



MAGIC FEATHER *Designs*

client experience guide



OMG... ARE WE DOING THIS??

I can't tell you how happy I am that you have reached out and enquired about working together, I fully appreciate what a giant (but exciting!) step this might be feeling. It is a huge privilege for me to be part of your business evolution, so in return I am going to flippin' PACK this experience with so much value and be the biggest cheerleader in your corner! It's frankly sickening how much focus is going to be on your business if I am honest...

Am I right for you...

Let's be clear... we love some colour round these here parts so if you are looking for "boss babe" neons or "boho" neutral shades and minimalism then no, I am most definitely not the designer for you - awkward!

I believe in personality led brand design. You are the face of your business, the solopreneur behind everything, your business means the world to you so why should your brand design not reflect you? If you love all things cute and colourful who says you can not respect that in your branding? Who says to be "professional" we need to fit some beige, sleek, minimal mold? ick. No thanks! I want ME in my business, I want to be authentic, I want to feel great showing off what I do and attracting likeminded people.... and if you just found yourself agreeing with me there then HI! You are so in the right place my friend!

What I do...

Brand design done well should be totally unique to you, rooted in intention, with purpose, always working hard for your business to visually convey your values, mission and personality in one quick swipe. Standing out from the crowd is easy when you stand out for the right reasons! The branding I create will give you the tools to stay consistent going forward, it will resonate with the right audience because it was designed with them in mind. Your new branding is going to elevate your business and show you off as credible, totes professional and a business that your customers and clients can trust (kind of key for yummy sales!).

Fresh branding is going to boost your clarity and motivation ten fold - think of it like putting on your favourite outfit, that one that makes you feel like you can do anything! eek!! This is what I do, this is my thing and my gosh I am here to help you achieve all this and more! But don't just take my word for it, read on to see what my past clients say about working with me....



Jen xx

WHAT THEY SAID...

menopausemastery.
with Esther Walton Menopause Mentor



Esther - Menopause Mastery

(Menopause Mentor)

“Jen is **very approachable** and friendly. I was kept up to date on the project progression, she is good at taking feedback and proactive with any changes, **organised, creative and informal** which is how I prefer to work.

I would definitely recommend Jen to other businesses, especially if they are just starting out like I was, I wanted to get my branding right first so I could **attract my ideal customer**, and then understand how to use the branding images and designs in Canva myself going forward.

I love my branding package and feel **my business now has a 'face'** to go forward with”

Polly - Feel Good Singing

(Singing Teacher)

“Jen was warm and friendly, incredibly thorough and professional. Jen really **helped me to understand my brand better** and give me more authority and confidence to talk about what I do. And then there's the amazing design! I feel like Jen went inside my head and took all my rambling and turned it into something **beautiful and engaging**.

I had a lot of imposter syndrome, I wanted to give my business some legitimacy and give myself the confidence to step into being a business owner. I feel so excited to talk about my business to anyone and everyone who will listen now.

Jen is super adaptable and happy to make the communication as formal or informal as the client wishes.”



WHAT THEY SAID...

DataFit

Doing Consultancy Differently



Sam - DataFit

(Data Consultancy)

“Before working with Jen, I’d say my business was **unbranded, unknown and not ready for the world**. I didn’t feel confident or proud to talk about DataFit or what I was offering.

Working with Jen was seamless. **Genuinely the best thing I’ve invested in** for my business so far. I feel immensely proud of the branding I have now and use it at every possible opportunity.

Between the emails, voice notes and calls, I was really happy with the **balance and information** that I received. Really happy with the formality, it was nice and relaxed to chat but also with the structure of also chatting through your progress and the next steps.

Jen has amazing communication around timelines and updates, **incredible patience and flexibility**, and listens to feedback. 10/10”

Nadia - Little Gift Ideas

(Party Planning and Gifts)

“Jen was amazing from start to finish! From the initial zoom chat when I was **too scared to commit because I was so new to the small business** world I didn’t think I was ready, to always answering my endless questions happily and simply, however silly they were, right through to the lovely goodbye pack!

A perfect balance of friendliness and professionalism, Jen made the whole process **so much less daunting and scary than I thought** it would be and was so supportive and full of advice throughout the whole process - it felt like picking up the phone to a friend! Jen is just like her brand - cheerful and happy!

