



TERESA CRIFO CO
TC

PRICE GUIDE

WELCOME!

YOU'RE ALREADY ONE STEP CLOSER
TO BUILDING A BRAND THAT NOT
ONLY STANDS OUT BUT FEELS
ALIGNED AND MAGNETIC.

My goal? To elevate your business into an icon that reflects your unique essence and attracts clients who are truly aligned with your vision.

Together, we'll dive into what makes your brand unique, capturing that energy through strategic, compelling visuals that don't just look good — they're designed to spark connection and drive meaningful growth.

If you're ready to invest in high-quality design that speaks to your audience and amplifies your presence, let's make it happen.

[Book a call with me, and let's explore how we can bring your brand to life!](#)

I can't wait to connect with you!

Teresa x



FIRST COMES BRANDING, THEN COMES MARKETING: HERE'S WHY WE DO BOTH

BRANDING // Think of branding as your business's soul — your unique voice, style, and vibe that makes you, you. It's all about shaping how people feel about your brand, setting the stage for what you're known for, and giving your audience something to connect with on a deeper level. Branding is about defining who you are and making sure every part of your business speaks that same language.

MARKETING // That's the megaphone that amplifies your brand's voice and gets it out there. It's the strategy and execution that turns heads, attracts clients, and keeps them engaged. Marketing is how you share your brand with the world in a way that drives growth.

Mastering both is the secret for a thriving business. When your brand feels right, and your marketing is on point, that's when the magic happens — your audience connects, clients resonate, and your business truly takes off.

So let's get these foundations solid and set you on the right track!



BRANDING

BRAND DESIGN

THE WHOLE SHEBANG!

INVESTMENT: \$949 +GST

2 X PAYMENTS OF \$611 OR 3 X MONTHLY
PAYMENTS OF \$333

*READY TO TRANSFORM YOUR BUSINESS INTO A BRAND THAT RESONATES?
THIS COMPLETE BRAND DESIGN PACKAGE ALIGNS EVERY VISUAL ELEMENT
TO CREATE AN AUTHENTIC IDENTITY THAT CAPTIVATES AND CONNECTS. SAY
GOODBYE TO THE GUESSWORK AND HELLO TO A BRAND THAT FEELS AS
POWERFUL AS IT LOOKS.*

TIMELINE: UP TO 4 WEEKS

+ COMPLETE BRAND IDENTITY: PRIMARY LOGO, SECONDARY LOGO, SUB MARK

- ANALYSIS AND INTERPRETATION OF YOUR BUSINESS VISION TO CREATE 3 X CONCEPTS FOR YOU TO CHOOSE FROM
- FONT CHOICES & COLOUR PALETTE
- THREE ROUNDS OF REVISIONS
- PROFESSIONAL SETUP AND DELIVERY OF PRINT-READY AND WEB-READY FILES: INCLUDING FILE FORMAT GUIDE SO YOU KNOW HOW TO USE THEM CORRECTLY
- BASIC STYLE GUIDE: FOR YOUR BRAND INCLUDING ALL DESIGN ELEMENTS TO ENSURE BRAND CONSISTENCY

+ BONUS: CANVA SOCIAL MEDIA POST TEMPLATES TO MATCH YOUR NEW BRAND

**OPTIONAL ADD-ON FOR THE ULTIMATE AMPLIFIED BRAND: HUMAN DESIGN
\$199+GST**

- + 1:11 HOUR STRATEGY CALL
- + PERSONALISED 65-PAGE HUMAN DESIGN BLUEPRINT REPORT
- + BRAND STRATEGY FOUNDATIONS ALIGNED TO YOUR HUMAN DESIGN:
INCLUDES BRAND VALUES, MISSION, VOICE AND MESSAGE

