

TRUTH & DESIGN

Dedicated Design Day



TRUTHANDDESIGN.COM

ALISON@TRUTHANDDESIGN.COM

@TRUTHANDDESIGN

2022

2023

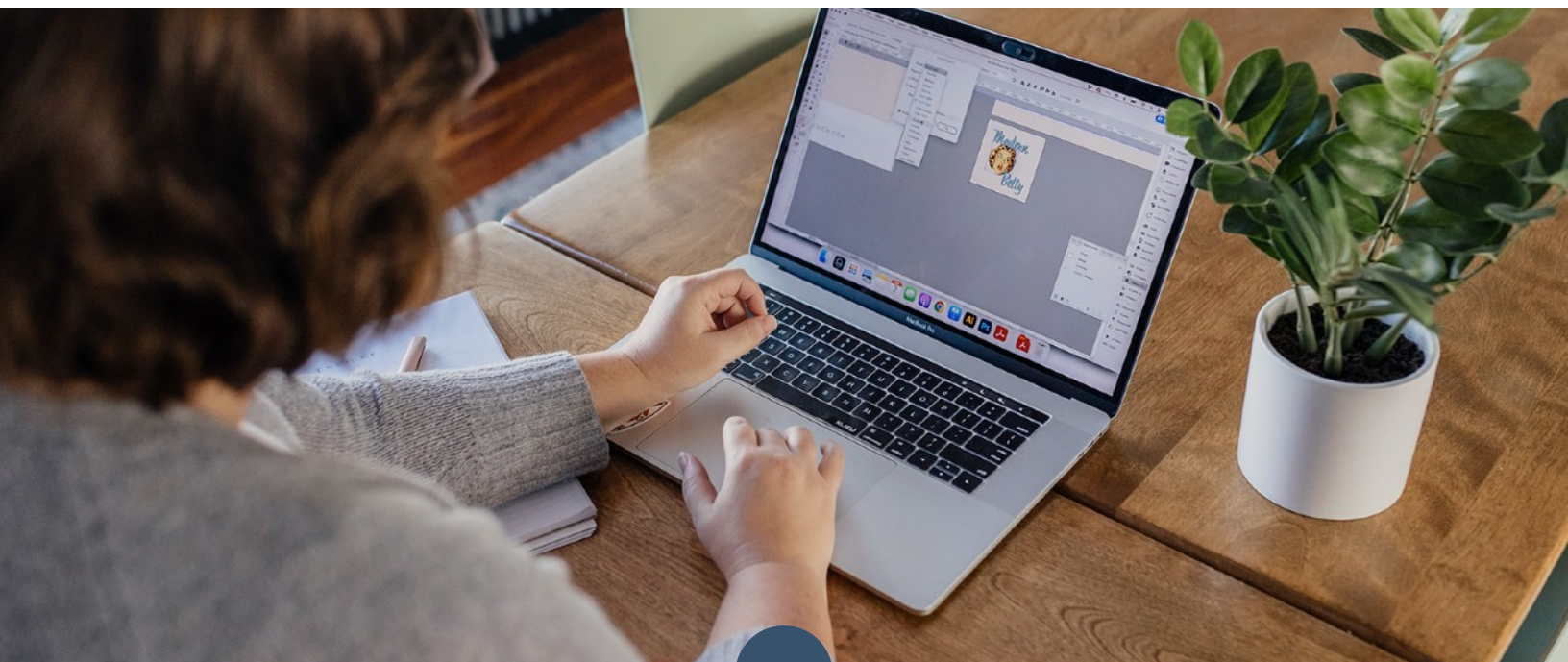
What is a Dedicated Design Day?

Also known as “VIP Days,” this is an offering only available to previous clients. 🙌🙌🙌

It is a six-hour day of undivided attention on a special website project or major update.

We meet on Zoom using a structured schedule, with time for both collaboration and independent work.

As we wrap up our time together, you'll have a finished product and clear next steps for how to move forward!



What can we accomplish together?

Dedicated Design Days can be used to accomplish a HUGE variety of projects, but are best suited to a focused project that requires a fair amount of back-and-forth, streamlined into a single day.

EXAMPLES OF GREAT DESIGN DAY ACTIVITIES:

- A major content update and refresh of your current Squarespace website... (you've got a long list of updates, and you want to get it all done in a day!)
- You have several pages that require major text and/or design updates
- You want to add a blog, podcast or video content to your website
- You just had a photoshoot and want to add your new photography to the site
- Create a new sales page for a new offer
- It's time to restructure (reorganize) your existing website
- Migrate your existing Wix, Weebly, Wordpress, or other website to Squarespace
- Upgrade your Squarespace 7.0 website to 7.1
- Create a "lead magnet" landing page with email signup and email design
- You want to revisit your branding to get an updated look with fresh colors, fonts, images and/or layouts

A look at the schedule



Most days will fit into a schedule like the one below, but we can flex on the timeline to accommodate your project and time zone (I'm EST). Here's a look at the standard schedule for the day:

PRE-WORK

Before our day I'll provide you with a light questionnaire to get us into alignment and in the right mindset.

9:00 AM

We'll kick off the day with a Zoom Session lasting about an hour and a half. We'll cover all of the goals, get to the bottom to talk through your objectives and project details, and set the tone for the rest of the day.

