



# Services & Pricing Guide

Stand-Out Graphic Design & Website Packages  
by Laura Patricelli and her team at Design Mastermind

# Index

Click links to jump to page →

[hello@designmastermind.com](mailto:hello@designmastermind.com)

+239 910 2061

[@designmastermindnyc](https://www.designmastermindnyc.com)

[www.designmastermind.com](http://www.designmastermind.com)

Welcome

What sets us apart

Services

— Tier 1: Foundations

— Tier 2: Marketing

— Tier 3: Sales funnels

— Tier 4: Online empire

— Complete project menu

How we work

Sample project timeline

Portfolio & Testimonials

Frequently asked questions

Next steps

# Welcome to Design Mastermind!

Since 2009, we've crafted hundreds of scroll-stopping, eye-popping brands & websites for entrepreneurs, startups & small businesses all over the world – and let me tell you they have some pretty compelling success stories.

As part of YOUR growing team, we'll take care of all the heavy lifting when it comes to building a brand aesthetic, customizing templates, and crafting a unique, easy-to-navigate website for your growing business.

Keep reading to see how we can help your business attract new customers, stand out online, and flourish in any competitive market.

*Laura Patricelli*

Founder & Creative Director



# Why Design Mastermind?

1

## Enjoyable & Collaborative Experience

We encourage clear, open communication and honest, straightforward feedback.

Our goal is to not just produce results, but make the whole process easy & fun from beginning to end.

2

## One-Stop Shop for All Things Web & Graphics

No need to juggle 10 different team members when we cover all the creative necessities under one roof!

We have experience in (almost) every industry, and can design just about anything you throw at us.

3

## We Maximize Leads, Sales & Organic Traffic

Our team uses tried & tested lead conversation strategies, while optimizing for speed & SEO.

With 12+ years in the field, we use cutting-edge tech to bring our clients the best possible results.

Take our quiz to see which design package best suits your business's needs:

[GET INSTANT ESTIMATE](#)

Services: Tier 1

# Foundations

- ✓ Perfect if you're just starting out, testing a business concept, or in the seed stage of a startup venture.
- ✓ Your main goal is getting up and running as quickly as possible.



**BRANDING + LOGO**

## Business Basics

From \$750

- Custom quick-start logo
- Color & font cheatsheet
- Promotional graphics & templates
- Kickstart consulting sessions

[Book a call to learn more →](#)



**4 WEEKS TO WEB**

## Kickstart Website

From \$4,250

- Beautiful, responsive, easy-to-update website
- Easily scalable to grow as your business grows
- Content templates to help you write copy
- Recorded website training workshop

[Click here to learn more →](#)

Take our quiz to see which design package best suits your business's needs:

[GET INSTANT ESTIMATE](#)

Services: Tier 2

# Marketing

- ✓ Perfect if you're building an audience of potential customers
- ✓ Your priority is becoming well known in your niche



## Social Media

### MARKETING KIT

Complete set of social media post templates, profile banners & Canva graphics

———— From \$500 ————



## Email & Newsletter

### MARKETING KIT

Email newsletter templates, email provider tech setup & custom email signature

———— From \$350 ————



## Business Resource

### SLIDE DECK & PDF KIT

Pixel-perfect slide decks, media kits, one-pagers & PDF resource templates

———— From \$750 ————



## Print Collateral

### BUSINESS CARD & BROCHURE KIT

Business cards, brochures, and any other print templates your business needs

———— From \$450 ————



Services: Tier 3

# Online Sales

- ✓ Perfect if you're ready to sell out your next breakthrough course, product, or program
- ✓ Your main goal is promoting must-have offers that will provide consistent, scalable revenue for your business



**SELL-IT-OUT**

## Sales Funnel

**From \$2,750**

- Everything you need to start selling your next product, course or program.
- Includes custom logo, page design, graphics, and development.
- Lead-in promotional pages provided

[Click here to see what's included →](#)



**ONLINE COURSE MEMBERSHIP +**

## E-Commerce Shop

**From \$8,500**

- Sell multiple products or trainings through a custom, searchable online shop
- Give your customers exclusive access to purchased content via a password-protected membership area

[Click here to get all the details →](#)

Take our quiz to see which design package best suits your business's needs:

**GET INSTANT ESTIMATE**

Services: Tier 4

# Online Empire

- ✓ Perfect if you're starting to outgrow your brand & website. You need a total overhaul.
- ✓ Your priority is establishing a unique high-end brand aesthetic that reflects the current state of your business



