

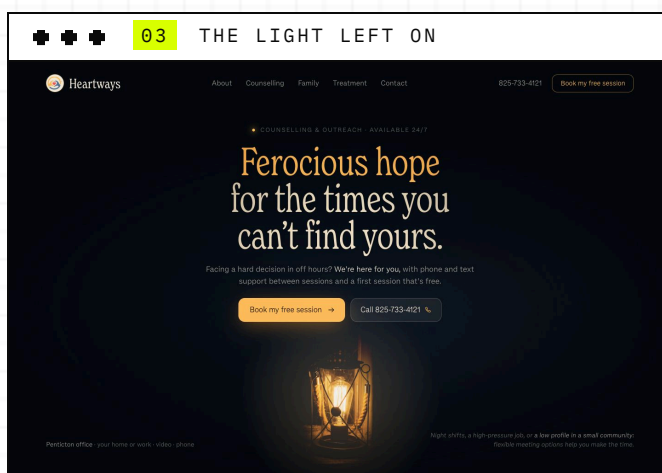
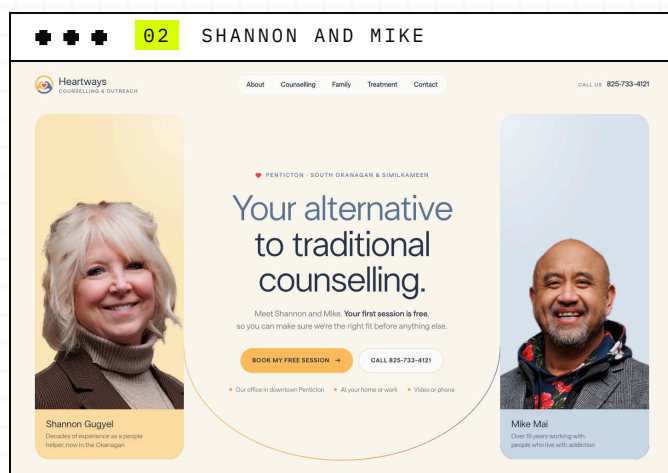
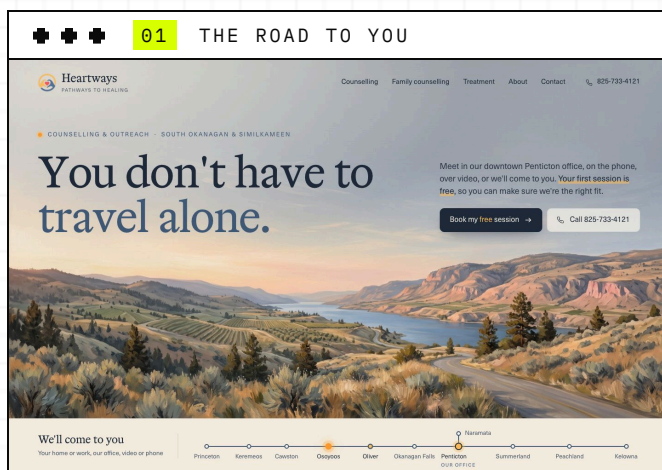


A new website for Heartways.

PREPARED FOR SHANNON AND MIKE • BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.



THE LAUNCH

\$1,800

for \$4,988 of work, one time

LIVE

Within a week
of saying go

YOURS

Yours to keep
site and domain in your name



01 WHERE WE STARTED

What we built it around.

