

# Welcome Packet

I love what I do and you will too.

# Welcome!

I am thrilled you have chosen Prestige Digital as your partner on this journey and I'd like to take this opportunity to welcome you as a new client.

Every day I collaborate with soulful and talented business owners just like you and I'm confident that you have made the right choice trusting me with the visual and online success of your business.

This PDF contains everything you need to know about working with me in building your new website, brand identity or marketing graphics.

I'm excited to have you as a new client and look forward to creating professional and purposeful design for you and your business for years to come.

# What to expect from me

Ultimately I am here to provide you with high quality design that highlights the best of your business. I work hard for my clients, I love what I do and the people I work with.

When you work with me I will be honest, direct and solution focused. I'm here to support you and add value to your business.

If you are ready to partner with someone who is organized, trustworthy and will help you take your business to the next level, I'm your girl.

I'm easy going and fun loving - not everything I do is done in a traditional way, but I take the success of your business just as seriously as I do my own.

Thank you for choosing to partner with me at such an exciting and important time in your business!

# FAQ

## **HOW MUCH WILL THIS BE HOURLY?**

I do not charge hourly because I take my time and create the best work for your business. It's not about the minutes I spend on each project, it's about the amount of value I bring to your business.

## **I'M NOT DONE WRITING MY CONTENT...**

### **CAN YOU STILL START MY PROJECT ON TIME?**

Unfortunately no. The content is what I design around - think of trying to build a house for a family you don't know the size of. Without your content, the design process takes longer and costs more.

### **CAN I GET THE THINGS YOU NEED TO YOU NEXT WEEK OR MONTH?**

Sure! But, I won't be able to accommodate our original time line and there may be a fee.

Life comes up and I get that however, I have to respect my other clients time just as I respect yours. Bumping one clients project because of another isn't how I like to treat people.

I make time just for you and when communication stops for long periods of time that means work stops. [From beginning to end we are a team and communication is key!](#)

# Payments & Time-Frames

## **RETAINER PAYMENT**

Services require a 50% retainer payment to secure your project timeline in my schedule. Final payment is due once all the design work is completed and before any files are delivered.

## **LATE PAYMENT**

3% will be charged on all overdue balances.

## **CHANGES IN PROJECT DIRECTION**

If the project evolves and you require additional design work after the initial agreement, I will evaluate and adjust the cost. Please keep in mind that when design work is added, not only is the end cost adjusted, but so is the scheduled deadline.

## **TIME-FRAME**

Projects generally take 6-8 weeks to complete and depend greatly on when we receive your content and how quickly you review the work Prestige Digital delivers to you.

During our time working together it is just important for you to schedule time for your project as it is for us to. We do our best to help you stay on track with your deliverables however, we will not chase you.

# Hours & Communication

## OFFICE HOURS:

Monday - Thursday 8am - 3pm EST

I am available for meetings on Tuesdays and Thursdays from 10am-2pm EST

## COMMUNICATION:

To ensure that you have the best possible outcome and to maximize my design time we will:

- Have an initial coffee date or Skype call to discuss in detail your design needs.
- Use email to stay in contact to keep your project timeline.
- Schedule our meetings on Tuesdays & Thursdays.

## CONTACT INFORMATION:

**Email:** [hello@PrestigeDigital.ca](mailto:hello@PrestigeDigital.ca)

**Consults & Meetings & Text:** 905-921-8157

**For Billing / Payments:** [hello@PrestigeDigital.ca](mailto:hello@PrestigeDigital.ca)

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# Where & how do we start?

After you have decided to partner with me, I'll **need a 50% deposit and a signed copy of my Master Services Agreement (MSA) to secure your project start date.**

Once received, I create a customized Interview and Information document (I&I). This **document will walk you through EVERYTHING you need to provide to me by the time your project start date rolls around.**

Completing the I&I Document will be the most challenging part of the project for you. It requires you to reflect on all aspects of your business how you want to wrap it all up to sell / market it.

If I can offer you one piece of advice it's this - from the day you get it, to when I need it back, spend 20 minutes everyday working on. Write, read, rewrite, share with your team, family or friends.

**There is nothing else you or I will do during this project that impacts your website as much as what you put in this document - so please take it seriously.** And I promise, once it's complete you can sit back and relax while I get to work!

# The Design Process

## **CREATIVE RESEARCH**

I research and study your business, your clients and the brands you are attracted to.

## **DESIGN & DEVELOPMENT**

The really exciting stuff! By this time you'll have ants in your pants and be counting the minutes until you can see the first website draft.

## **PREVIEW TIME!**

I provide you with a private link to view the first live design of your website. My first round designs are polished and developed to a point where I would already put them online - well worth the wait!

## **REVISIONS**

Once you review the website and generate a list of changes, I make them and send it back to you for final approval.

## **THEN WE FINALIZE & DANCE!**

I'll send the final invoice and prepare the site for launch. Once I received payment, the sites goes live and I send you links to all the files via Dropbox.

*prestigidigital.ca*

