

SERVICE PACKAGE

# Haven Launch System

Your complete website + lead system foundation — everything you need to establish a professional, lead-generating online presence.

**\$2,997**

One-time setup fee

Then **\$97/month** — starts 30 days after your project begins

WHAT'S INCLUDED

## I. Website (3–5 Pages)

A mobile-optimized, conversion-focused site built to attract and capture your ideal clients.

- Core pages: Home, About, Services, Contact (+ optional FAQ or Resources)
- Lead capture built in — email form or embedded tool based on your preference
- Basic SEO setup: page titles, meta descriptions, site structure
- Lead capture forms and chat widget included
- 1 website edit per month to keep things current

## 2. Mini Brand Package

A cohesive visual identity so your business looks as good as it performs.

- Primary logo + submark (for favicon and social use)
- Simple, cohesive color palette that reflects your brand
- Font pairing for consistency across all materials

- Delivered in professional formats (AI, SVG, PNG) + Canva-ready files for easy use

### 3. Lead Generation

Start capturing leads from day one.

- Email capture integrated directly into your site
- Simple, clean opt-in — no clutter or overcomplication

### 4. Welcome Sequence

Turn new leads into warm conversations.

- 3–5 emails, fully designed with copy written for you
- Crafted once we learn about your services and audience

GROW AT YOUR PACE

## Your Foundation Is Just the Beginning

Your system will be fully set up to capture and organize leads. Ongoing marketing, advanced automations, and additional campaigns are available as add-ons as your business grows. We're here when you're ready.

Questions? Reach out at [ben@bluehavenstudio.com](mailto:ben@bluehavenstudio.com)

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