



**MNUU**  
MARKETING

YOU IMAGINE WE CREATE

# WELCOME GUIDE

[MNUMARKETING.COM](http://MNUMARKETING.COM)

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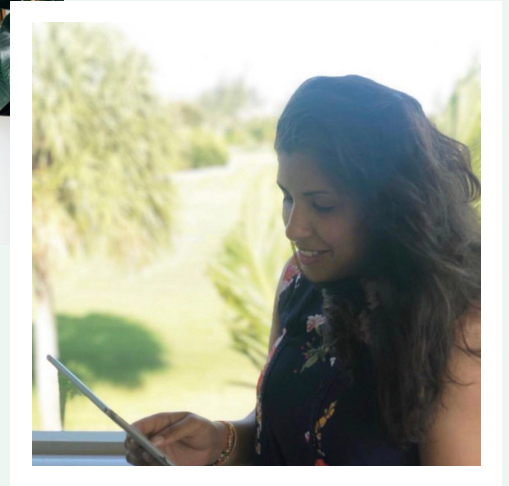
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WELCOME

# I'M MONICA, founder OF MNU Marketing

Having studied and lived most of my life in London working for top notch clients, such as ExxonMobil, The Body Shop, Mercedes, SABMiller and British Telecoms, I moved my life and career overseas after marrying my husband in Turks and Caicos.

A lover of design and all things creative, I am passionate about my career in marketing and enjoy working with a wide cross-section of clients from all over the globe. As I currently work from home, my office tends to be wherever I feel I'm at my most productive on that particular day.

Sometimes this is my kitchen, sometimes it's my desk and sometimes it's even the dining table! I try and vary the places I work as I feel it helps keep things fresh. On heavy days, working in my office is a must because a dual screen is a lifesaver. If I'm working from my dining table, I get more planning done and if working from a coffee shop, it refreshes me mentally because I'm able to watch the world go by as I work.

Once we begin a project, we will work collaboratively to ensure your business reaches its full potential and maximum exposure with thoughtful and intentional design.

I create designs that are contemporary, sophisticated and that reflect your business message and values. At the start up stage or even after being established for years, investing in new design can be stressful and a very busy time while you are still working hard on your business, so I make sure to keep the process as simple and streamlined as possible. I put in the hours so that you can focus on what you do best and the end result is a happy client (YOU!), a beautiful complete design and an engaged target audience ready to try/buy/get in touch with you.

This guide will give you every ounce of information you need in order to decide if you want to work with me (which, by the way, would be AWESOME!) and also enable you to determine if we will be the perfect fit.

# OFFICE HOURS AND CONTACT INFO



## HOURS

I work Monday - Friday from 8.00 am to 5.00 pm (GMT-4), I am based in Turks and Caicos/London and cater to clients across the globe. I do not work on Sunday and will never expect you to either!

## PREFERRED CONTACT


Email is the best way to get in touch with me and during our project we will primarily use email and whatsapp to communicate. This helps me keep everything organised and in one place. Instagram communication is not preferred as I'd hate to lose your details and info by accident!

## PHONE/ZOOM


Prefer a face to face online chat via Zoom/phone? Feel free to schedule an appointment. Scheduling calls keeps my work from being interrupted and allows me to focus on your project.

## IN PERSON CATCH-UP


Live in Turks and Caicos? I would love to catch up somewhere central to both of us for a tea/coffee and face to face chat, so feel free to email and we can work out a time/date that suits us both!

 [info@mnumarketing.com](mailto:info@mnumarketing.com)

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 [mnumarketing.com](http://mnumarketing.com)


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 [@mnumarketing](https://www.instagram.com/mnumarketing)

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 [@MNU Marketing](https://www.facebook.com/MNUMarketing)

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# Our Services

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## BRAND STRATEGY

Fact: your brand is more than a logo, colour palette or font. Join me for a coffee or two and I'll help you get your ducks in a row with a strategy that encompasses all of the different elements of your brand. Think your goals and audience, where you sit in your market, your tone of voice and much, much more. You'll walk away with a clear vision and Brand Bible under your belt and a skip in your step.

