



# PRICING GUIDE *2025*



# TABLE of CONTENTS

- 02 MEET OUR FOUNDER
- 03 OUR MISSION
- 04 OUR STAFF
- 05 EXPECTATIONS
- 06 PACKAGES & PRICING
- 10 ADDITIONS
- 13 TESTIMONIALS
- 16 FINANCING

# OUR FOUNDER

## Sarah Alisabeth Crook

Alisabeth Designs was founded upon principles taught to me by my grandparents who served their local small business community throughout their lifetime. It is my greatest honor to carry on their legacy of service.

If you are looking for a place to belong, someone to hold your hand and guide you through each step of creating a brand that screams YOU, dreaming of a website you can call home, or hoping to find someone with your best interest at heart, you've come to the right place.

Our team is dedicated to your success and through our one-on-one client process, we will work with you through each phase of development to discover your voice, and reveal the best version of yourself.



A handwritten signature of Sarah Alisabeth Crook in black ink. The signature is written in a cursive, flowing style. It is positioned over a dark, blurred background that appears to be a desk with a laptop and a mug.

# OUR STAFF

## The Team at AD

Our team is made up of industry experts in every field, ranging from Web Design & Development to Brand Design, Search Engine Optimization and Customer Experience. We have proudly curated a one of a kind design experience that offers our clients the opportunity to collaborate with each of our team members as they progress through each phase their design timeline.

Our unique design approach educates and equips our clients with all of the resources necessary to build a sustainable brand and reach their goals. From brand strategy workbooks, copywriting templates, and in-depth discovery calls, to detailed presentations and consistent communication, you can trust our team has your best interests at heart.

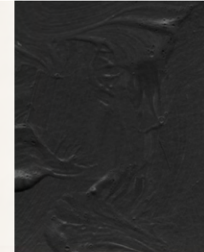




# OUR MISSION

## Excellence in Design

Sarah has chosen to honor the legacy of her grandparents' by carrying on their mission, "excellence in print" into her own business. Her grandparents served their community faithfully for over 30 years, and received multiple nominations, features and awards for their services and donations. Alisabeth Designs proudly donates 10% of all proceeds to non-profit organizations.



## EXPECTATIONS

## HOURS

Monday - Thursday  
10AM - 4PM Eastern

## CONTACT

Email: [hello@alisabethdesigns.com](mailto:hello@alisabethdesigns.com)  
We do our best to respond to  
messages within 24 business hours

## SUPPORT

AD Support: [hello@alisabethdesigns.com](mailto:hello@alisabethdesigns.com)  
Showit Support: [help@showit.co](mailto:help@showit.co)



# BRANDING

## Brand Identity

### Branding Kit:

- Main Logo, Alternate Logo, Submark
- Color Palette
- Font Palette
- EPS & PNG Files
- 3 Brand Presentations
- 3 Revision Rounds

### Brand Guidelines:

- PDF Guidelines with Brand Palette Overview
- 30 Minute Design Consultation  
2-3 Week Timeline

**\$3,000 INVESTMENT OR AS LOW AS \$500 PER PAYMENT**



# WEB DESIGN

## Custom Website Design

- Custom Showit Website Design 5-7 Pages
- Custom Blog Design
- Copywriting Template
- Search Engine Optimization
- Domain Connection | Blog Migration
- Coming Soon Page | Instagram Link Page
- 30 Minute Design Consultation
- 30 Minute Launch Strategy Session
- Custom Maintenance Training Video(s)
- 6 Week Timeline

Please Note: if you do not have a FULL branding palette (logo variations, colors and fonts) we are unable to book you for a website only timeline

\$5,000 INVESTMENT OR AS LOW AS \$500 PER PAYMENT





# FUSION

## Branding & Web Design

- Branding Kit & Brand Guidelines
- Custom Showit Website Design 5-7 Pages
- Custom Blog Design
- Copywriting Template
- 3 Marketing Suite Templates
- 4 Social Media Suite Templates
- Search Engine Optimization
- Domain Connection | Blog Migration
- Coming Soon Page | Instagram Link Page
- 1 Hour Design Consultation
- 30 Minute Launch Strategy Session
- Custom Maintenance Training Video(s)
- 8 Week Timeline

\$7,000 INVESTMENT OR AS LOW AS \$700 PER PAYMENT



# FUSION PLUS

## Branding & Advanced Web Design

- Branding Kit & Brand Guidelines
- Custom Showit Website Design 8-10 Pages
- Custom Advanced Blog Design
- Shop, Sales, and Education Page Templates
- Custom Copywriting
- 6 Marketing Suite Templates
- 4 Social Media Suite Templates
- Advanced SEO
- Domain Connection | Blog Migration
- Coming Soon Page | Instagram Link Page
- 1 Hour Design Consultation
- 30 Minute Launch Strategy Session
- Custom Maintenance Training Video(s)
- 10 Week Timeline