## Premium Branding

From \$3,200

- 3 comprehensive brand directions with mood boards & website mockups
- Custom logo & brand graphics
- Brand guidelines PDF documenting your brand voice, mission statement and marketing standards to communicate with your current & future team members



## Signature Website

From \$6,000

- 3 x initial design mock-ups
- Design consulting sessions where we go over feedback & requests live via screenshare
- Premium, responsive website
- Copyediting for all provided website copy
- Photo + video editing
- Search Engine Optimization

Take our quiz to see which design package best suits your business's needs:

[GET INSTANT ESTIMATE](#)



# Complete Services Menu

## Website Packages

'Sell-it-Out' sales funnel	From \$2,750
'4 Weeks to Web' kickstart website	From \$4,250
'Built to Scale' website	From \$8,250
eCommerce website	From \$8,500

## Logo & Brand Development

Quick Start logo & branding	From \$750
Premium brand development	From \$3,200
Brand guidelines e-book	\$400
Brand audit / consulting session	\$250

## Marketing Templates

Business cards	\$250
Letterhead design	\$100
Brochure / one-pager	\$250
Slide deck template	\$250
Complete slide deck design	From \$450
PDF resource / media kit template	\$250
Complete PDF resource design	From \$450
Email signature	\$200
Promotional email template / email setup	\$150
Social media post graphics	From \$250
Social media banner graphics	From \$250

## Ongoing Design Collaboration

Website Maintenance Package	\$600/year
Website Maintenance w/ Hosting	\$750/year
Creative coaching & support sessions	\$750/month

## Hourly Rates for Team Members

Lead Creative (Laura's hourly rate)	\$125/hour
Senior Design & Development Support	\$80/hour
Junior Design & Content Support	\$50/hour
Copywriting, Video Editing, etc.	From \$80/hour

Take our quiz to see which design package best suits your business's needs:

[GET INSTANT ESTIMATE](#)

---

# How We Work

---

At Design Mastermind, we believe the most successful businesses are...

## **Collaborative.**

### **Your business needs to represent YOU.**

Yes we do offer done-for-you graphic design services, but we also encourage our clients to get involved in the process, which includes video coaching & consulting sessions to keep everyone on the same page.

## **Creative.**

### **Your business needs to stand out from your competitors.**

It's critical that your business makes a strong first impression. It can't do that if it looks the same as everyone else's. Developing a premium aesthetic for your brand, marketing & website is the key.

## **Competitive.**

### **Your business needs cutting-edge technology.**

Your business needs technology that's capable of growing WITH you as you expand your online empire... a future-proofed investment that guarantees lasting success, so you can scale upward with ease.

## **Compelling.**

### **Your business needs to speak to your ideal customer.**

When the perfect client or customer sees your social media post, arrives at a landing page, or watches one of your webinars, they need to feel like your offer was made specifically for them. They would feel stupid NOT buying.

---

# Sample Timeline

---



Phase 1 • Weeks 1-5

## Brand Exploration

Our first step is researching your competition and figuring out the direction we want to take your brand aesthetic. Although this stage involves a lot of ideation and concept exploration, you'll end up with a complete set of logos & brand assets that you can start using in your business right away.

Phase 2 • Weeks 6-10

## Website Design

We start out by mapping the website's "engagement flow." This helps us establish key priorities for each page, and visualize how a potential customer will be moving through the website. We'll then produce 1-2 homepage mockups and get you on a screen-shared review call, so you can request changes and see updates LIVE. We'll go back and forth until you're 100% happy with how the site looks, then prepare assets for development. If you need copyediting, it will happen in this phase too.

Phase 3 • Weeks 11-16

## Website Development

We'll take it from here! On a separate staging site, we'll build a responsive, engaging, search engine optimized website that you can review before we go live. We'll also provide a recorded, screen-shared training session as well as a cheatsheet doc with your brand assets organized in one place.

This example is taken from a premium brand & website redesign, but every project will look different!

# Success Stories



**Alex Navas**

Online Marketing Specialist  
AlexNavas.com



Being a marketer & web developer myself, I wasn't sure if Laura would be able to capture my brand message, understand my market and then bring it all together.

Laura's guidance and leadership throughout the whole process allowed us to move forward quickly without compromising the quality of her work.