## BRAND IDENTITY

Your brand can have an incredible story, tonnes of life and be deeper than a Coldplay ballad, but if you don't have a cohesive visual identity, then the hard work is all for nothing. The way your brand looks is essential in creating the first impression to a potential customer, so it needs to resonate and be memorable. You'll get a bangin' logo, brand assets, colour palette, font family and we'll seal the deal with an ultra-handly style guide to help you stay on course.

## SOCIAL MEDIA MARKETING

Your brand name should represent your brand values; align with your vision and appeal to your audience. While keeping up with social media for your own business can be like pulling teeth, I can help you find a name that's easily identifiable and the perfect expression of you as a brand.

## APP AND WEB DEVELOPMENT

Say goodbye to dodgy templates and hello to a fully custom designed and developed website. Your website isn't just the backbone of your business' online presence, it's your 24/7 shopfront. In today's digital world customers will almost always check online to decide before they buy – so I'll give you a website that'll knock their damn socks off!

\*SEO services available on request

## PACKAGING

If you have put the effort into creating an awesome product, then you will also need a suitable packaging that will help boost sales as well as your brand image. We are all about designing packaging that's not just practical, but irresistible to your audience. I can also design and source custom packaging for a range of products.

## DIGITAL & PRINT DESIGN

Think business cards, publications, signage, social media, website banners - let your mind run wild! We can roll out your brand across a multitude of platforms and materials, no holds barred. From design to print management and installation, we have it covered.

## COPYWRITING

Often underestimated, copywriting is the underdog of your brand experience. It's one thing to string together a sentence, but quite another to craft copywriting that unites your brand's values, tone of voice, and key messaging in a way that excites your audience. Whether you need engaging copy for your website, campaign or publication, I've got a wicked wordsmith.



# AS EASY AS ONE, TWO, THREE

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## STEP 1

### Getting started

Before we start, please read our Terms & Conditions. I would love to work with you, especially if you are committed to the process and as passionate about your business as I am about crafting a unique identity and vision for your business or brand!

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## STEP 3

### Design

This is where I get to work! Using your brief as a guide, I will begin creating concepts and drafting out designs. Once I am happy with a first draft, I will send it through for review and then we will begin the process refinement rounds until we are happy, and the design is finalised.

---

## STEP 4

### Completion

After designs are signed off, I will package up the files and send over to you via email. I strongly advise you save the files on your Cloud to avoid losing them. I will promote you on my social media and website to give your brand a boost.

## STEP 2

### Get you booked in

We will begin with chat over email, a call or if you are local, a coffee and catch up. Once we've had that initial discussion and we have locked in a start date, I'll send you a quote to be approved. I will also require you to have a look at our terms & conditions, followed by an invoice for the 50% deposit. The non-refundable 50% deposit is due before any work commences, and is required to book your spot on my calendar.

I will look at tailoring your branding to your personality and values, I will design in any style that tells your story such as:

- Vibrant and creative
- Refined and sophisticated
- Fun and approachable
- Edgy and modern
- Loving and feminine
- Natural and earthy

I will send you a questionnaire to help me gain a better understanding of the business.



WORK WITH ME

# Services Guide

## 01. / Branding Design

Thoughtfully crafted personalized brand design experience.

## 02. / Website/App Design & Development

Professionally crafted Squarespace website design for a unique online experience.

## 03. / Social Media Management

Intentionally crafted social media template designs, scheduling & community management.

## 04. / A-la-carte Graphic Design/ Email campaigns

Custom design services such as flyers, posters, stationery, product packaging, media kits, ebooks etc.



4 WEEK PROCESS

# The Brand Creation

## BRANDING DESIGN

The essential outfit for any business. Whether you are just starting out or undergoing a style overhaul - Our Brand Creation is for you. Comprehensive and considered, each feature in this package has been purposefully added to equip your business for any potential situation and will never leave you lacking for any logo type, file, colour way or style.