It may seem like a big investment for a small start up but it was absolutely invaluable and **I wish I had taken the plunge sooner!** The level of expertise and knowledge was amazing and I felt so listened to every step of the way.”



Little Gift Ideas



brand design

This is my main service, I have various branding options to choose from tailored 100% for your business and designed in a way that they can either be built up over time or you can jump straight in to where you need.

Every project delivers exactly what is needed for a consistent, stand out, bespoke brand identity with friendly guidance along the way, perfect for wherever you are in your business.

designer for a day

This service is exclusive to my brand design clients. Your chance to outsource design work to a designer that knows your brand inside and out, without the retainer rates.

Use this for additional social graphics, PDF guides or perhaps shop graphics using the awesome brand design we already created together!

HOW CAN I HELP?



web design

This is another service exclusive to my brand design clients, because if you have the brand identity and all the exciting extras, it is only logical to now get a shiny space of the internet that is all yours, right!?

I design and implement Wix hosted websites, optimised for mobile that include basic on page Search Engine Optimisation (SEO) too. Yep - I also help you understand how the heck to maintain and use your website yourself too!



I KNOW WHAT YOU ARE THINKING...

Does my business really need a brand design?

Let's be clear, without a brand identity there is no way for customers to recognise you, to build the three most important aspects for sales; know, like and trust. Brand design brings consistency to your whole business, everywhere your customers might find you across the web and beyond looks the same, sounds the same and feels the same. This not only raises brand recognition and awareness but also trust. It shows the customer you care, that you are fully invested in your own business, that you are credible, legitimate and that they can therefore trust you to fulfil their needs, trust in your abilities and trust that they can invest or buy from you with confidence. Your brand works hard for your business, like your best customer service advisor, it is always there representing the best of you even on your days off!

I truly believe that without a brand design your business is invisible, and without brand strategy you are just sitting pretty with no purpose. Remember it is more than just the visuals, there needs to be an intention behind the designs too.

I don't really know anything about design, colour palettes or really what I even want though!?

That's ok, because that is my job! I use my expertise and careful guidance to help piece together the juicy information behind your business and turn it into a fully bespoke, fully rounded brand identity that conveys the purpose and positioning of your business; the tone, the vibes, your voice, your vision, your values. Most importantly I help you understand how to use this effectively within your business! So it is ok if you feel like you are starting off our project a little unsure... you will not feel this way afterwards my friend!

... What if I do not like what you design, or change my mind afterwards?

Your branding is designed with your customers in mind, with the intention of hooking them in and speaking their language. However, you are your business, you are what sets you apart from your competitors. There is going to be a balance of what is strategic, with what is right for you too. I'm going to inject your personality right in there along with all your business foundations to set you up for success and longevity - good brand design always has room to grow along with your business. I am also not going to deliver anything you do not love! You get the final sign off of every part and we work together to create what is perfect for you and your business.

Brand design is a lot of money, I am worried about spending that much money....

Stop thinking about it as a 'cost', I appreciate that is easy for me to say, but speaking to you as a small business owner with a budget of my own - investing in my business has been one of the best choices I ever made, and continue to make. Investing in your business will help you to understand the investment you might be asking of your own customers. I invest in services that are not my strong point, so I can focus on areas that are - think instead about what you will gain. I invest to save me time, and get outside eyes on my business when sometimes I can be a little too close to it in order to see the right way forward. I make investments so I can improve my skills and services, so that I know I am offering the very best of me to my customers. I invest in my businesses success, and to me that is priceless.

I am a brand new small business, is now really the right time to get professional branding?

My goodness yes! Start strong! No matter what stage you are at in your business you want to show up as your best self, you want the confidence to step up and stand out. Working with a professional designer through the process is also going to help you get laser clear on your business foundations; the who, what, where, how and why behind your business. Strong foundations = a sustainable business set up for success... why do you need to put a time frame on when that needs to start? A professional brand identity also offers you the tools to stay consistent going forward, again - why wait for that valuable information!