**Luisa Zhou**

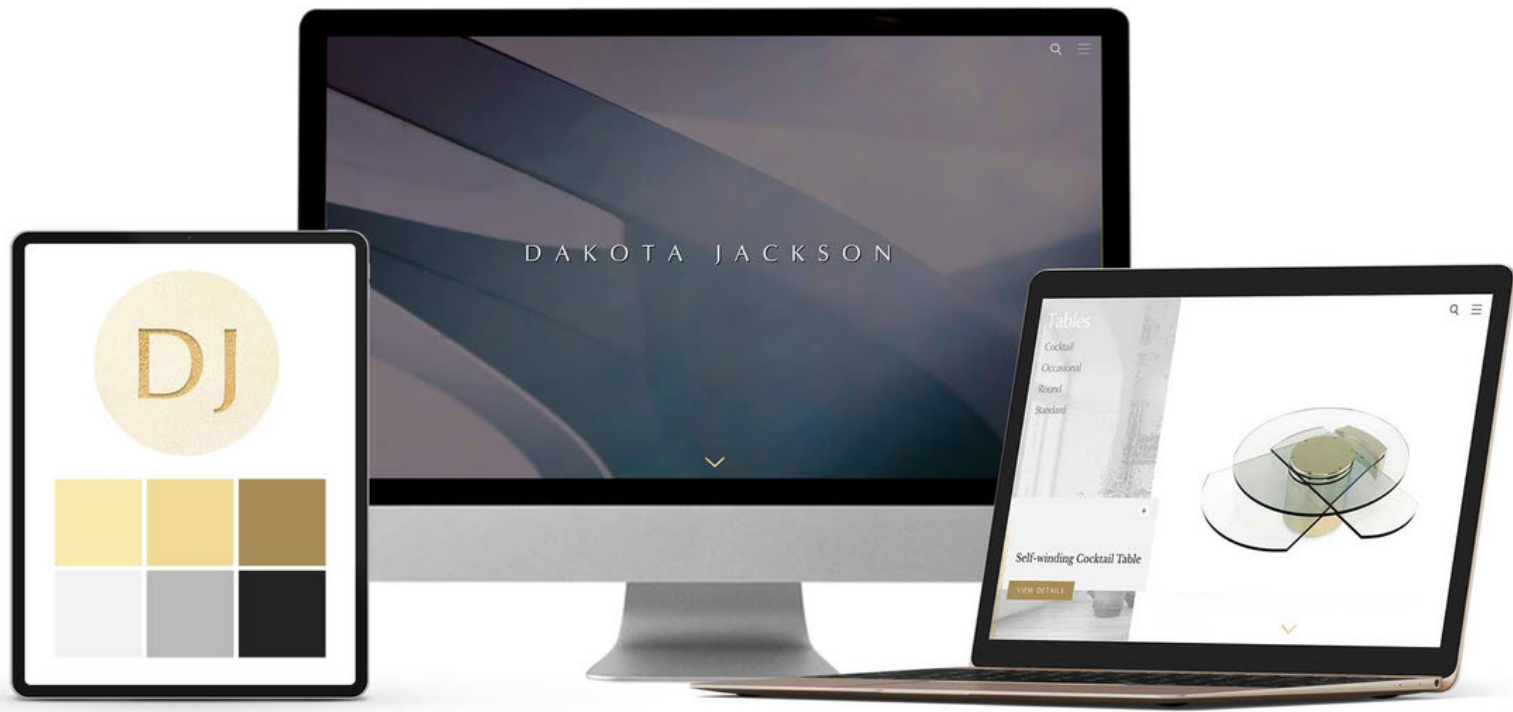
7-Figure Business Coach  
LuisaZhou.com



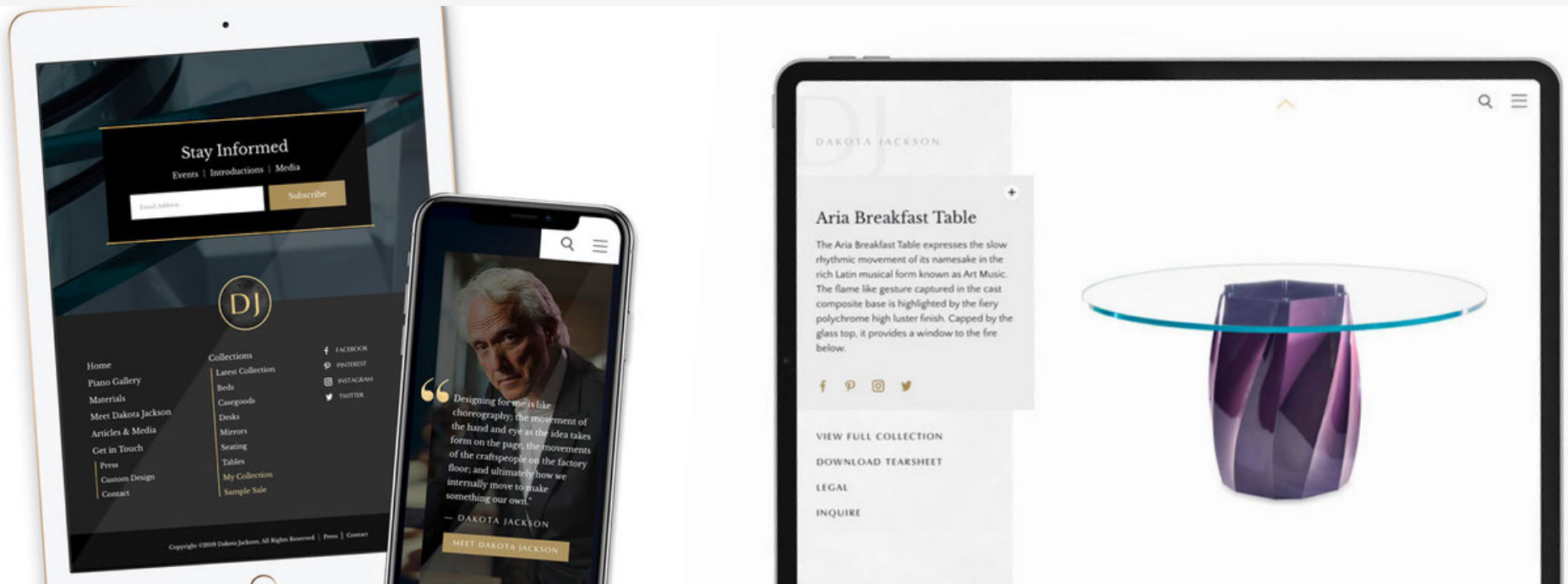
She heard all my requests and was incredibly patient with all of the custom details I asked for.

The end result is worth so much more than the price I paid, and honestly, I can't believe I got such incredible value.

I recommend Laura without hesitation. In fact, I've been recommending her to friends, colleagues, and clients for the past 6 years we've worked together!



## Client Showcase: Dakota Jackson Furniture





## Connell Barrett

Dating Coach for Men  
DatingTransformation.com



I've collaborated with many designers, and I've never met one with a more impressive combination of visual artistry & tech savvy. She has an "I'm on it" professionalism that makes The Container Store look disorganized.

If you want fantastic web design and development that makes you happy, puts money in the bank, and leaves your competition in the digital dust, let Laura rock your website.

Oh by the way, the new webinar registration page she designed has more than doubled my conversions, from about 9% to 20%+!