Warning: This branding design service is only for seriously passionate business owners, those who are ready to invest 110% in their business and go all in to ensure they have a brand their audience will fall in love with. Looking for just a logo? Get in touch and we will send over a bespoke package.

STARTING AT

# \$599 USD

## BUILT IN FEATURES:

- 1:1 Service - you will be 1 of only 2 brand clients I work with per month!
- Primary logo, submark, alternate, icon
- Moodboard
- Profile pic + Facebook Banner (+ Canva template)
- Website Favicon

## RESOURCES INCLUDED:

- Design Questionnaire & Brand Brief
- 3 x Rounds of refinements
- Final file release in every file format & colour way
- Brand Guidelines
- Logo/File Usage & Clear Space
- Color Palette upon request

## 2 x MARKETING OPTIONS:

Business cards, Pricing Guide, Thank You note card, 2 x Instagram templates, 2 x Instagram Story templates, 2 x Blog/Pinterest templates, 4 x Brand Icons, 1 x Brand Pattern or Graphic Texture. Or we can discuss 2 x other marketing materials personalised to your business!



# BRANDING DESIGN

## timeline + process

3-4 WEEKS PRIOR	
Collateral options are designed Final files are saved Final payment made All brand files are released via email Celebration!	
WEEK 1	WEEK 2
Questionnaire due Monday morning Create and send brief Sign off or provide feedback on the brief Begin logo concept drafting	Brand concepts sent for review Feedback Round 1 (and/or Round 2) provided after 3 business days Concept/s are refined based on feedback Brand concepts sent for review
WEEK 3	WEEK 4
Feedback Round 1 (and/or Round 2) provided after 3 business days Concept/s are refined based on feedback Brand concepts sent for review Final approval for chosen concept (or further refinement rounds purchased)	Collateral options are designed Final files are saved Final payment made All brand files are released in a Dropbox folder Celebration!

■ YOU - THE CLIENT
 ■ ME - THE DESIGNER

### TIMEZONES/WEEKENDS/ HOLIDAYS

No issues here! MNU Marketing will never expect you to work or answer emails on a weekend or holiday, and even if I reply to you on a working day in my timezone, you can answer the next business day in your timezone.

### REFINEMENT ROUNDS

There are 3 rounds of feedback included in this project timeline. To stay on schedule, feedback needs to be made within a maximum of 7 days to ensure you get the full amount of feedback time if it's needed.

### RUSHED / DELAYED CHANGES

Any part of the project that needs to be rushed, delayed or falls outside of the allocated project timeline will be made at my hourly rate or quoted for separately. Content that comes in after the start date may be subject to fees or a deadline push.

6 WEEK PROCESS

# Wordpress Website

## STYLISH WEBSITE

(+ app design & development available upon request)

We aren't simply here to woo you with words – after all, you aren't here for a copywriter, nor are you here for fluffy features or stuffy, outdated designs. We are here to help create a solid, stunning website design built on Wordpress, crafted for you by a designer with years of experience and delivered to you ready and eager to appeal to your customers (oh, and also easy to maintain and edit afterwards, because I hear this is on your dream list too!)

Introducing The Stylish Site package, a comprehensive Wordpress website design package with considered features perfect for any passionate new or established business wanting a gorgeously styled and unique, done-for-you site. This is for you if you have done the groundwork to build up your product, service or brand, have prepared and finalised content and need a totally bespoke site that compliments your amazing business from angles.