01 You don't have to travel alone.

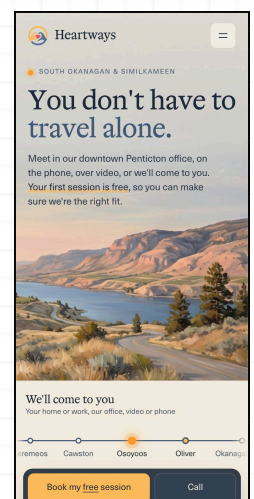
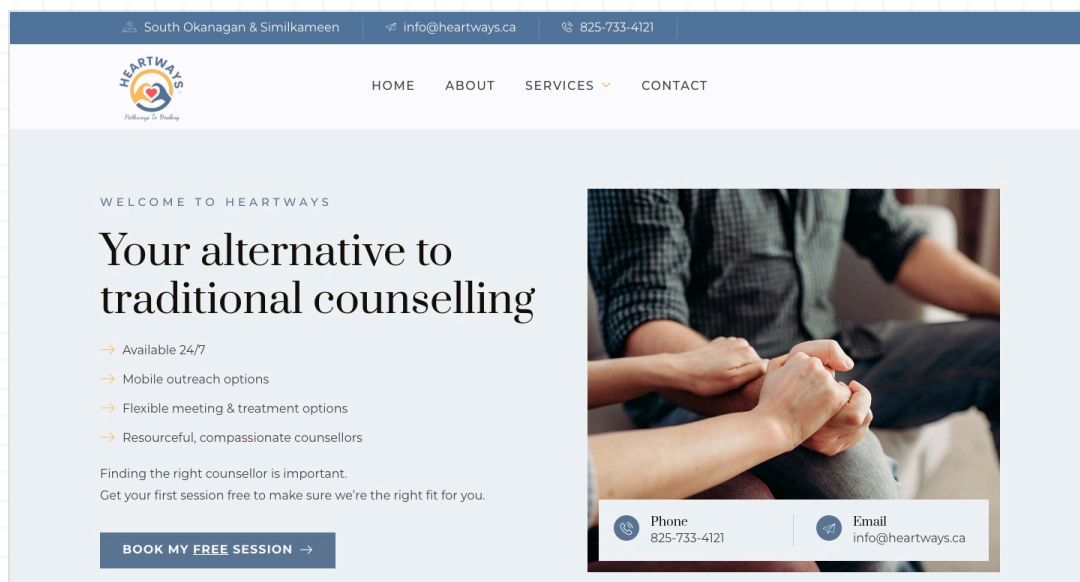
Your own line from your homepage. Option 1 paints the South Okanagan at dawn, with the road in and your eleven service towns from Princeton to Kelowna drawn as stops along the foot, Penticton marked as the office.

02 Your alternative to traditional counselling.

The headline at the top of your homepage. Option 2 puts Shannon and Mike first, in their own portraits from your About page, with the words between them where the heart sits in your logo.

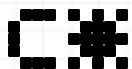
03 Ferocious hope for the times you can't find yours.

From your Counselling page. Option 3 is the night: one lantern in the dark, taken from the photo on your homepage, for the people who work night shifts or need you in off hours, with Book and Call in its light.



TODAY

ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website Up to five pages built out from the top you've just seen, in the same look, with your own words and photos. On your domain within a week of saying go.	\$3,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$199
03	A launch email Designed and written for the referral partners and community contacts who already send people your way, so they hear about the new site from you.	\$495
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$495
05	30 days of changes Text or email us what to change. It's live the next business day.	\$49

PLUS, WHEN YOU SAY GO BEFORE 10 NOVEMBER 2026

BONUS	Email setup and contact import We set up your email sending and bring your contacts over, ready for the launch email.	\$250
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TOTAL VALUE

~~\$4,988~~

YOU PAY

\$1,800

THE ONE-WEEK PROMISE

If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.



03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and send us access to your domain.

DAYS 1 TO 7

We finish the site

We build out the remaining pages. You see every page before anything goes live.

LAUNCH

It goes live

The site goes up on your domain, and the promo, email and ads are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch

\$1,800

To start, when you say go (50%) \$900

When the site goes live \$900

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day \$49/mo

Four animated promos a month, vertical and square \$599/mo

Two custom email designs a month \$395/mo

Twelve unique ads a month \$395/mo

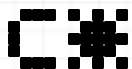
05 WHAT YOU OWN

- The site, the domain and every file, in your name.
- Hosting is included.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

OR ALL FOUR, TOGETHER

\$795/mo ~~\$1,438~~**OPTIONAL
ADD-ON**

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$643/mo. No commitment, cancel anytime.



06 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 10 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO