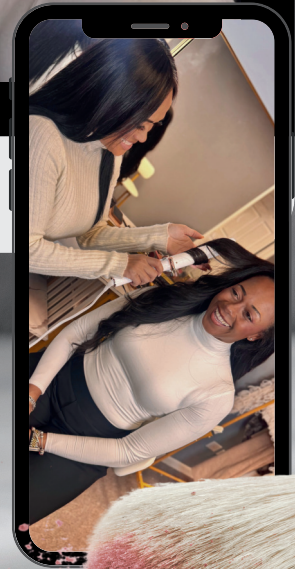
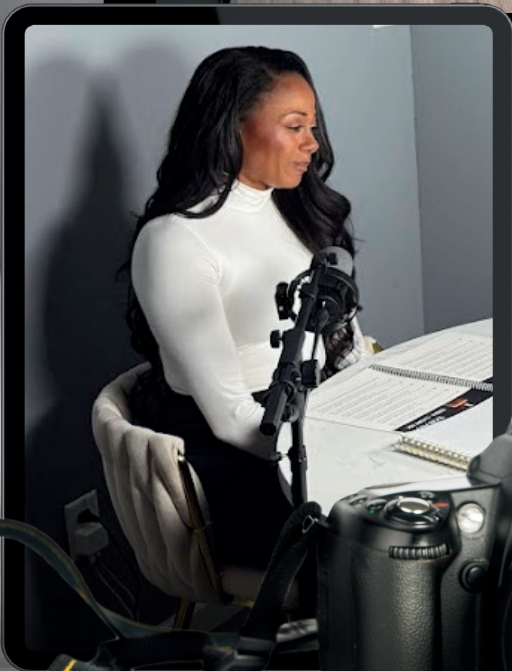
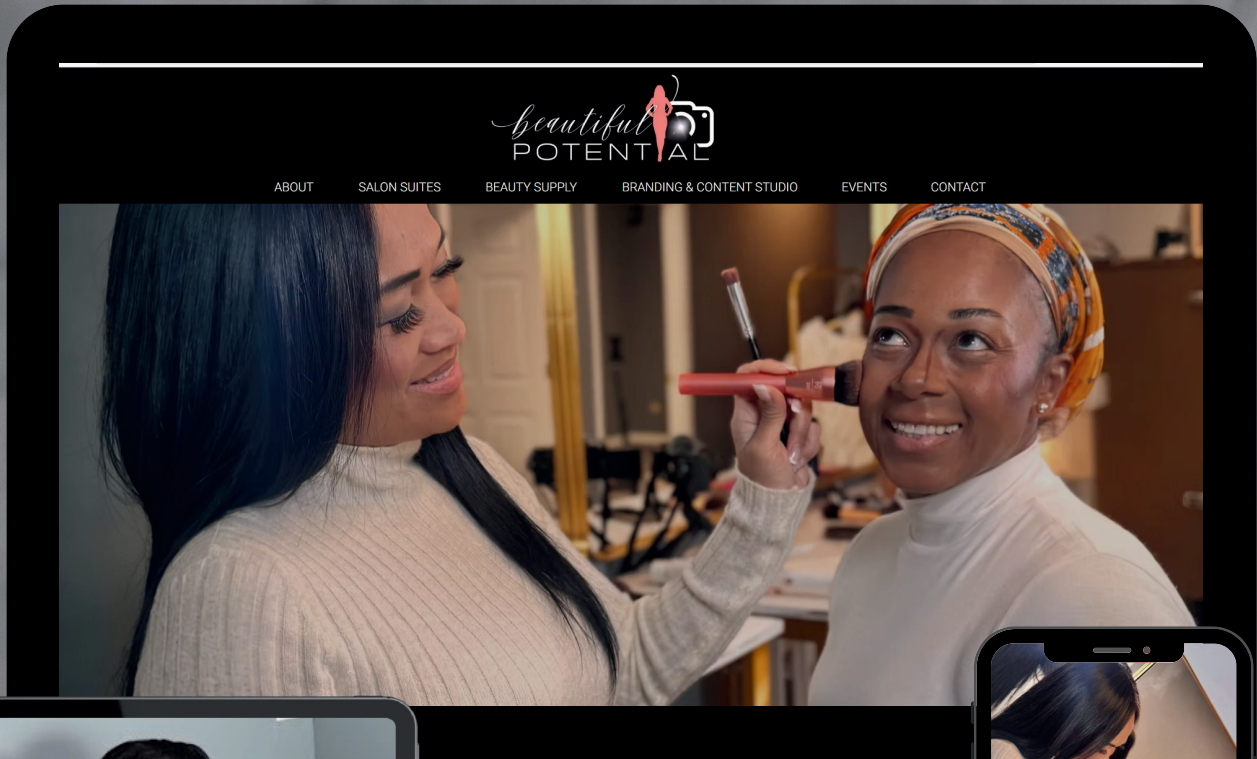