## Aprille Reed

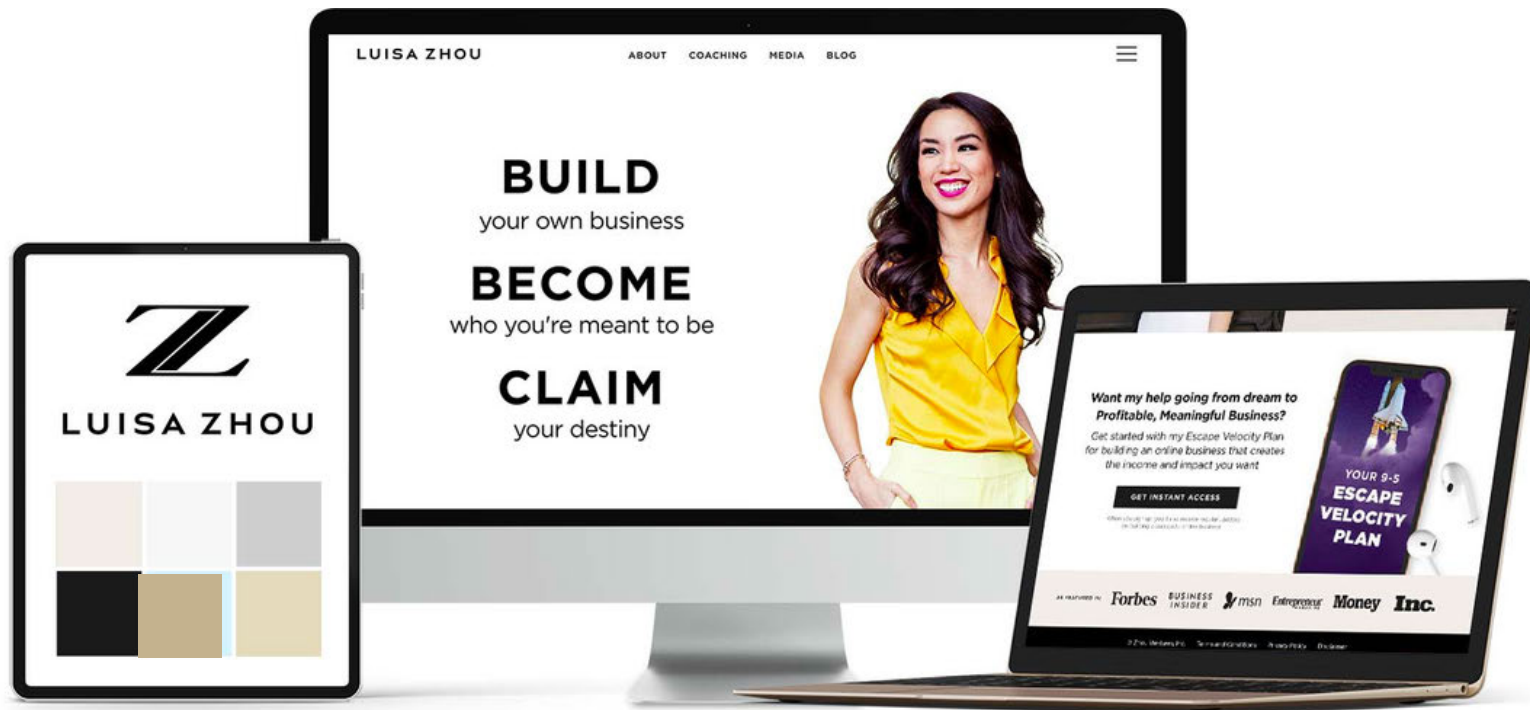
Business Strategist & Podcaster  
AprilleReed.com