**\$10,000 INVESTMENT OR AS LOW AS \$1,000 PER PAYMENT**

# ADDITIONS

## Mini Copywriting

Custom Copywriting for 3 pages\*

\$1500 | 1 Week Timeline

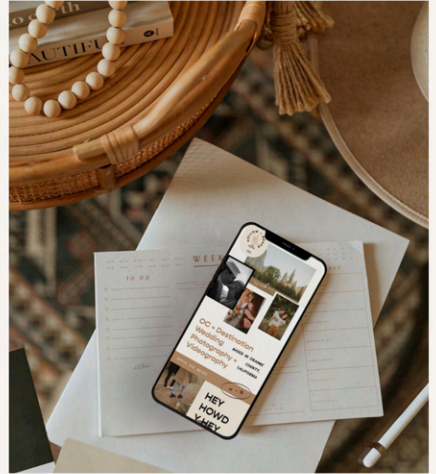
## Full Copywriting

Custom Copywriting for 5 pages\*

\$2000 | 2 Week Timeline

## Custom Illustrations

Custom Illustration Design | Starting at \$250ea\*



01.

## RESEARCH & REFERENCE

First, we will send over a series of questionnaires, workbooks and resources so you can map out your brand strategy, and curate a Pinterest inspiration board. Once you have these steps completed, we will send over a link to schedule your design consultation.

03.

## DESIGN & CONCEPTS

Once your design consult is complete, our team will review the recording of your meeting and go over all of the detailed notes together. Then, we will begin drafting up the first concepts for your design whether it be branding, web design, or both.

02.

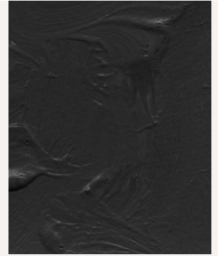
## PLANNING & STRATEGY

On your design consultation we'll review all of your questionnaires and vision board at length. From reviewing typography, color palettes, and logo variations to web design structure and design, we will map out the game plan for your entire design project together.

04.

## PRESENTATION & FINALIZATION

Once we have completed your concepts, we will present each option to you via your client portal. A feedback form will be attached with every presentation so we can ensure every facet of the design properly aligns with your vision.



PROCESS

# TIMELINE

## PROJECT PREPARATION

Time of Booking - Timeline Start Date

## PROJECT START

Design Consultation

## BRANDING TIMELINE

2-3 Business Weeks\*

## WEB DESIGN TIMELINE

6-8 Business Weeks\*

## INSTALL & SEO TIMELINE

2-3 Business Days

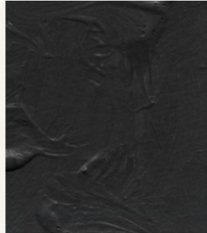
## SITE CONNECTION TIMELINE

3-5 Business Days

## LAUNCH TIMELINE

1-2 Weeks Recommended





TESTIMONIALS



custom brand & web design

# REBECCA CARPENTER

"You're probably reading this review in hopes of looking for some sort of sign or some validation to book Alisabeth Designs for your next website or branding, and if you need your sign, here it is. DO IT. You will not regret it, you'll only wish you did it sooner. I got in touch a few months back after seeing their work appear a lot and asked for a free site evaluation and had a zoom call and by the end of the call I was signed up for the the biggest package they do and it was the best business decision and investment i've made in years. Sarah had some incredible ideas, suggested some incredible ideas, suggested some changes I could make and gave some great advice on how I could improve my website and business and my gosh did she deliver! There is a reason why they are the best. From a complete brand makeover- which was a big scary choice after recently changing it and they nailed it on the first round. I have never truly been happy with my branding since 2017 but Sarah just completely understood me, my personal branding and understood the brief. Nothing needed to change it was perfect.