BRAND REFRESH

INVESTMENT: \$499 +GST

2 X PAYMENTS OF \$611 OR

3 X MONTHLY PAYMENTS OF \$333

*A VISUAL UPDATE FOR ESTABLISHED BRANDS THAT NEED A REFRESHED,
COHESIVE LOOK WITHOUT A FULL OVERHAUL.*

*BEST FOR: CLIENTS WITH AN EXISTING BRAND WHO WANT A REFINED AND
ALIGNED VISUAL IDENTITY.*

TIMELINE: UP TO 2 WEEKS

- + UPDATED BRAND COLOURS AND FONT PAIRING
- + TWEAK TO LOGO FONT FOR A FRESH LOOK
- + NEW MOODBOARD TO ALIGN WITH YOUR BRAND VISION
- + REVAMPED BRAND STYLE GUIDE FOR CONSISTENCY

BRAND & WEB PACKAGE

INVESTMENT: \$2399 +GST

CONTACT FOR FULL DETAILS AND
PAYMENT PLAN OPTIONS

TIMELINE: UP TO 6 WEEKS

+ COMPLETE BRAND IDENTITY: PRIMARY LOGO, SECONDARY LOGO, SUB MARK
- ALL INCLUSIONS AS PER STANDARD BRAND DESIGN

+ SINGLE PAGE WEBSITE: PROFESSIONALLY DESIGNED TO SUIT YOUR BRAND,
ATTRACT YOUR IDEAL CLIENT AND GET YOU ONLINE. **(OPTION TO UPGRADE TO A FIVE
PAGE WEBSITE +\$700 +GST)**

+ BONUS: CANVA SOCIAL MEDIA POST TEMPLATES TO MATCH YOUR NEW BRAND

+ BONUS: BASIC WEBSITE SEO TO HELP YOU BE FOUND ONLINE

PRICE DOES NOT INCLUDE DOMAIN REGISTRATION AND WEBSITE HOSTING

OPTIONAL ADD-ON: HUMAN DESIGN \$199+GST

+ 1:1 HOUR STRATEGY CALL

+ PERSONALISED 65-PAGE HUMAN DESIGN BLUEPRINT REPORT

+ BRAND STRATEGY FOUNDATIONS ALIGNED TO YOUR HUMAN DESIGN: INCLUDES
BRAND VALUES, MISSION, VOICE AND MESSAGE

SINGLE PAGE WEBSITE EXAMPLES:

[WOLF COVE](#) [WEDDING FOLK MAGAZINE](#) [ANIHILLATION FITNESS](#)

FIVE PAGE WEBSITE EXAMPLES:

[WHITE EAST SKIN THERAPY](#) [GET GORGEOUS SKIN CLINIC](#) [BESPOKE NUTRITION](#)
[TATURA BLINDS](#)



MARKETING

ALIGNED SALES FUNNEL SET UP

AN END-TO-END SALES FUNNEL CREATION, GUIDING LEADS FROM INITIAL ENGAGEMENT TO CUSTOMER CONVERSION. THIS PACKAGE PROVIDES A SEAMLESS, STRUCTURED JOURNEY THAT'S EASY FOR CLIENTS TO FOLLOW AND SAVES YOU VALUABLE TIME.

- + 1 HOUR STRATEGY CALL TO ALIGN GOALS AND FUNNEL DIRECTION
- + CUSTOM LEAD MAGNET DESIGN (EBOOK, PDF, CHECKLIST, ETC.)
- + BRANDED LANDING PAGE AND THANK-YOU PAGE DESIGN (INCLUDING COPY)
- + AUTOMATED EMAIL NURTURE SEQUENCE (INCLUDING COPY)

INVESTMENT: \$1,299 +GST

LEAD MAGNET DESIGN + STRATEGY

AN IRRESISTIBLE LEAD MAGNET TO ENGAGE AND CAPTURE YOUR IDEAL AUDIENCE'S ATTENTION. THIS INCLUDES EVERYTHING NEEDED TO START BUILDING YOUR EMAIL LIST AND GROWING YOUR COMMUNITY AUTHENTICALLY.

