



BREAK STATE

COACHING

Websites, Branding & Digital Strategy Packages

WEBSITE PACKAGES

Three ways to work together

Strategy. Brand. Digital.

PREPARED BY

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Go confidently in the direction of your dreams.
Live the life you have imagined.

— HENRY DAVID THOREAU —





EXECUTIVE SUMMARY

This proposal outlines a comprehensive branding, positioning, website and social media package designed to help your business build a premium brand and digital presence, attract the right audience, build trust and generate leads — so you can grow with confidence and focus on what you do best.

SCOPE & DELIVERABLES

 Brand name refinement & visual identity	 Logo and colour direction	 Competitor & positioning snapshot	 Website strategy, design & build	 Domain and platform guidance	 Social media setup	 20 starter social posts	 Analytics and handover support
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INVESTMENT OPTIONS

FOUNDATION

\$2,860

PACKAGE INVESTMENT · US\$1,998 ·
£1,498 FIXED

- ◆ Basic 5-page website
- ◆ Simple brand identity
- ◆ Logo & colour direction
- ◆ Basic social media setup
- ◆ Platform guidance
- ◆ Brief call to shape your site
- ◆ Handover & support

 **LIVE WITHIN 7 DAYS OF YOUR CONTENT**

GROWTH

\$4,950

PACKAGE INVESTMENT

- ◆ Strategic brand direction
- ◆ Competitor & positioning snapshot
- ◆ Lead-focused 7-page website
- ◆ Social media setup
- ◆ 10 starter social posts
- ◆ Platform guidance
- ◆ Handover & support

 **ESTIMATED DELIVERY: 2-3 WEEKS**

ACCELERATOR

BEST VALUE

\$6,985

PACKAGE INVESTMENT

- ◆ Full brand foundation
- ◆ Competitor & positioning snapshot
- ◆ Custom 10-page website
- ◆ Social media setup + 20 starter posts
- ◆ Analytics & tracking setup
- ◆ **Your own 15-second animated pitch**
- ◆ **Three one-on-one coaching sessions**
- ◆ Handover & priority support

 **ESTIMATED DELIVERY: 3-5 WEEKS**

INCLUDED IN ACCELERATOR · ALL PRICES IN AUSTRALIAN DOLLARS

Your own animated pitch

From your photo and your voice (or a stock voice): a 10-15 second animated introduction, delivered vertical and square with captions, plus a one-page guide to making the next one. One round of changes. Your site says what you do before anyone reads a word.

Three one-on-one sessions

1 Strategy: your ideal client, offer and design. **2** Coaching: the person running the business. **3** Q&A after go-live.

WHY THIS DELIVERS VALUE



Strategic Positioning

Stand out and attract your ideal clients.



Professional Presence

Build credibility and trust from the first impression.



Lead Generation

Turn your website and content into clients.



Time & Cost Savings

Done for you, by someone who has run a business.

GETTING STARTED

- ✓ Payment terms are agreed in writing before work begins.
- ✓ Timelines start once the first payment and your content are received.
- ✓ Client approval delays may extend delivery.
- ✓ Your site goes live once the final payment is received.

OUR SIMPLE 5-STEP PROCESS

 1 Discover Your business, goals and ideal clients.	 2 Strategise A clear plan for brand, site and content.	 3 Design & Build Your brand, website and content, crafted with care.	 4 Launch We go live and hand over the keys.	 5 Grow Track results and keep improving.
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TERMS, INCLUSIONS & ONGOING COSTS

So there are no surprises – what's included, what isn't, and what it costs to keep running.

INCLUDED IN EVERY PACKAGE

- ✓ Two rounds of revisions at design stage, one at build (further rounds at \$150 per hour)
- ✓ You own the logo files and the website outright on final payment
- ✓ Your domain registered in your name, at cost
- ✓ Hosting on Cloudflare's free plan, in your own account
- ✓ Mobile-responsive across all devices
- ✓ A handover session so you can update the site yourself
- ✓ Written scope agreed in advance, before work begins

NOT INCLUDED

Available, but quoted separately.

- ✓ Professional photography and stock image licences
- ✓ Ongoing content creation or social media management
- ✓ Paid advertising management, and advertising spend
- ✓ SEO campaigns beyond on-page fundamentals
- ✓ Copywriting beyond the pages in your agreed scope
- ✓ Third-party running costs (listed below)
- ✓ Online shops and custom integrations

ONGOING RUNNING COSTS

A website sits on services that charge monthly or annually. None of the following is paid to Break State Coaching – you pay the provider directly, and every account stays in your own name, so you keep full ownership and control.

Item	What it's for	Estimated cost	Paid to
Domain name (.com.au)	Your web address	A\$23–40 a year ≈ US\$16–28 · £12–21	Domain registrar
Domain name (.com)	Optional, as well or instead	US\$11–20 a year ≈ A\$16–28 · £8–15	Domain registrar
Website hosting	Keeping your site online	Free (Cloudflare) A\$0 · US\$0 · £0	Cloudflare (your account)
Business email	you@yourbusiness.com.au, plus GST	A\$8–17 per person a month ≈ US\$6–12 · £4–9	Google or Microsoft
Booking & follow-up system	Optional: bookings, follow-up	From US\$97 a month ≈ A\$138 · £73	e.g. GoHighLevel
Social scheduling tool	Planning and scheduling posts	From about US\$20 a month ≈ A\$28 · £15	e.g. Metricool
AI writing assistant	Drafting your own content	About US\$20 a month ≈ A\$28 · £15	e.g. Claude or ChatGPT
Design tool	Optional: your own graphics	Canva Pro US\$144 a year ≈ A\$205 · £109	Canva
Stock photos	If not using your own photos	A\$0–50 a month ≈ US\$0–35 · £0–26	A stock library

Bold = the currency the provider bills in; estimates in the other two use the 28 Sep 2026 mid-market rate (US\$1 = A\$1.42 = £0.75). Prices are indicative ranges and change often. **Currency conversions change daily; the only converted prices that are fixed are the total package fees, fixed at the time of your written quote.** A typical small site (.com.au domain, no extras) costs about A\$23–40 a year. Most businesses won't need every item; Break State Coaching doesn't mark up these services or receive commission on them.

HOW PAYMENT WORKS

- ✓ Nothing is paid before we've talked. After your free discovery call, you receive a written quote and agreement.
- ✓ Payment stages and amounts are agreed in writing before work begins, and invoiced by Break State Coaching.
- ✓ Timelines start once the first payment and your content have been received. If a scheduled payment or your content is late, the project pauses and resumes when it arrives.

WHAT I NEED FROM YOU

- ✓ An hour for the discovery conversation (Accelerator: a 90-minute strategy session, plus a headshot and a short voice recording for your animated pitch)
- ✓ Your answers to my client questionnaire – about ten minutes
- ✓ Existing logos, images and brand files, plus domain and hosting access if you have them
- ✓ Your written content, or approval of the content I draft
- ✓ Feedback within five business days at each review point

PRICING

Package fees shown are current at the date below and may change. Your written quote fixes the price for you.

Date of issue:
29 September 2026



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COMPLIANCE

Break State Coaching provides business, branding, marketing and educational-content support only – not legal, financial or regulatory advice. The client is responsible for reviewing and approving all final website, social and educational content, and for ensuring supplied or approved material complies with applicable laws, licences, industry rules and regulator guidance. Written approvals should be retained before publication.