Branding & Social Media Package



Hello & Welcome!

At Beautiful Potential Consulting, we exist to help individuals step fully into who they are and how they show up. As a beauty and brand consulting collective, we empower confidence, creativity, and growth through beauty services, branding support, content creation, and creative coaching.

Founded by Niphaphone “Laura” Robertson, Beautiful Potential is built on a deep understanding of beauty, education, and brand development. With over two decades of experience in the beauty and professional development space, Laura brings a strategic yet heart-centered approach to helping individuals clarify their vision, align their image, and elevate their presence.

Whether you are building a personal brand, growing a business, or exploring your creative voice, our work is rooted in partnership. We collaborate closely with our clients to develop authentic brands, intentional content, and confident visibility—meeting you where you are and supporting your next level.

Beautiful Potential is more than a service provider; it is a creative ecosystem designed to support growth from the inside out. Through beauty, branding, content, and creative coaching, we help turn potential into presence and confidence into impact. Join us and experience what’s possible when beauty, creativity, and purpose come together.

Beautiful Potential Team

What is Branding?

Branding is about understanding what resonates with your target audience, authentically speaking to their identity, and genuinely earning their trust and loyalty. That's why our visual branding process goes beyond creating a stunning visual identity—it helps you clarify your brand vision and solidify your brand's foundation.

Here are some of the services we offer to help your brand stand out:

- Logo Creation
- Website Design
- Brand Photography
- Video Marketing
- Graphic Design
- Social Media Graphics
- Print Collateral
- & more!

We take a heart-centered approach to enhancing your brand image, ensuring it grows in a meaningful and impactful way.



Logo & Graphic Design



Logo Design \$350.00

- Mockups with 3-5 designs
- Color & mood palette
- Final logo in various formats