10:30 AM

Independent work time. During the next few hours I'll be actively working on your project and ask that you stay close by so we can keep in touch via Zoom chat as needed. You will likely also have tasks during this time such as writing copy, approving ideas, or thinking through processes.

2:30 PM

In the afternoon we'll come back together on Zoom to review what's been completed. I'll ask for your feedback and approval on tasks, and get super clear on any loose ends to finish before the day is done.

3:00 PM

This is where we tie up any loose ends and finalize the edits based on your feedback in the format of independent work time.

4:00 PM

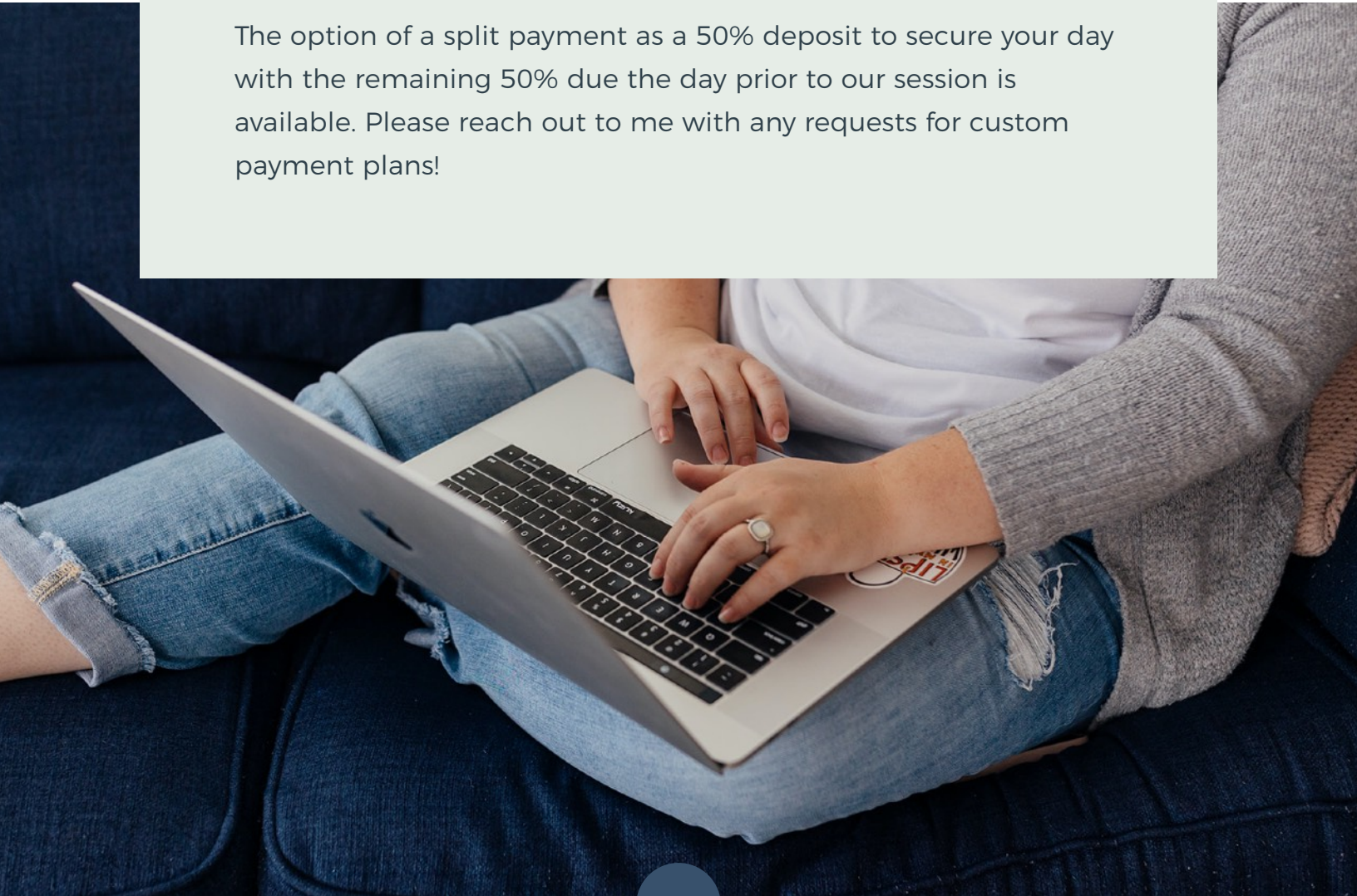
Now it's time to enjoy your finished product! To close out the day, you'll receive a video or audio message from me summarizing any final details and suggested next steps.

Pricing & Other Details

Day Rate : \$1,850

Payment is due in full at time of booking to secure your dedicated day.

The option of a split payment as a 50% deposit to secure your day with the remaining 50% due the day prior to our session is available. Please reach out to me with any requests for custom payment plans!



Ready to tackle that project?

Send me an email at alison@truthanddesign.com and we'll decide if a Dedicated Design Day is the best way to work together to accomplish your goals.



ALISON@TRUTHANDESIGN.COM
@TRUTHANDESIGN

Let's chat!

Please don't hesitate to reach out any time! I'm excited to hear from you and to continue to support you on your journey.

*Much Love,
Alison*