



THE ASHLEÉ LINDO COMPANY

# 2024 SERVICES MENU



# ABOUT

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Hi there!

My name is Ashleé, the founder of The Ashleé Lindo Company. We are consulting firm that specializes in creative, branding and marketing strategy.

Founded in 2018, our frameworks help our clients achieve their goals, build community and increase their revenue. We often partner with multihyphenates, founders, corporations and more. While our experience is vast, we create customizable strategies that are tailored for our clients.

This Services Menu will explain the process, pricing, timeline and deliverables so we can find a package that best fits your needs.



## PAST EXPERIENCE

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## GENERAL PROCESS

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### CONSULT

All projects begin with a consultation. I want to hear all about your brand and your brand's why. We'll also chat about your vision and brand needs. I'll recommend packages that fit your needs. If we're a great fit, we will start the project confirmation process.



### CONFIRM

I will send an invoice and detailed services agreement that will list the scope of work and project expectations + timeline. Once the nonrefundable deposit is received and the contract is signed, we will get the project started.



### CREATE

We will kick off the project with an invite to my project management system, where all project communication will take place. Once you login onto the system, you will find instructions on next steps.



### CONQUER

Once our project is completed, then you are ready to conquer the world with your refined strategy, design and content.

# STRATEGY SERVICES

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Strategy is like GPS for your business, providing a roadmap to achieve your goals. Each strategy services listed below gives you step-by-step instructions to reach that ultimate destination.

## BRAND LAUNCH INTENSIVE | \$1500

An one-on-one service that helps to develop and execute your brand or marketing strategy over three months. This service is perfect for entrepreneurs who want A) a more consistent flow of clientele to achieve their revenue goal or B) defines your business and cultivate your client's perception with intention.

### **This service includes:**

**KICKOFF SESSION** | During this 80 min session, we will talk through your current branding or marketing efforts, assess your marketing goals and refine your target audience.

**DETAILED STRATEGY PLAN** | I will create a strategic plan that explains your branding (brand goals, audience and offerings) or marketing (target audience and how specifics tactics like e-mail, social media, content) to achieve your goals. The plan will also include a checklist for next steps and tool recommendations.

**STRATEGY PLAN REVIEW** | Once the strategy plan is complete, we will review the plan on another 80 minute call and discuss any questions you may have.

**FOLLOW UP SESSION** | One month from the last session, we'll have a check-in with your progress to see what is working and make any recommendations.

## SERVICES DETAILS

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**PAYMENT DETAILS** | Payment is due upon booking. 50%/50% installment plan is available.

**REFUNVDS** | No refunds are offered for these services.

# STRATEGY SERVICES

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Strategy is like GPS for your business, providing a roadmap to achieve your goals. Each strategy services listed below gives you step-by-step instructions to reach that ultimate destination.

## VIP DAY | \$3000

### **This service includes:**

PREP SESSION | We'll use 80 min to prepare for our in person experience.

FULL DAY SESSION | An 8 hour session of idea dumping, brainstorming and strategizing to create your brand or marketing strategy. After the session, you will leave with the confidence and clarity to stand out in a saturated society.

PLAN DELIVERY | In this final session, I will share your strategic plan that explains your branding (brand goals, audience and offerings) or marketing (target audience and how specifics tactics like e-mail, social media, content) to achieve your goals. The plan will also include a checklist for next steps and tool recommendations.

POST VIP DAY SUPPORT | After the final session, I will be available for any questions via email or text for two weeks.

## SERVICES DETAILS

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PAYMENT DETAILS | Payment is due upon booking. 50%/50% installment plan is available.

REFUNDS | No refunds are offered for these services.

# DESIGN SERVICES

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How you show visually helps to create trust with your target audience. In fact, clients are 3.5 times more likely to make purchase if the brand is presented consistently. Brand identity is the tool used to craft brand consistency.

## BRANDING STARTER BUNDLE | \$4500

A brand has 7 seconds to make a first impression. As new entrepreneur, quality imagery and messaging are vital for success. This package offers the perfect option for quality presentation without breaking the bank. This package is perfect for aspiring and emerging entrepreneurs who do not have a presence online.

**Estimated project duration: 6-8 weeks.**

### This service includes:

BRAND STRATEGY SESSION | We'll use 80 min to walk through my Recognizable Brand framework to ensure brand alignment.

LOGO DESIGN | Logos are the foundation of your visual brand identity.

- Moodboard: Creation of color palette + visual elements inspiration from your curated Pinterest board.
- Logo Concepts: Up to 3 different logo concepts with one concept entering revision phase with two rounds of revisions.
- Final Logo Files | You will receive the logo, secondary logo, and submark/elements in .jpg, .png, .eps, and .pdf.
- Style Board: A guide on how to visually style your brand including the logo, color palette, secondary logo option, a watermark and 2 font recommendations.

VIRTUAL BUSINESS CARD | A graphic that shares your services and contact information. It can be shared virtually or printed to hand out.

ONE PAGE WEBSITE SITE DESIGN | A simple one page website on Squarespace that shares your bio, services, brag bank details and contact information. Client is responsible for purchasing Squarespace license and website hosting.

## Design Services are available a la carte.

LOGO DESIGN: \$800

ONE PAGE WEBSITE DESIGN/LANDING PAGE: Starting at \$1500

## SERVICES DETAILS

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PAYMENT DETAILS | 50% nonrefundable deposit + 25% of balance due before one page design begins and final payment due upon final files delivery.

REFUNDS | No refunds are offered for this service.

IMAGES & COPY | Clients are responsible for sharing images and copy. We can provide a list of creative partners to assist with copywriting and photography/videography needs if necessary.

# OPERATIONS SERVICES

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## MARKETING CHANNELS SETUP | \$500

Struggling to reserve your domain name, email and social media channels? Do you find it difficult to set up your email newsletter on your website. Let us register and set up all of your marketing channels for you.

# CONSULTING SERVICES

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## BRAND AND MARKETING CONSULTING

We've had the pleasure of crafting marketing strategies across many industries including arts & entertainment, consumer packaged goods, financial services, agriculture, real estate. Our vast industry experience gives me an unique perspective and expertise on brand building and marketing. As consultants, we help companies build and implement their branding and marketing strategies. All consulting services begin with an evaluation of current efforts and understanding goals. Consulting services is typically reserved for corporate clients and require at least 3 month commitment.

## SERVICES DETAILS

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PAYMENT DETAILS | These services are retainer based services.

REFUNDS | No refunds are offered for these services.



# CONTACT

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To get started on any project, book a [Discovery Call](#) to discuss availability and next steps.

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www.thealcompany.co

   **in**  
@thealcompany