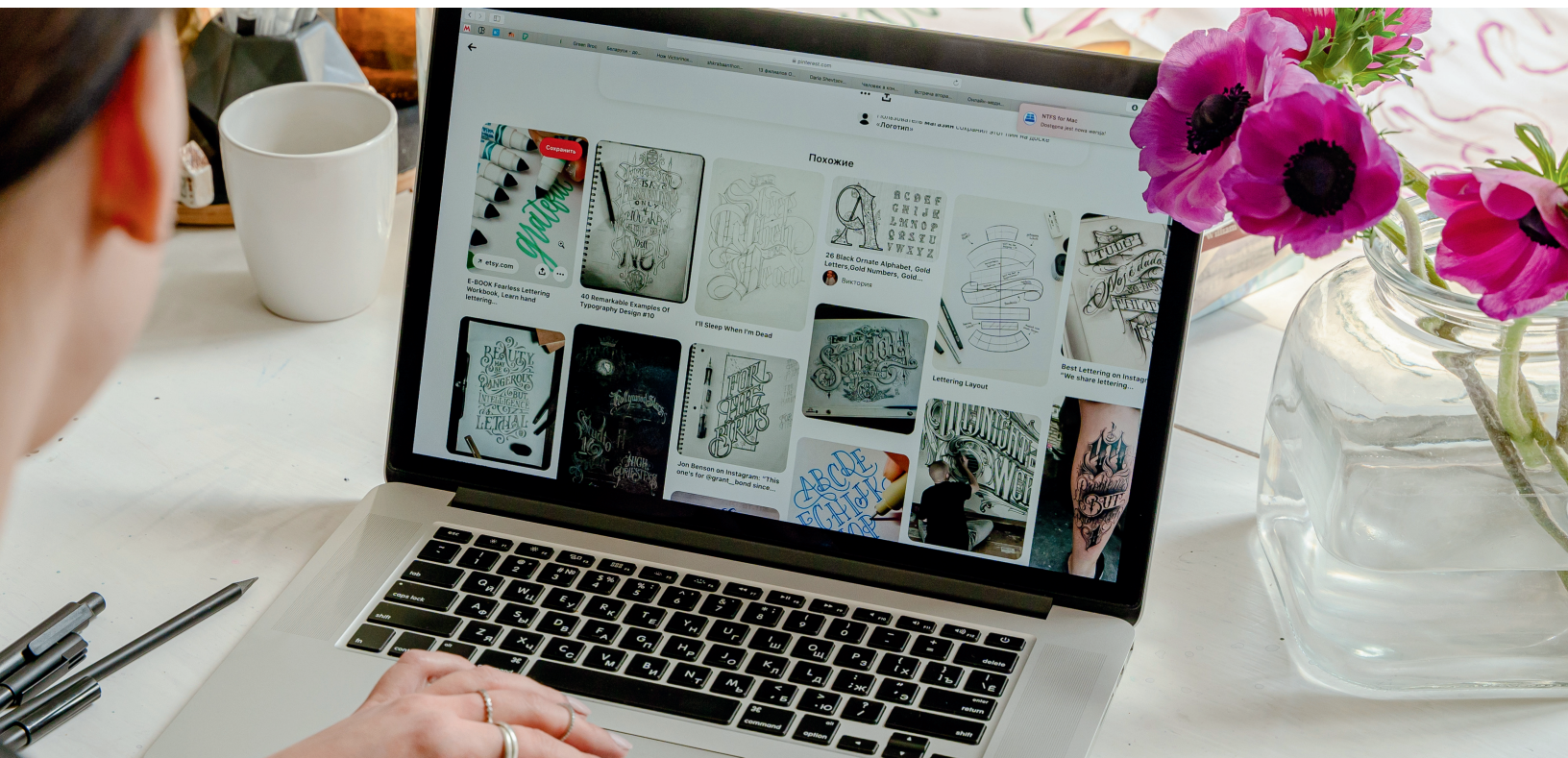
Print & Graphic Design \$125 ea (\$350 for 4)

- Business Cards
- Letterheads
- Envelopes
- Brochures and Flyers
- Postcards
- Posters
- Banners and Signage
- Presentation Folders
- Packaging Design
- Event Invitations
- Rack Cards
- & More