\*SEO services available on request

STARTING AT

# \$999 USD

## BUILT-IN FEATURES:

- + Up to 8 custom designed pages (home, about, services, contact, blog, gallery, faqs, testimonials)
- + Coming Soon page (if applicable)
- + Custom Wordpress pop-up
- + Help Guide PDF + 1.5 hour in-person or Skype training
- + Premium Custom CSS
- + Content Questionnaire + Checklist
- + Sitemap Strategy

## INCLUDES:

- + 2 x rounds of refinement
- + 1:1 Service (you'll be only 1 of 2 website clients I'll be working with!)
- + Basic SEO set up & Google Analytics
- + Simple Content management system (CMS)
- + Responsive Design
- + Social Media Integration
- + Newsletter Integration
- + 3rd party tool implementation
- + Access to Resource Library



# WEBSITE DESIGN timeline + process

3-4 WEEKS PRIOR		
<p>50% deposit invoice paid + project contract signed</p> <p>Project scheduled, added to calendar + questionnaire sent</p> <p>Commence filling out project questionnaire, gathering and finalising content/imagery</p>		
WEEK 1	WEEK 2	WEEK 3
<p>Questionnaire, finalised and proofed content due Monday morning</p> <p>Sit back and relax for 2 weeks!</p> <p>Start outlining and drafting site design</p>	<p>Continue to design site and test functionality, add business information, upload content, format text, add branding, optimise images, style colours and fonts, implement custom code, work on any third-party integrations, upload ecommerce products</p>	<p>First draft of website sent for review</p> <p>Feedback Round 1 provided after 3 business days</p> <p>Feedback applied to website and resent for review</p>
WEEK 4	WEEK 5	WEEK 6
<p>Feedback Round 2 provided after 3 business days</p> <p>Feedback applied to website and resent for review</p> <p>Sign-off of final design or purchase additional refinement rounds</p>	<p>Any final refinements made</p> <p>Run through final site checks for links, styling, functionality and SEO</p> <p>Launch date is planned (or Coming Soon page implemented)</p>	<p>Domain is connected to website</p> <p>Wordpress hosting plan purchased</p> <p>Excited because your site is now live!</p> <p>Final SEO is implemented</p>
POST LAUNCH		
<p>Video sent on how to edit the new site</p> <p>Available for any additional design work or adding pages, just ask!</p>		

YOU - THE CLIENT
  ME - THE DESIGNER

## TIMEZONES/WEEKENDS/HOLIDAYS

No issues here! MNU Marketing will never expect you to work or answer emails on a weekend or holiday, and even if I reply to you on a working day in my timezone, you can answer the next business day in your timezone

## REFINEMENT ROUNDS

There are 2 rounds of feedback included in this project timeline. To stay on schedule, feedback needs to be made within a maximum of 3 days to ensure you get the full amount of feedback time if it's needed.

## RUSHED / DELAYED CHANGES

Any part of the project that needs to be rushed, delayed or falls outside of the allotted project timeline will be made at my hourly rate or quoted for separately. Content that comes in after the start date may be subject to fees or a deadline push.

3 WEEK PROCESS

# The Social Suite

EVERYTHING SOCIAL MEDIA

This is ideal for both the socially savvy business owner who is ready to take their feed to the next level with a cohesive look and feel OR those who are new to the game but want to kick off their account with a curated feed bespoke to their branding. The Social Suite package is custom designed just for your business, with up to 12 unique templates you can choose yourself (or select from the defaults!)

**Please note:** We provide social media management at an additional cost per month. This includes a plan that we would be responsible for posting, scheduling and community management.

HOW DOES IT ALL WORK?

You receive a questionnaire with all the details I need to get the plan underway (which include things like your brand colour or preferences, template choices, business imagery etc). I then create your templates which we refine further with 2 x feedback sessions. Note: Users will need a basic knowledge of Adobe Photoshop or Canva.

