



PROJECT PROPOSAL

[Client Name]

Prepared for: **[Client Name]** · [client@email.com]

Prepared by: Rebekah Strunk · Blue Haven Studio

Date: [Month Day, Year] · Valid for 30 days

Project Overview

[2–3 sentences describing the client's needs and what you'll deliver. Personalize this based on your discovery call. Example below:]

You're looking for a digital presence that reflects the quality of what you do — something professional, polished, and built to attract the right clients. We'll build you a custom Squarespace website with a cohesive brand identity that tells your story and starts generating leads from day one.

Scope of Work

Deliverable	Details
Website Design	[X] custom Squarespace pages: Home, About, Services, Contact, [others]
Brand Identity	Primary logo, submark, color palette, font pairing, brand style guide
Lead Capture	Email opt-in form integrated into site + chat widget
Welcome Sequence	[X] branded emails, fully written and designed
SEO Foundation	Page titles, meta descriptions, heading structure, sitemap
Post-Launch Support	14 days of support + training tutorials

Investment

Item	Amount
[Package Name] — setup	[\$X,XXX]
Monthly support ([Basic/Complete])	[\$XX]/month
Total Setup Investment	[\$X,XXX]

50% deposit due upon signing. Remaining 50% due at project completion before launch. Monthly support begins 30 days post-launch.

Timeline

Phase	Duration	What Happens
Discovery	Week 1	Questionnaire, strategy call, brand direction
Brand Design	Weeks 2–3	Mood board, logo concepts, color & font selection
Website Build	Weeks 4–6	Page design, content placement, integrations
Review & Refine	Week 7	Your feedback, revisions, final polish
Launch	Week 8	Go live + training + 14-day support window

What You Can Expect from Us

- Clear communication at every stage — no guesswork
- Designs rooted in your brand story, not cookie-cutter templates
- A website that works as hard as you do — built to attract, convert, and grow
- Ongoing support after launch, because we don't build and disappear

NEXT STEP

Ready to Move Forward?

Reply to this proposal or email ben@bluehavenstudio.com to confirm your project. We'll send your discovery questionnaire and get started right away.

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