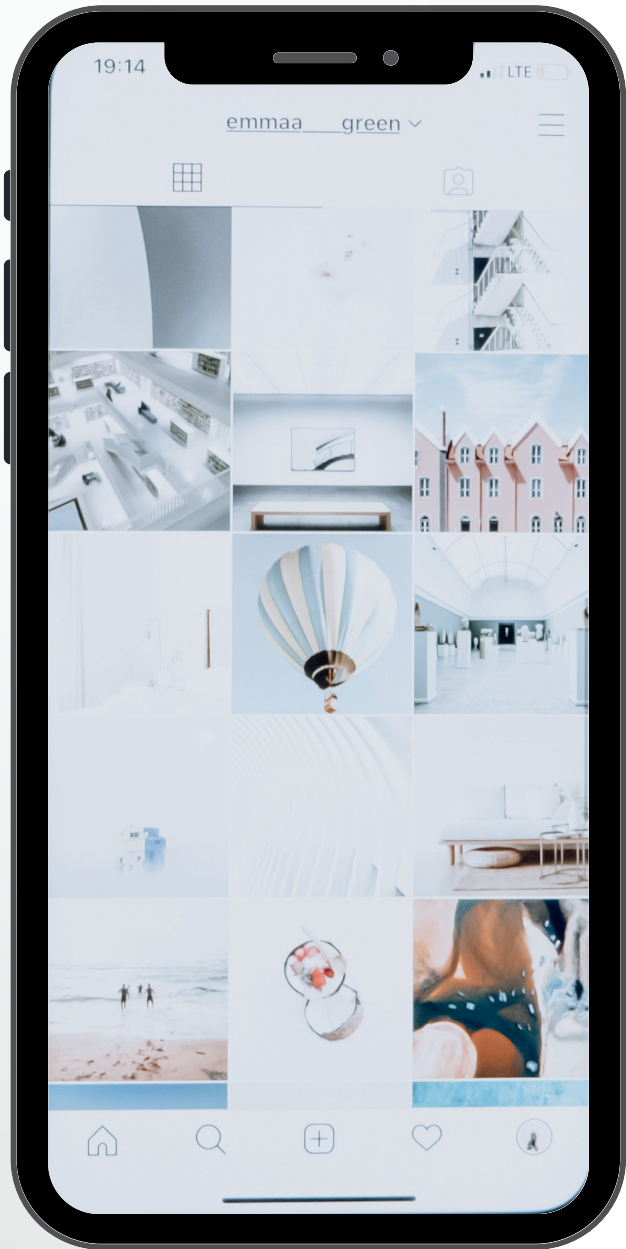


Specialized Brand Design \$375.00

- Book Covers
- Magazine Cover
- Media Kit
- Movie Poster
- Speaker One-Sheets
- Social Media Banners
- YouTube Banner
- Podcast Banner
- Custom Illustrations



Video Promo Brand Collection



Content Boost

\$350.00

- Content planning session
- 3–5 reels or short-form videos
- 1 Hour Studio access
- Platform-ready content

Content Consistency

\$650.00

- Content strategy & planning
- 6–10 reels/videos
- Brand-aligned visuals
- 2 Hours Studio access
- Posting guidance