STARTING AT

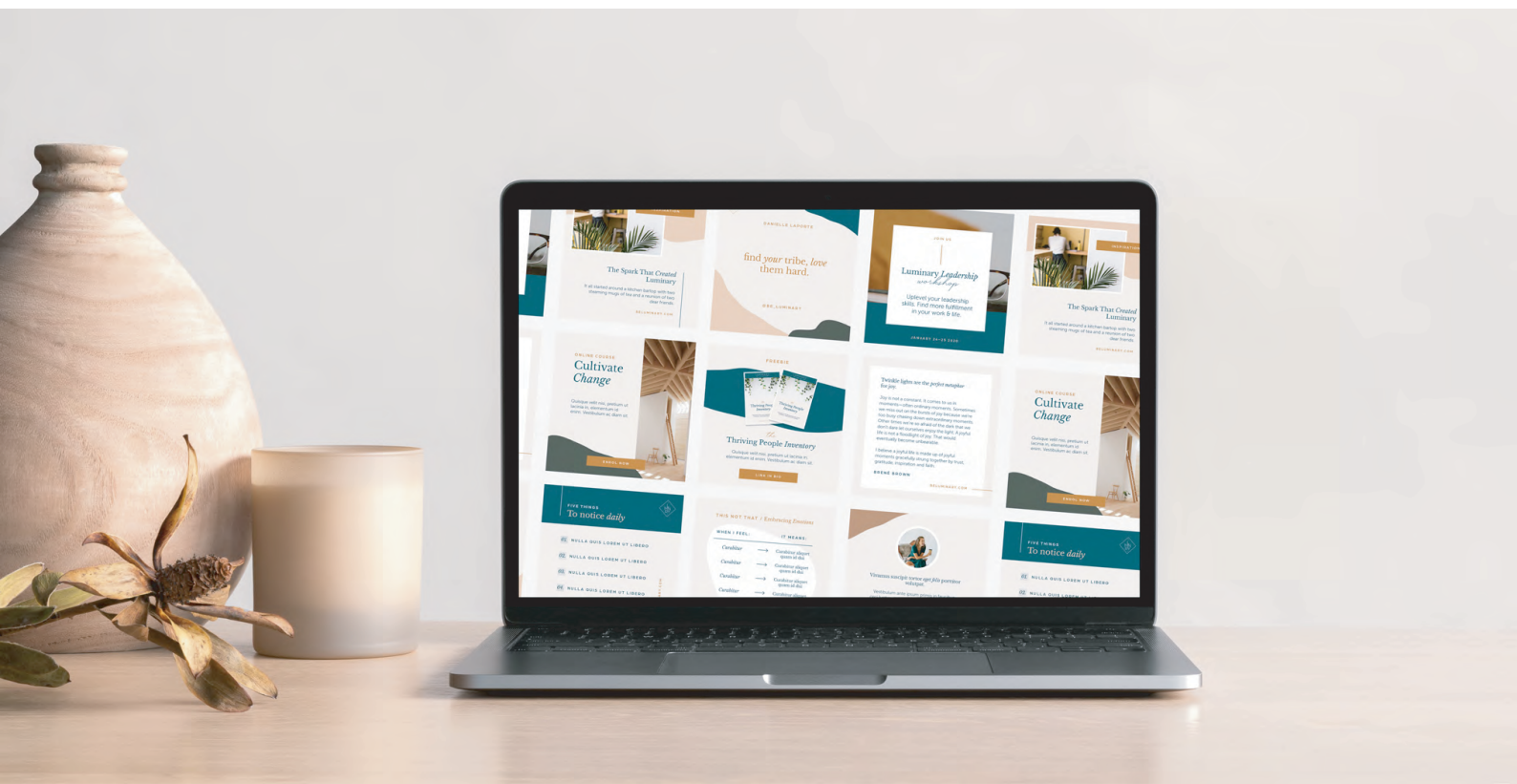
# \$240 USD

FEATURES:

- + Choose either Canva or Photoshop for final templates\*
- + Choose up to 12 templates
- + Easy to edit
- + Fully customizable
- + Reuseable format
- + Custom dimensions and resolutions
- + Personalised for your business

MANAGEMENT:

- + Content
- + Scheduled posts
- + Community management
- + A+B testing & hashtag research
- + Template design under content





PLEASE INQUIRE FOR PRICING

# Custom Graphic Design/A-la-carte

Sometimes your project needs a little custom design magic. I can help! Whether it's simply a one-off design or another project entirely, I've got you covered, and if my services can't quite accommodate your request, I work with a lot of other creatives who I would love to refer you on to!