- + 30 MINUTE STRATEGY CALL TO CLARIFY LEAD MAGNET GOALS AND AUDIENCE
- + CUSTOM-DESIGNED LEAD MAGNET (PDF, CHECKLIST, EBOOK, OR MINI-GUIDE)
- + OPT-IN FORM SETUP AND INTEGRATION

INVESTMENT: \$499 +GST

EMAIL MARKETING ESSENTIALS

A COMPLETE EMAIL MARKETING FOUNDATION TO HELP YOU STAY CONNECTED WITH YOUR AUDIENCE, EFFORTLESSLY. THIS SETUP PROVIDES A POLISHED AND PROFESSIONAL APPROACH TO EMAIL MARKETING WITH A FULLY BRANDED DESIGN.

- + EMAIL ACCOUNT CREATION AND SETUP
- + CUSTOM-BRANDED EMAIL TEMPLATE DESIGN
- + AUTOMATED NURTURE SEQUENCE SETUP (WELCOME SEQUENCE)
- + CONTENT GUIDANCE FOR CONSISTENT, ENGAGING COMMUNICATION

INVESTMENT: \$799 +GST

SOCIAL MEDIA PRESENCE PACKAGE

A COMPLETE SOCIAL MEDIA BRANDING PACKAGE THAT PROVIDES YOU WITH COHESIVE, BRANDED TEMPLATES AND A STRATEGIC ROADMAP FOR AUTHENTIC ENGAGEMENT ACROSS ALL YOUR CHANNELS.

- + CUSTOM POST TEMPLATES AND STORY HIGHLIGHT ICONS
- + BIO OPTIMISATION TO CAPTURE YOUR UNIQUE VOICE
- + MOODBOARD AND STYLE GUIDE TO ENSURE VISUAL CONSISTENCY
- + 30-DAY SOCIAL MEDIA CONTENT PLAN ALIGNED WITH YOUR BRAND MESSAGE
- + OVERVIEW CALL TO WALK YOU THROUGH IMPLEMENTING YOUR NEW STRATEGY AND TOOLS FOR A SMOOTH ROLLOUT

INVESTMENT: STARTING AT \$799 +GST

OPTIONAL ADD-ON TO ALL MARKETING SERVICES

1:1 SUPPORT SESSION

GAIN CONFIDENCE AND CLARITY ON USING YOUR NEW BRAND ASSETS AND MARKETING TOOLS WITH A PERSONALISED TRAINING SESSION. PERFECT FOR CLIENTS WHO WANT TO FEEL EMPOWERED TO MANAGE THEIR BRAND INDEPENDENTLY.

- + 1-HOUR TRAINING SESSION ON ASSET USAGE AND MARKETING STRATEGY
- + PRACTICAL GUIDANCE ON IMPLEMENTING TEMPLATES, EMAIL SEQUENCES, SOCIAL MEDIA, AND MORE
- + Q&A FOR ANY AREAS NEEDING EXTRA CLARITY OR SUPPORT

INVESTMENT: \$199 +GST



COACHING

ONE ON ONE SUPPORT SESSION

HELPING SOLOPRENEURS WITH TAILORED SUPPORT OR TRAINING ACROSS THEIR BRANDING AND MARKETING - SO THAT THEY CAN BRING PROJECTS, DREAMS AND GOALS INTO THEIR FULL POTENTIAL.

DURATION: 1 X 1 HOUR CALL, OR 3 X 1 HOUR CALLS

PRICE \$199+GST

WHETHER YOU'RE STUCK ON HOW TO MANAGE YOUR SOCIAL MEDIA, UNSURE ABOUT MARKETING FUNNELS, OR NEED GUIDANCE ON SETTING UP YOUR EMAIL MARKETING, MY MENTORING SERVICE PROVIDES THE SUPPORT, ACCOUNTABILITY AND PERSONALISED PLAN YOU NEED TO FINALLY SEE THE RESULTS YOU'VE BEEN LONGING FOR.