I now share my branding, logo, with so much pride and joy. From all of our correspondence, Zoom calls, revision feedback rounds, client on boarding, e-mails, everything was incredibly professional, friendly and efficient and they really did make my website dreams come true. I even sketched an idea for one of the pages and they actually made it happen?! I mean how many website designers can do that? My website is now live and I absolutely LOVE IT! it showcases my work, my brand and me perfectly and nothing was never too much trouble. I've already had so many people comment on it. I cannot thank Sarah and the team of incredible women at Alisabeth Designs for making my website and branding dreams come true!! I still can't believe that is my website! I've never felt more confident and proud of my website and branding and that's all to you. THANK YOU!! xxx"



custom brand & web design

# MICHAELLA RICHARDSON

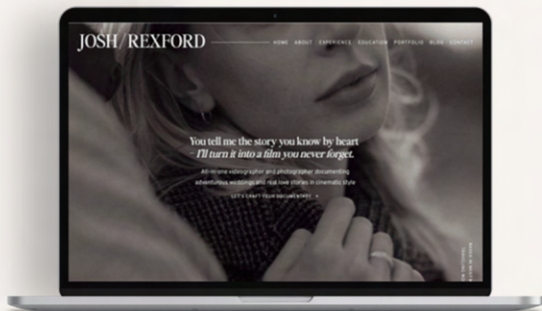
"The Alisabeth Designs team is talent mixed with pure MAGIC. I was so nervous to dive into a huge rebrand and website design (honestly, I had no idea what I was doing) but they walked me through the process and made me feel so comfortable and so taken care of.

Even when I had a few panic moments (because I am the most indecisive human) they talked me off the ledge each time with the most gentle reassurance. Every single person on this team is kind, personable, professional, and extremely knowledgeable and good at what they do. I was able to trust them and their expertise from beginning to end.

They took the essence of who I am and how I wanted my business to feel and created a visual representation of it. They created a clean, cohesive, warm, welcoming brand with the possibility of longevity and room for growth that I was dreaming of. I was SO excited when the brand was complete, then I saw the website and was once again in awe. The experience that they created inside an internet home for my business was truly more than I could have ever hoped for. I stared at everything for hours because I was so in love with it all!

I have received so many compliments on my branding and my website since their launch, my favorite being that people see so much of who I am in all of it. I have also had an influx of inquires and bookings by the clients I have been longing to work with for the last few years but wasn't quite reaching. If you take anything away from this review it should be this: the Alisabeth Designs team is worth the investment of your time, your money, and your trust. They will listen to every word, figure out who you are and what you want your brand to represent, and will create a brand and website that are better than you ever thought possible."





custom brand & web design

## JOSH REXFORD

"I booked Alisabeth Designs for a full brand, copy, and website refresh this past spring and my experience with them has been nothing short of fantastic. I came to the table with a very specific vision and a rather niche brand and the entire team immediately dove in, caught the vision I had, and worked incredibly hard to turn that vision into a reality for me.

In all honesty, I was a little nervous at the outset about hiring a design TEAM as opposed to a freelance individual designer as I didn't want to feel like I was just another number or project in their queue – but their approach was deeply personal but also strategic and comprehensive. Over the months of the project build, I interacted with a number of various team members, each one deeply knowledgeable of and invested in my specific project and ready to use their specific skill set (copywriter, designer, SEO, etc) to make my brand, design, and website the best it could be.

And the end result was exactly what I had hoped it would be...and so much better. Not only did Sarah and her team bring my vision to life in front of my eyes, but they also brought a wealth of design, SEO, copywriting, and branding knowledge to the table and used that knowledge to make the end result so much better than I could have imagined."





01.

## FINANCING

WE FULLY UNDERSTAND THE SIGNIFICANCE OF THIS INVESTMENT AND HAVE CURATED A COLLECTION OF PAYMENT PLANS FOR YOUR CONVENIENCE.

You may pay in full and receive our entire suite of marketing templates as our thanks to you, or you may select from the following flexible payment plans:

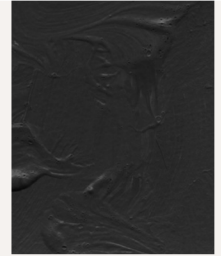
### FUSION PLUS, FUSION, OR WEBSITE PACKAGE:

You may choose to split the total of your desired package into either 2, 4, 6, or 8 payments. If you choose to split up your payments your first payment of either 1/2, 1/4, 1/6, or 1/8 will be due upfront as your deposit and your remaining payments will be spaced out evenly from your deposit date to the end of your chosen timeline.

### BRANDING PACKAGE:

You may choose to split the total into either 2 payments of \$1500, 4 payments of \$750, or 6 payments of \$500. If you choose to pay in full upfront you will receive 1 complimentary marketing collateral item of your choice.

\*Please note you may access your invoice anytime through your client portal. Project deliverables (i.e. logo files, website design, etc.) will be provided after the project balance is paid in full.



FINANCING



# THANK YOU

For more information, custom requests, or questions please email us at [hello@alisabethdesigns.com](mailto:hello@alisabethdesigns.com) and we will be happy to serve you.

