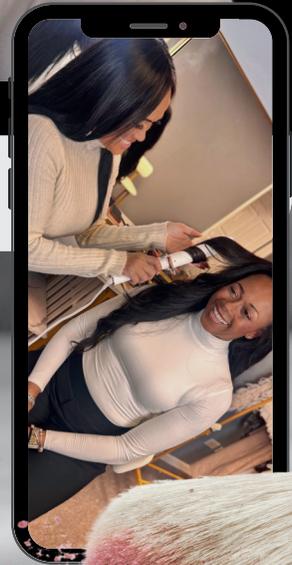
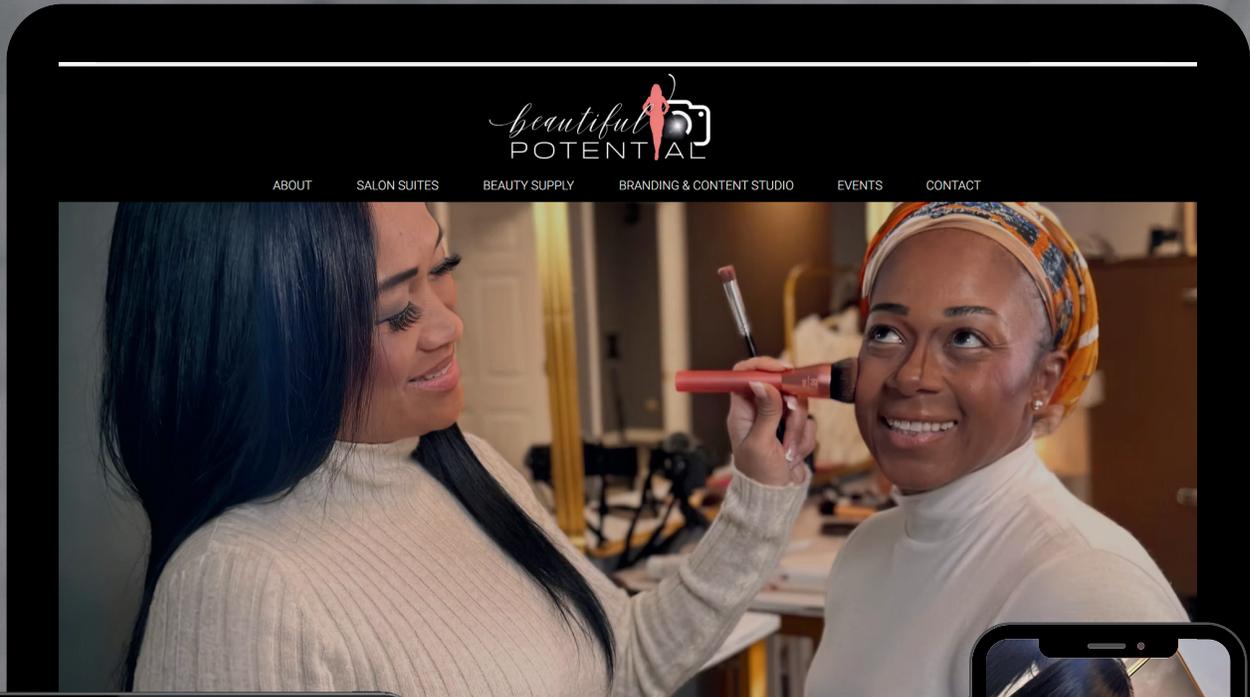




Branding & Social Media Package



Logo & Graphic Design



Logo Design \$350.00

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



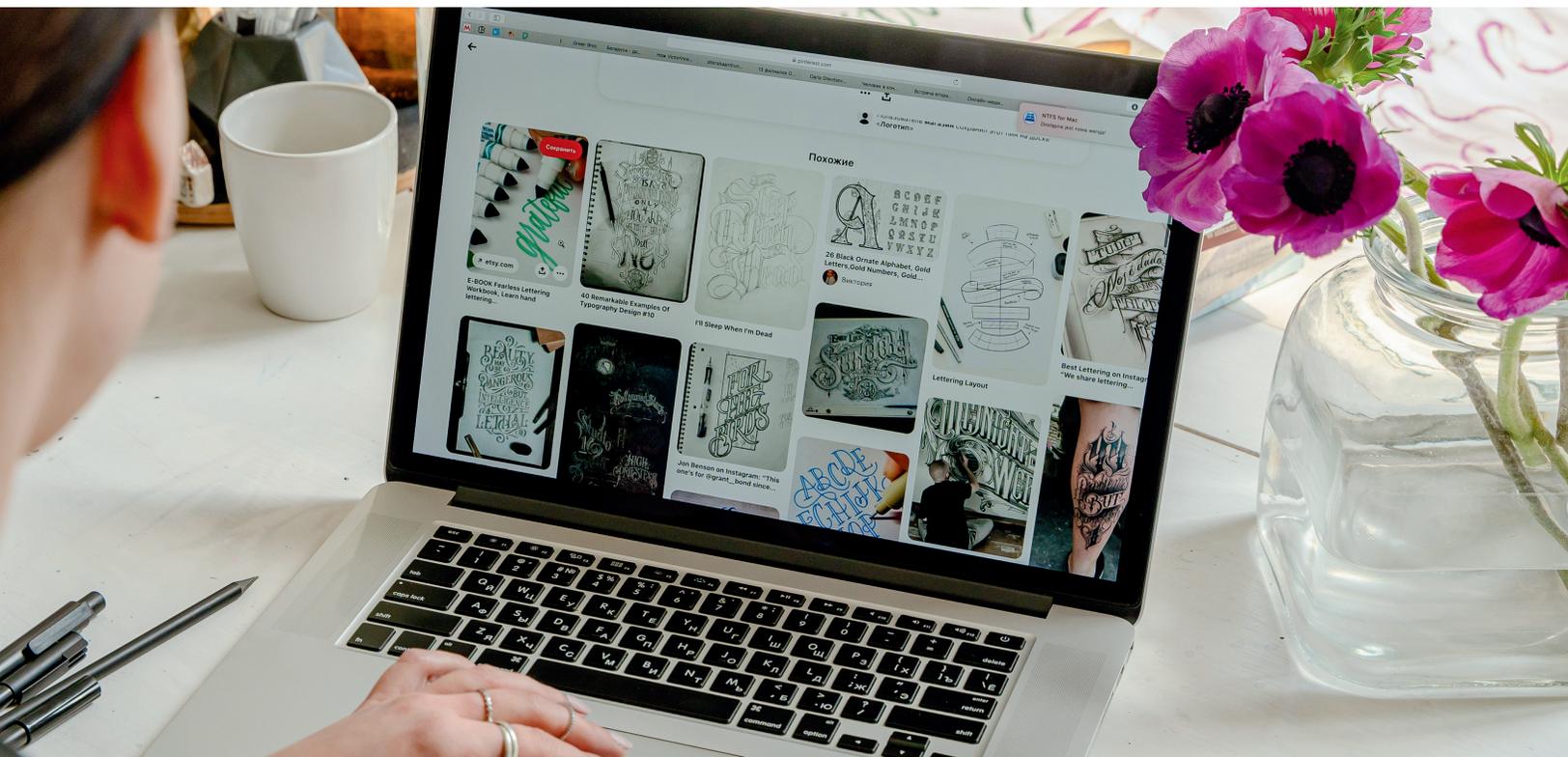
Print & Graphic Design \$125 ea (\$350 for 4)

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



Specialized Brand Design \$375.00

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

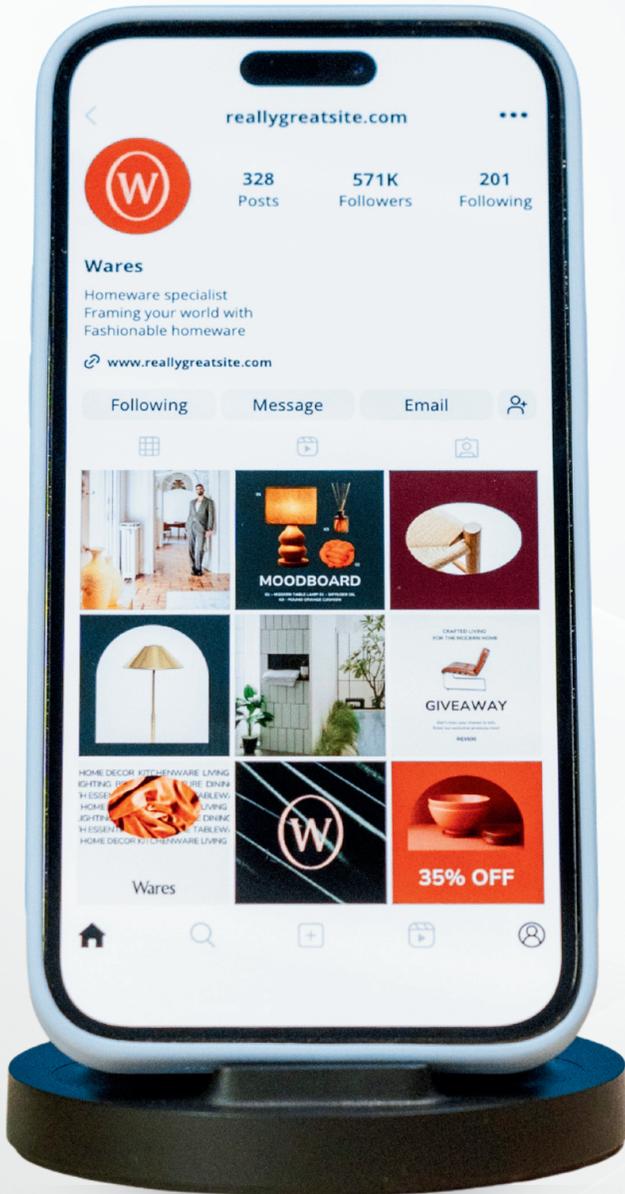
- Content strategy & planning
- 6–10 reels/videos
- Brand-aligned visuals
- 2 Hours Studio access
- Posting guidance