## THINGS I LOVE TO DESIGN:

- + Ebooks
- + Invitations
- + Menus
- + Business stationery
- + Posters
- + Editorial
- + Media kits
- + Pricing guides
- + Flyers
- + Printables
- + Social media ads
- + Worksheets
- + Coming Soon pages
- + CVs/Resumes
- + Notecards
- + Signage
- + Packaging
- + Booklets
- + Baby milestones
- + Stickers/stamps
- + Website updates
- + Brochures
- + Opt-in graphics

STARTING AT

# From \$25 USD

## IMPORTANT NOTES:

Please note, any print or packaging projects only include the print-ready files (template files are available on request and quoted separately). For physical printing of designs, please let me know if you need help choosing a printer and I will give you some recommendations!

For a successful project, please have in mind clear details such as a deadline, proofed or near-completed content, all imagery ready to go in a high resolution, and a committed attitude to the process!

**QUEEN OF WORLD**  
We pledge to be the best Aesthetics & Hair Plaza in the Caribbean

Thank you for choosing us

Happy Day Card for Locals  
**ON MONDAY'S AND TUESDAY'S Specials**

- Manicure and Pedicure \$45 (10 min)
- Manicure \$25 (10 min)
- Pedicure \$25 (10 min)
- Facial Massage \$45 (15 min)
- Hot Oil Hair \$10 (10 min)
- Blow Dry \$10 (10 min)

**PERSONAL HAIR STYLING**

- Progressive Color \$104 (90 min)
- Softening Keratin \$120 (90 min)
- Color Refresh \$100 (90 min)
- Low Lift Color Change up to 2" \$120 (90 min)
- Color Refresh \$100 (90 min)

**PERSONAL BEAUTY CONSULTING**

**Royal Services**

**KERATIN TREATMENTS**

- Progressive Color \$104 (90 min)
- Softening Keratin \$120 (90 min)
- Color Refresh \$100 (90 min)
- Low Lift Color Change up to 2" \$120 (90 min)
- Color Refresh \$100 (90 min)

**HAIRCUTS**

- Hot wash and cut starting \$30 (30 min)
- Blow Dry \$10 (10 min)
- Hot styling up to 12" \$15 (10 min)
- Hot styling up to 18" \$20 (10 min)
- Hot styling up to 24" \$25 (10 min)
- Hot styling up to 30" \$30 (10 min)

**BRIDAL STYLER** \$150 (120 min)

**CHAMPAGNE NAIL BAR AND PODILOGY**

- Classic Manicure \$25 (10 min)
- Acrylic with Polish \$35 (15 min)
- Acrylic with Gel Polish \$45 (15 min)
- Shellac with Polish \$35 (10 min)
- Shellac with Gel Polish \$45 (10 min)

**SPA MASSAGE**

- Classic Swedish Massage \$100 (100 min)
- Deep Tissue Massage \$120 (100 min)
- Hot Stone Massage \$150 (100 min)
- Hot Stone Massage with Body Massage \$180 (100 min)
- Hot Stone Massage with Body Massage \$180 (100 min)

**FACIAL AND EYEBROWS**

- Facial \$75 (60 min)
- Facial with Massage \$100 (60 min)
- Facial with Massage and Body Massage \$120 (60 min)
- Facial with Massage and Body Massage \$120 (60 min)
- Facial with Massage and Body Massage \$120 (60 min)

**HAIR REMOVAL**

- Waxing \$25 (10 min)
- Waxing \$25 (10 min)
- Waxing \$25 (10 min)
- Waxing \$25 (10 min)

**SPA KIDS**

- Manicure and Pedicure \$15 (10 min)
- Manicure \$10 (10 min)
- Pedicure \$10 (10 min)
- Manicure and Pedicure \$15 (10 min)

