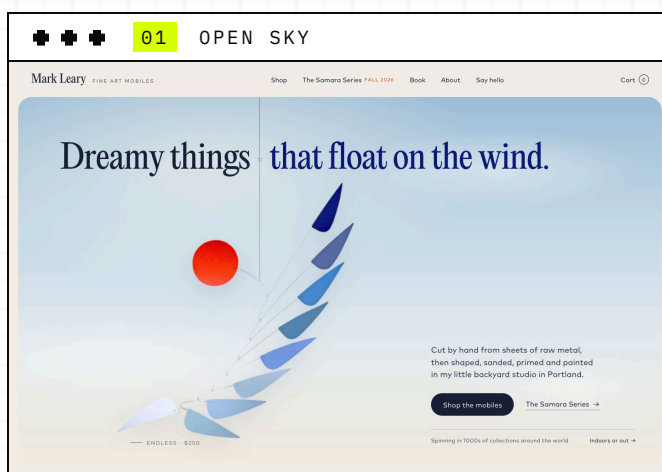
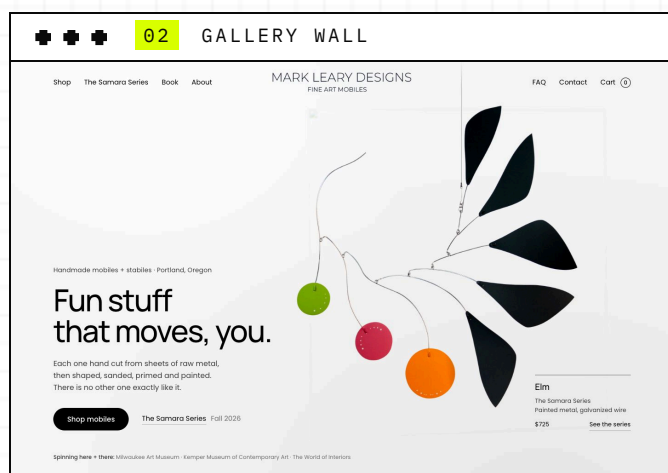
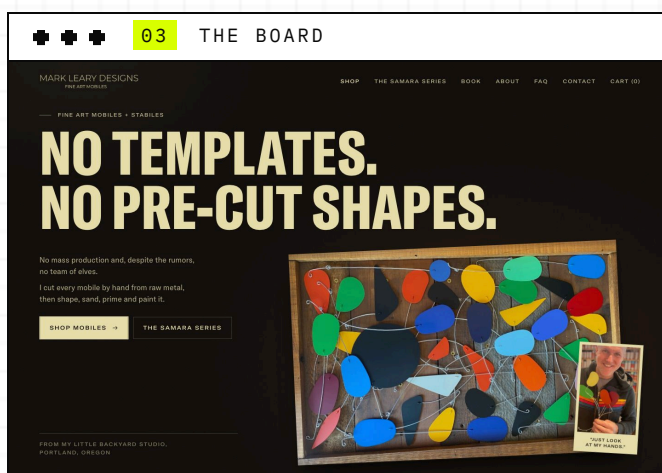


A new website for Mark Leary Designs.

PREPARED FOR MARK • BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.



THE LAUNCH

\$1,200

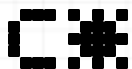
for \$3,660 of work, one time

LIVE

Within a week
of saying go

YOURS

Yours to keep
site and files in your
Squarespace account



01 WHERE WE STARTED

What we built it around.