SOME THINGS WE COULD ACHIEVE TOGETHER:

- + REFINE YOUR BRAND STRATEGY AND STREAMLINE YOUR DAILY OPERATIONS.
- + GUIDE YOU IN DEVELOPING MARKETING STRATEGIES THAT TRULY FIT YOUR BUSINESS.
- + AUDIT YOUR CURRENT BRAND AND MARKETING.
- + SOCIAL MEDIA OR MARKETING TRAINING.

WHAT WE COVER ON OUR CALLS IS COMPLETELY TAILORED TO YOU!

[FIND OUT MORE](#)

ALIGN & ACTIVATE SESSION

UNLOCK YOUR BUSINESS POTENTIAL WITH A 1:1 DEEP DIVE INTO YOUR HUMAN DESIGN. BANISH OVERWHELM AND GET THE CLARITY AND GUIDANCE YOU NEED TO SUCCEED.

DURATION: 1 X 1 HOUR CALL VIA ZOOM

REGULAR PRICE \$249AUD TODAY PRICE: \$170AUD

A UNIQUE 1:1 HUMAN DESIGN EXPERIENCE DESIGNED TO BREAK THROUGH THE OVERWHELM AND ACTIVATE THE NEXT PHASE OF YOUR BUSINESS AND LIFE. THIS ISN'T JUST ANOTHER HUMAN DESIGN CHART READING — THIS IS ABOUT CLARITY AND ACTION.

DURING OUR CALL:

- + WE WILL CHAT ABOUT YOUR CURRENT STRUGGLES AND WHERE YOU'RE FEELING STUCK.
- + I'LL GIVE YOU A COMPLETE OVERVIEW OF YOUR UNIQUE HUMAN DESIGN CHART, SHOWING YOU EXACTLY HOW YOU'RE WIRED TO OPERATE AND SUCCEED.
- + I'LL SHOW YOU HOW TO APPLY YOUR HUMAN DESIGN TO YOUR CURRENT SITUATION — SO YOU CAN START SEEING PROGRESS RIGHT AWAY.

[FIND OUT MORE](#)

A woman is sitting on a speckled floor, looking down at a cup of coffee and some magazines. She is wearing a black top with polka-dot sleeves. The background is a grey wall with vertical panels.

NEED SOMETHING NOT LISTED OR WANT

TO CUSTOMISE A PACKAGE?

LET'S JUMP ON A CALL AND CHAT ABOUT IT!

BOOK YOUR CALL HERE

THE DETAILS

PRICING // Prices are expressed in Australian Dollars. An additional 10% GST will be applied for all Australian clients.

PAYMENT TERMS // A 50% deposit is required prior to commencing work on your project and to hold your spot. Remainder due on completion and before any final files are supplied. Please enquire for payment plan options.

TIMELINES // Branding projects as listed. Marketing projects 2 weeks unless another timeline has been agreed upon.

THE PROCESS

STEP 1: DISCOVER WHAT'S POSSIBLE // If you're inspired to work together, we can set up a consultation to explore your vision.

STEP 2: DESIGN YOUR PATH FORWARD // After our call, I'll craft a custom proposal if our standard packages aren't the perfect fit. Once you agree to the project, you'll receive a welcome kit with everything needed to dive in, including a brand-deepening questionnaire.

STEP 3: WATCH YOUR TRANSFORMATION UNFOLD // This is where the magic happens! I'll create thoughtful, aligned designs and strategies that resonate deeply with your vision. We'll fine-tune until you're thrilled with the results.

STEP 4: CELEBRATE YOUR BRAND // Once finalised, you'll receive all your files and materials, ready to make a lasting impact on your audience.



LET'S DO THIS!

GOT QUESTIONS? OR WANT TO CHAT AND
SEE IF WE ARE A GOOD FIT?

[BOOK A 15-MIN CALL HERE](#)

ALTERNATIVELY, IF YOU ARE FEELING THE VIBES
AND ARE READY TO GO ALL IN SEND AN EMAIL + WE
CAN BOOK YOU IN AT THE NEXT AVAILABILITY!!!

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