**EXPRESS SERVICE**

- Manicure \$10 (10 min)
- Pedicure \$10 (10 min)
- Manicure and Pedicure \$15 (10 min)
- Manicure and Pedicure \$15 (10 min)
- Manicure and Pedicure \$15 (10 min)

Mon-Sat: 9 am-9 pm  
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info@queenofworld.com

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3103 Regent Village, Grace Bay, Providenciales, Turks and Caicos Islands

# GENERAL PROCESS and TIMELINE

Although a very basic overview, this type of outline lets you know approximately what I'll be working on when, and how important sending feedback and approval in a timely manner is. Of course, some projects go more quickly, and some go more slowly, so leaning towards a slightly longer length of a project is a safer bet! If things finish more quickly, then it's a happy surprise, and if they go more slowly, it's not a complete shock to the timeline.

## 3-4 WEEKS PRIOR

You – pay a 50% deposit payment, sign the project contract and begin questionnaires/content gathering  
Me – I schedule your project and am available if you have questions

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## WEEK 1

You – All content and homework due on start date  
Me – Start outlining project and researching inspiration

---

## WEEK 2

Me – I'll send you first draft concepts  
You – You'll choose one of the concepts and provide feedback

---

## WEEK 3

Me – I'll tweak the concept based on your feedback  
You – You'll answer any questions I have as I tweak the design

---

## WEEK 4

You – You'll give approval on the design/mockup  
You – You will make final payment  
Me – I'll start saving the design into usable file formats

---

## WEEK 5

I'll send you your final files via email



# Project Expectations

TO ENSURE A SEAMLESS EXPERIENCE

## 01. / Acceptance of terms & conditions

Digital acknowledgment and acceptance of the terms and conditions by accepting the proposed quote and contract once we finalise the project details.

## 02. / Payment of non-refundable 50% deposit

This is my way of securing your spot in the queue and ensuring you are serious about moving forward with the project.

## 03. / Complete any homework/questionnaires

This is a collaborative process - I'll need your input just as much as you'll rely on me for design. Completing questionnaires ensures I have a solid foundation to start your project from.

## 04. / Proofed and Finalised content

No matter what project we are working on, having all your content and business details ready to go is a must - whether we are undertaking a branding project, new website, or a print job, knowing the ins and outs are imperative!

# PAYMENT, RESTARTS OR CANCELLATIONS

This may seem odd to include in a welcome guide, but letting you know up front about payment processes, cancellations or restart fees can save a lot of headaches later in the project, and I want to be completely transparent about the process.

As a business owner, I'm sure you understand the need to get paid on time. So we're both on the same page, I've outlined the payment schedule below. If you believe this schedule to be problematic or you're not 100% satisfied, please let me know as soon as possible BEFORE the contract is signed so that we may discuss an alternate schedule.

## PAYMENT SCHEDULE

50% of projected\* project cost due before work begins and to secure your spot on my schedule.

50% of projected project cost due before the website launches/final files are sent OR on agreed upon deadline of project as stated in signed contract

100% of additional costs (fonts, images, licenses, and anything we've added to the project) due before website launch/final files sent.

If the project is cancelled by either of us before completion, you will owe payment based on the amount of work completed. For example, if the work is 75% complete, you will owe 75% of the projected cost, as well as 100% of any additional costs for licenses or work completed.

\*Projected costs are simply that, projected. Your quote is based on the scope of work at the beginning of the project, as well as the timeline we have outlined. If you wish to add or change the scope of work, and if the timeline changes due to these changes or additions (or lack of response on your part), these costs will be billed as additional and must be paid before website launch/final files are sent.

## PROJECT RESTART

A 50% rescheduling fee will be applied if you do not provide completed content by the start date and your project will be postponed until the next available spot in the project queue. If you do respond at all or provide content within 3 days of the start date then your project will be cancelled until further notice until we can have a chat about what happened and then we discuss the next steps from there.

Certain extreme circumstances (death/sickness/life event) will of course be taken in to account though. As much as I hate the threat of additional fees, I am having to implement this as it is happening far too often.

