 7.00
Full Face.....	\$30.00

NAILS

No Chip Polish.....	\$30.00
No Chip Removal.....	\$15.00
Make-up Photo Touch Up.....	\$35.00

60 minute massage.....	\$60.00
90 minute massage.....	\$90.00

******Hair not included with extension prices******





PHOTOGRAPHY & VIDEO

Book your next shoot!
Call (224)245-9577

Photo and/or Video for:

- *Professional Head shots*
- *Online Profile Picture*
- *Anniversary*
- *Engagement*
- *Bridal*
- *Glamour Photos*
- *Model Portfolio*
- *Product*
- *Photography*
- *Print and*
- *Digital Images*
- *Marketing Collateral*
- *Video Promo*
- *& MORE!*

PHOTOGRAPHY PRICING

PACKAGE 1: \$75

30 Minute
Digital Images

PACKAGE 2: \$95

60 Minutes
Digital Images

PACKAGE 3: \$175

90 Minutes
Digital Images

PACKAGE 4: \$195

120 Minutes
Digital Images



***Check out our Photo
Ready Hair & Make-up***

***BOOK NOW for your
photo shoot***





VIDEO PRICING

Package 1: \$95

30 Minute Shoot

Package 2: \$150

60 Minutes of shooting

Package 3: \$200

90 Minute Shoot

Package 4: \$250

120 Minute Shoot

We provided lighting & sound equipment.

Promotional Video Creation & Editing is additional and will depend on the length and the complexity of the project.

*Photo Ready
Hair & Make-up
Available!*



Thank You!

Here is how to get in touch with us:

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info@beautifulpotential.com

Website:

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