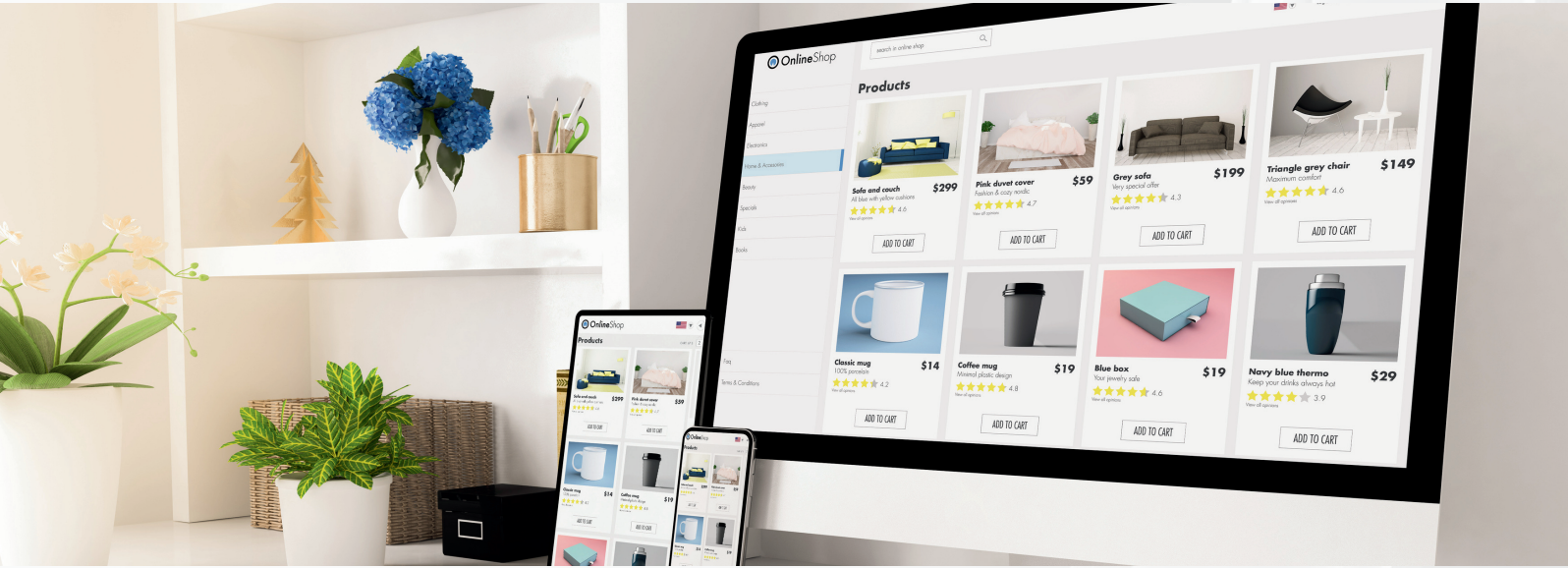
Socially Visible

\$1,200.00

- Full content strategy
- 12–20 reels/videos
- Creative direction
- 3 Hours Studio access
- Authority-building visuals

***Each package can be customized to meet your specific needs. Contact us today to discuss how we can help you enhance your social media presence and grow your brand!

Website & Brand Design



Starter Package \$875.00

- Brand discovery session
- Logo design or refresh
- Brand colors & fonts
- One-page website / landing page

Growth Package \$2,275.00

- Brand strategy & identity
- Logo + brand kit
- Multi-page website
- Visual brand direction

Unstoppable Package \$3,875.00

- Full brand positioning
- Logo, brand kit, and messaging
- Website + content structure
- Launch-ready digital presence

Online Video Launch Package

YOUTUBE . PODCAST . ONLINE COURSE.



Our **Online Video Launch Package** is designed to help you confidently launch your voice, message, and expertise through professional video and digital media. Whether you're starting a podcast, launching a YouTube channel, or creating an online course, we support you from concept to camera-ready execution.

1

STARTER – Launch Essentials **\$1,200.00 (1 Month Support)**

- A clear launch plan
- Your first recorded episode or video
- Professional studio-quality footage
- Brand-aligned visuals to start your launch

Best for: First-time podcasters, YouTubers, course creators

2

SIGNATURE – Launch & Grow **\$2,800.00 (2 Month Support)**

- A structured content plan
- Multiple recorded videos or episodes
- Branded intro or promo clips
- On-camera guidance to build confidence

Best for: Creators ready to build consistency and visibility

3

ELEVATE – Authority Launch **\$3,500.00 (3 Month Support)**

- A full launch strategy
- A library of professional video content
- Promo videos or a speaker reel
- A strong, authoritative brand presence

Best for: Authors, educators, speakers, and thought leaders launching at a high level

Brand Photoshoot



BRAND PRESENCE \$550.00

Best for: First-time personal brands, headshots, simple visibility

- Brand clarity mini-session
- Professional brand photography or short video session
- Studio access
- Styling guidance (what to wear)



BRAND IDENTITY \$900.00

Best for: Entrepreneurs, speakers, creatives

- Brand strategy session
- Photo + short-form video content
- On-site makeup coordination
- Styling support
- Studio access included



BRAND EXPERIENCE \$1200.00

Best for: Rebrands, launches, public-facing professionals

- Full brand strategy & positioning
- Photo + video content day
- Makeup & styling coordination
- Creative direction
- High-impact visuals

****Each package includes the initial consultation to understand your brand vision and a brief planning session for shoot concepts.*

Add-ons Available



Makeup Application



Hair Styling



Fashion Styling



Photo-Ready Nails



Here is how to get in touch with us:

75 Market Street, Suite 5
Elgin, Illinois 60123
(224)245-9577

Email:

info@beautifulpotential.com

Website:

www.beautifulpotential.com

*Visit our website for more services offered at
our one-stop beauty and branding studio!
We look forward to Bringing out the beauty in
YOU AND YOUR BRAND!*

Thank You!