## CANCELLATIONS/TERMINATION OF PROJECT

Sometimes things just simply don't go the way we expect them to. If, at some point, either of us decides our working relationship is failing, then we can submit the desire to part ways in writing. In this instance payment for all work completed at that point will be due. In the event of termination, you shall pay MNU Marketing for all services performed through the date of termination in the amount of a prorated portion of the fees due. For clarity purposes halfway (50% of a project) would be the website has all pages created, placeholder (or signed off images) are in, content is added, or in the case of a brand project, you have signed off on a moodboard and initial logo concept.

You will own any completed or partially completed files (not base or working files), and may use them in any way you choose. I retain the right to use anything I created in my portfolio.

# FREQUENTLY asked QUESTIONS

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## BRANDING

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### + Which platform will you build my website on?

It all depends on what your website goal is. I believe that Wordpress is the best platform for most modern small to medium sized businesses. It is both beautiful and functional and has the flexibility, mobile responsiveness and ease of editing needed for those with any level of website content editing.

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### + Do you offer payment plans?

Payments are broken into two parts. There is a 50% non-refundable deposit that needs to be paid up front in order to secure your booking, and the 50% remainder that can be paid once the project is complete.

---

### + What is website hosting/why do I need it/who is my host?

Website hosting is a service that allows you to post your website onto the Internet - it's an area your website will "live". For example, Wordpress is your website host (a platform that provides the services needed for your website to be viewed in the Internet) and you will need to purchase a hosting plan in order to launch your site (like purchasing "land").

---

### + Do you provide wireframes before we begin the site process?

In the traditional web design process, there are sometimes wire-frames involved, but for Wordpress and within my process, depending on the project and urgency, I will either send over a work in progress link so you can take a look at my progress or I will design the website and you can take a look and feedback before development.

---

### + Will you maintain my site after launch?

Currently I do not offer ongoing maintenance services, unless requested. I do however, provide a video that shows you how to make text and image updates yourself in the future.

---

### + Can you design my site faster? Do you have a rush fee?

If you need a rush project, please let me know well in advance so I can create a custom quote based on your requirements and a rush fee may be added depending on the deadline and complexity of the site.

---

### + Will you write my website copy?

I will write your entire website copy! I will work with you to strategize your content around your unique message. Let me know if you want to work this into your package.

## WEBSITES

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### + What do I need to have ready before the project start dates?

Before branding projects can begin, I will need your design questionnaire returned to myself. You should already have a solid idea of your target audience, business mission, products and services, a general idea of styles you like along with the target audience (or exactly what you dislike) and of course, the business name!

---

### + Do you print any marketing materials for me?

Yes. MNU Marketing are able to print materials at an additional fee. This will all depend on the quantity and sizing of the design.

---

### + Is my initial deposit refundable?

All deposits are non refundable as it is my way of securing your spot in the queue. I book some projects several months ahead of time, and scheduling ensures that I give all of my clients the proper amount of time that a project deserves. As a result, I turn away clients for your reserved time slot.

---

### + What happens if I am still not happy with my branding after 2 rounds of refinements?

If for some reason you are still not happy after two rounds of refinements (which happens very rarely!), we will continue the refinement process at my current hourly rate. If the questionnaire has been filled out, we would usually be on the same page so refinement rounds would be lessened.

---

### + What is a moodboard?

Depending on the urgency of the project, I will create a moodboard for your business. A moodboard includes colors, image inspiration and brand 'mood', created from a Pinterest board and based off your questionnaire answers. This is a collation of pictures to help represent your brand and bring it to life.

---





YOU IMAGINE WE CREATE

LET'S GET STARTED

## HOW to BOOK IN

Get in touch with me via the website and leave me all the juicy details about your project. Want to schedule a online/phone chat too? Simply fill out the contact form and you'll be taken to the scheduling page right after (simple right?!)

GET IN TOUCH

Please allow 24-48 hours for a reply. I'm so excited to team up with you and work together to make things happen!

*Monica x*