Socially Visible

\$1,200.00

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

Social Media Marketing



Starter Package

\$495 / Month

- 6 graphic posts per month
- 2 Reels captions (client provides clips)
- Hashtag strategy
- Posting management
- 1 platform focus

Visibility Package

\$750 / Month

- 10 graphic posts per month
- 2 Reels captions (client provides clips)
- Hashtag strategy
- Posting management
- Basic content calendar

Elevate Package

\$1,250 / Month

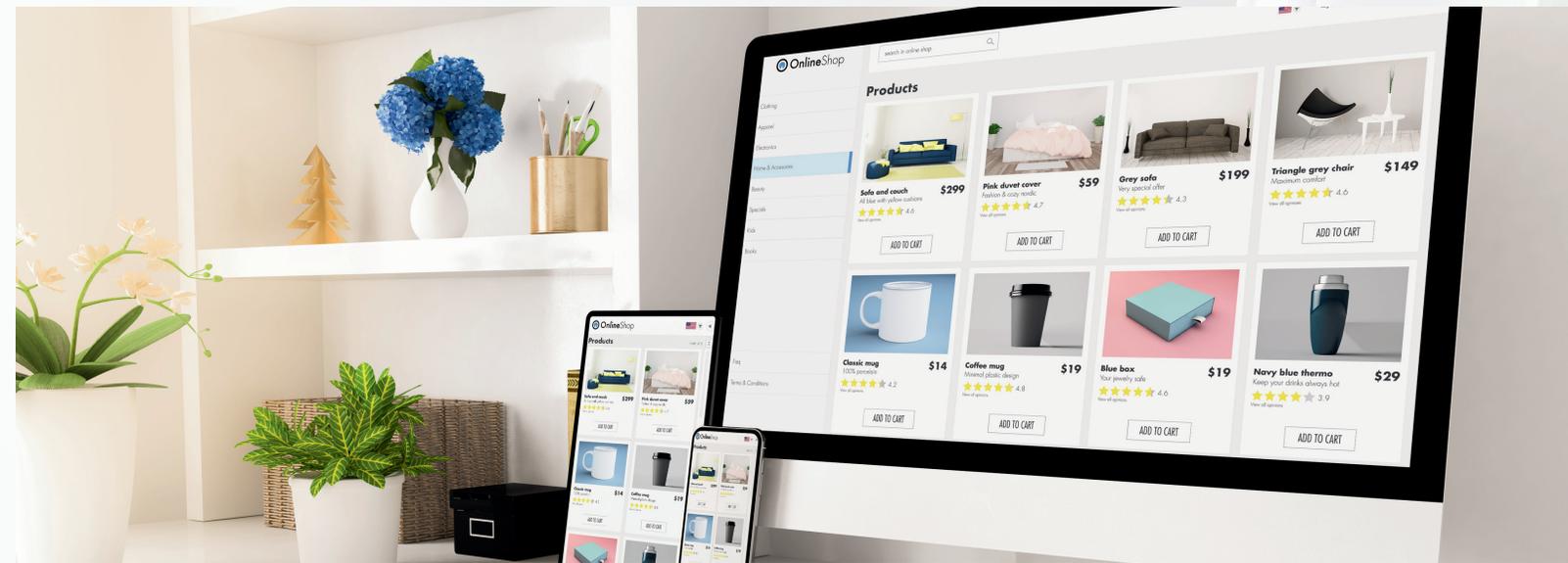
- 16–20 posts per month
- 4 Reel captions (client provides clips)
- Posting management
- Bio refresh (once)
- Monthly performance summary

Dominate Package

\$2,500 / Month

- 20+ posts per month
- 8 Reel captions (client provides clips)
- Posting management
- Content planning for launches
- Monthly analytics report

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.*



Here is how to get in touch with us:

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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!