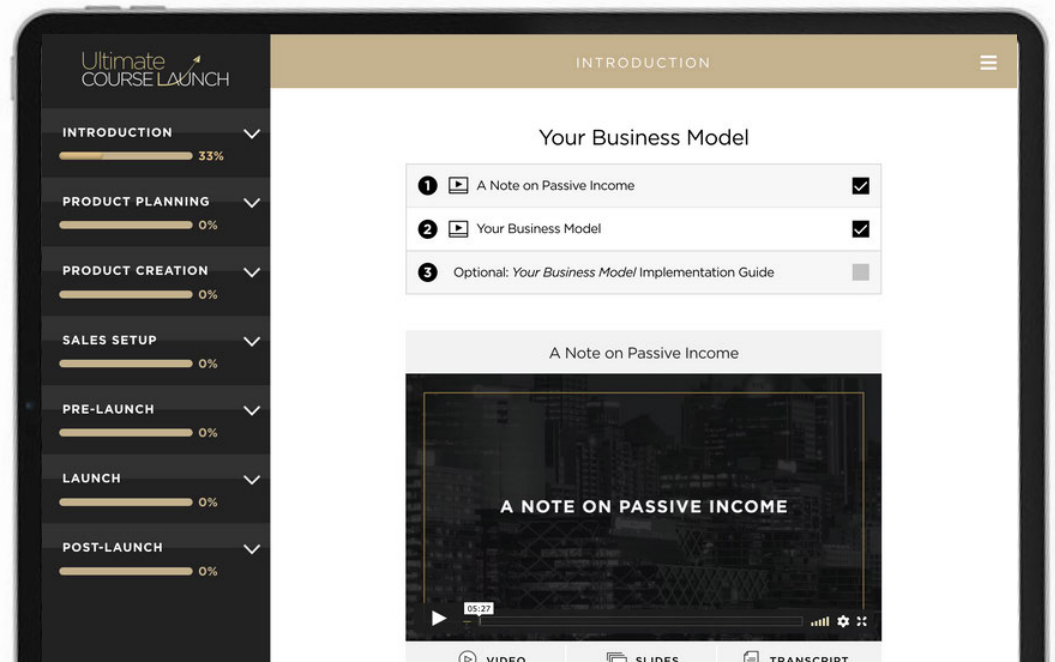
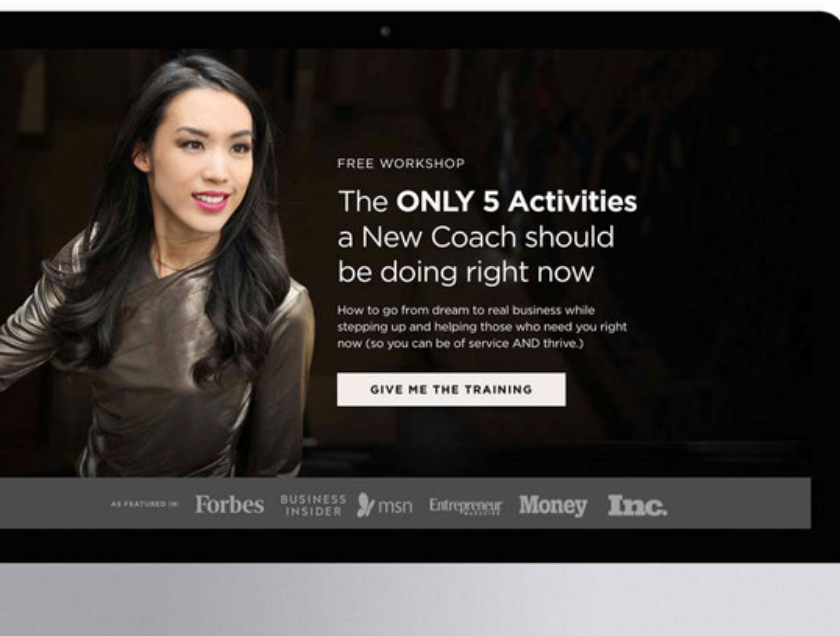
I am a DIYer and love building websites, but due to limited time and my perfectionism I couldn't create the perfect site.

Laura had worked on my branding/logo and did such a fantastic job, plus with her portfolio, it was a no brainer when I finally decided to bite the bullet and outsource web design.





Client Showcase: [Luisa Zhou Coaching](#)







## Demir & Carey Bentley

Authors & Community Leaders  
LifehackMethod.com



Laura is amazing at what she does, from strategy, to execution, to project managing the whole thing.

Plus, meetings with her are actually productive (a breath of fresh air versus other similar meetings).

We'll absolutely be working with Laura again!



## Christina Jandali

Sales & Marketing Coach  
DeliverYourGenius.com



All I can say is WOW! Laura brought my vision to life and as a result my confidence and sales exploded.

What's fabulous is that she really knows what converts – because making a sales page pretty does not necessarily mean it will make you money.

With all her clients, Laura consistently finds the sweet spot between what's going to look beautiful and what's going to convert.



## Client Showcase: Terese Nielsen Art





**Terese Neilsen**

Visionary Artist  
tnielsen.com



I can't tell you how awesome it is to have you and your team available for upcoming things!

I couldn't be more thrilled with what you do and what you provide!