01 Dreamy things that float on the wind.

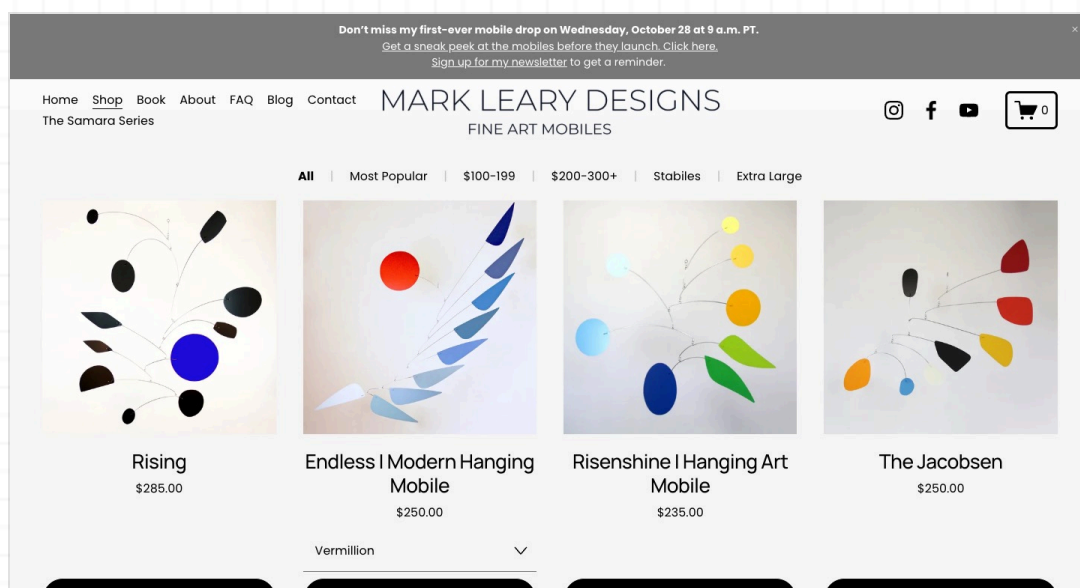
From your Samara Series page. Option 1 hangs that line on the same wire as Endless, in an open morning sky, and the wind is your visitor's hand.

02 Fun stuff that moves, you.

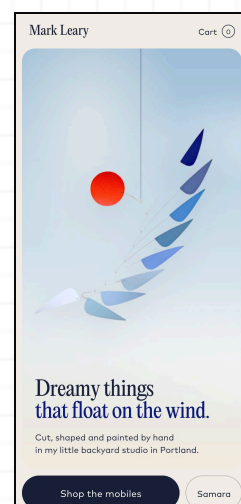
From your About page. Option 2 keeps your own look: Elm turning on a gallery wall, its shadow following the light.

03 No templates, no pre-cut shapes, no mass production.

Also from your About page. Option 3 puts your barnwood layout board and your hands at the front, after dark.



TODAY



ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new theme for your Squarespace store: the homepage, shop pages, product pages and cart, built out from the top you've just seen, on your real products, sizes and checkout. Live on your domain within a week of saying go.	\$2,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$140
03	A launch email Designed and written for your customer list, so the people who already collect your mobiles hear about the new site from you.	\$350
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$350
05	A phone receptionist, first month From <u>Hire Whoever</u> , our sister company: a voice assistant built around your business that picks up your line when you can't. You teach it by text, and every call it takes becomes a short written record you can read after.	\$105
06	30 days of changes Text or email us what to change. It's live the next business day.	\$35

PLUS, WHEN YOU SAY GO BEFORE 6 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email in your store and line it up for your customer list, ready to go out on launch day.	\$180
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TOTAL VALUE	YOU PAY • FALL SALE	THE ONE-WEEK PROMISE
\$3,660	\$1,200	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN US DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.



03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and add us as a contributor on your Squarespace site. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We turn these pages into your Squarespace theme. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new theme goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch (fall sale)**\$1,200**

To start, when you say go (50%) \$600

When the site goes live \$600

AFTER LAUNCH: MONTHLY PLANS FROM \$250, ONLY IF YOU WANT ONE

Care \$250/mo

Site care and hosting, unlimited edits live the next business day, your Google listing kept current.

Grow \$500/mo

Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.

Growth Partner \$1,000/mo

Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.

05 WHAT YOU OWN

- The site and every file, in your Squarespace account and your name.
- Your products, orders, customers and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.



06 QUESTIONS

The usual questions.

01 Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02 Is it secure?

Yes. It's built lean, with no page builder or extra plugins, and tested on a copy before anything goes live. Your checkout and payments stay exactly as they are.

03 Who owns it?

You do. The design and every file sit in your store, in your name. Hosting, domain and checkout stay with you; nothing of ours renews unless you ask.

04 How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from \$250 a month, cancel anytime.

05 When do I pay?

Half (\$600) when you say go, the rest (\$600) when the site is live. You've seen the homepage before paying anything.



07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 29 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER • ERIC@CRUSHHH.CO • CRUSHHH.CO