**Beverly Walthour**

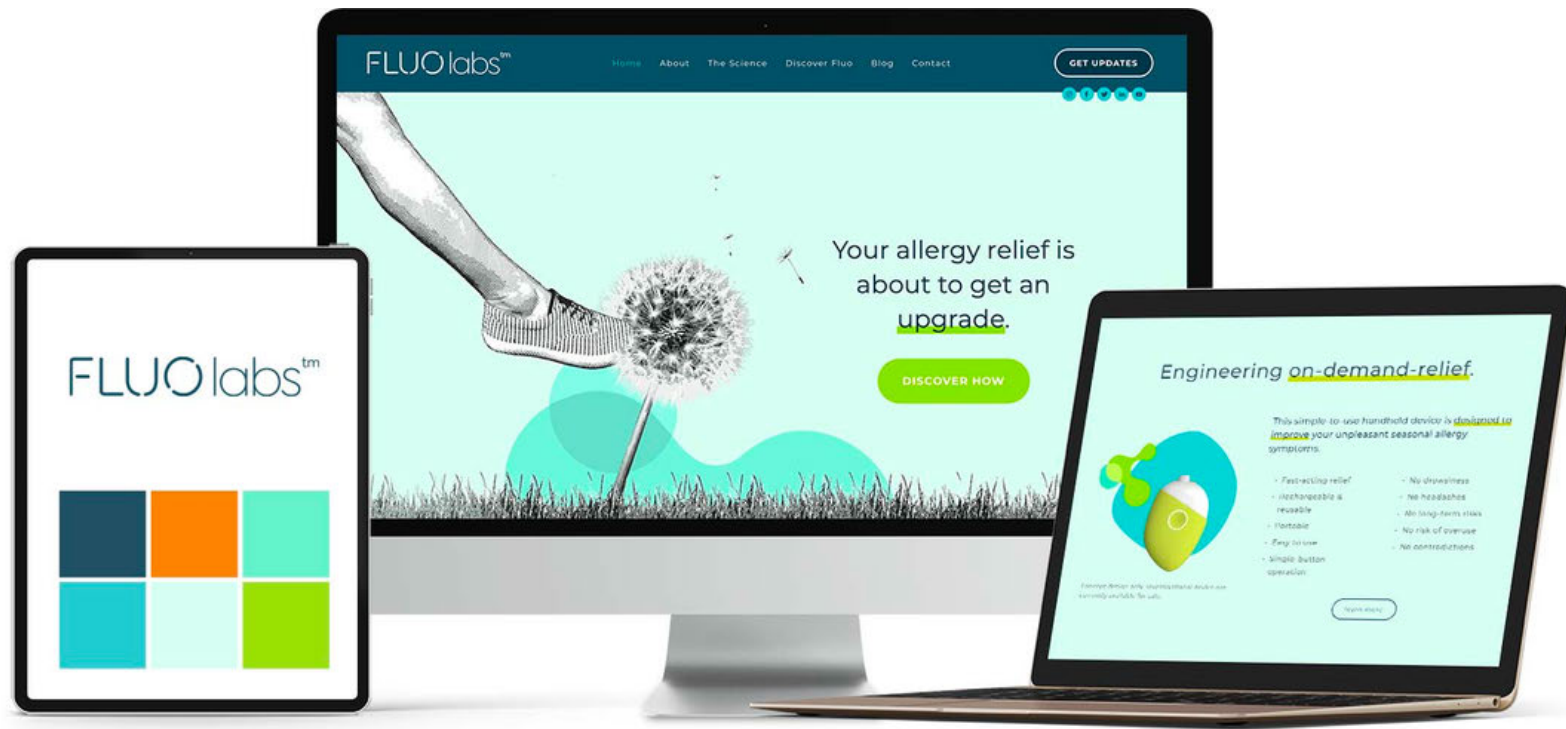
Sales Coach & Community Leader  
BeverlyWalthour.com



I wanted to reach out to say thank you again for the design of my website.

I was offered an opportunity to be a recurring guest on an Atlanta based tv & radio station based on what she saw on my website!! Thank you!





## Client Showcase: FluoLabs



# Frequently Asked Questions



## How long will it take?

While each project is unique, most branding & website projects usually take 8 to 12 weeks to complete. We'll discuss what to expect during your meet & greet call.



## What website platforms do you work in?

We have extensive experience designing and developing website using WordPress, Squarespace, Kajabi, Shopify, Instapage, BigCommerce, and ClickFunnels. Inside those platforms I've created memberships, forums, ecommerce, blogs, and more. I'm happy to discuss your particular requirements, so book a free call so we can discuss it further.



## Do you offer payment plans or installments?

Of course! Projects under \$1,000 are usually paid up-front, projects between \$1,000 and \$3,000 are paid half up-front, half on completion, and projects over \$3,000 are broken up into 3-4 installments, due throughout the project.



## Do you offer on-demand or retainer services?

I do have limited availability to work with clients on an ongoing basis. Many clients simply choose to purchase a yearly website maintenance plan, while others pay us hourly to complete random tasks throughout each month. I'd be happy to jump on a call to discuss your needs and if there's availability.

Take our quiz to see which design package best suits your business's needs:

**GET INSTANT ESTIMATE**





# Ready to talk?

Simply [CLICK HERE](#) to tell us more about your business & book a free call.

Talk to you soon!