YOUR CUSTOMER JOURNEY...

clarity

Firstly, we have a 1:1 clarity call via Zoom to dig deep into your business foundations, this tells me everything I need to know about your customers, competitors, goals and more! This is super important for me to be able to create a perfectly aligned brand identity and is information you can use within your content and marketing afterwards. Don't worry, I guide you through everything providing as much advice and support as you need. This session is how we use strategy to develop your new branding!

after care

Included in all my packages is an additional 'after care' 1:1 Zoom session, this is in case you need extra guidance on how to use your files, iron out any issues with files etc, or if you need a second opinion whilst you launch your new brand identity! Most clients use this session to go through everything on their Canva!

direction

Using all the juicy information from our clarity session, I will develop your brands Creative Direction first! This comes in a full PDF proposal for your feedback, showing you a moodboard along with your foundational information in an easy to digest way. The proposal includes competitor analysis and points of how I believe we can develop something unique just for you. This stage gives you an idea of the fonts, colours, images and vibes I think could work well going forward. Only once you are 100% confident and happy we are headed in the right direction and on the same path do we move on to the next stage...

design

The fun begins! I get busy designing your logo concept first, this comes back to you in a full PDF presentation again, this time using all your new brand fonts, colours and brand marks so you get a full experience of how your new brand identity will come together. After your feedback I will make any changes needed and we follow the same process with your socials, any printed collateral extras or web design, depending on your package.

wrap up

Before we finish, we will have a final 'wrap up' Zoom just to check everything is ok before I package up all your final files in an organised folder ready to use and upload everything to your Canva along with your full brand guide that will keep you consistent and confident with your new brand design going forward!

Journal *the* Journey

Journal *the* Journey

J

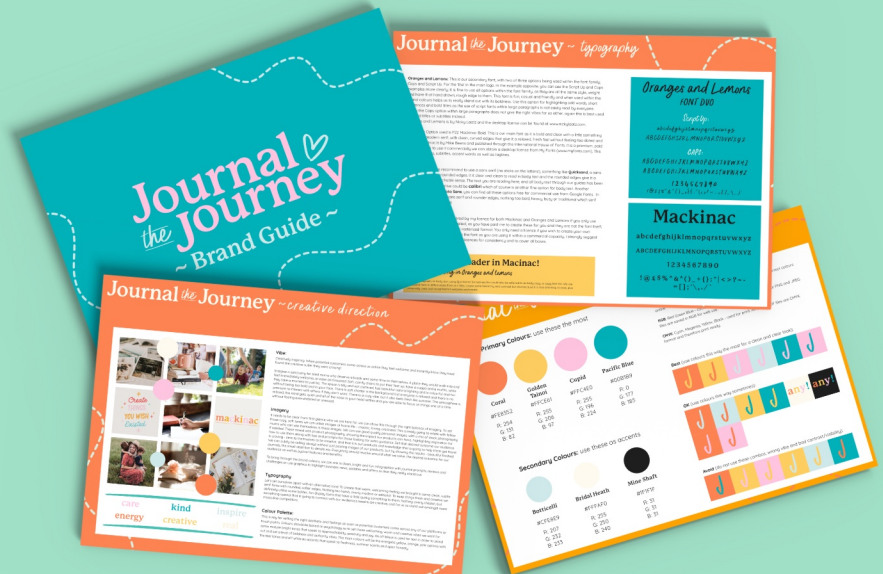


Brand Direction

All my brand design projects start with a Brand Direction clarity session. This is going to help you get **clear**! You will come away with a deeper understanding of your **business foundations**; the who, what, why, where behind your business. You will know how to convey your **ideal vibe** through colour and type, understand your brand **voice** and **message** and be clear on what makes you **different**. I then use this information to start us off strong, informing your full, kickass brand design proposal!

INCLUDING:

- 2 hour 1:1 Zoom session.
- Full PDF write up of our session with clear notes/advice.
- PDF includes moodboard with colour/font/brand mark suggestions.
- PDF includes competitor analysis information, and how we can make you stand out.



Brand Design: STEP UP!

Perfect if you are a new business or within your first years, and are now ready to make that first investment into your brand design. If you need some starter branding in place **in order to start showing up**, along with a better understanding of your biz foundations, how to **target your ideal customer** and some design **support** from someone who gets it, this is the one for you.

No more second guessing or DIY-ing things as you will gain a purposeful, strategic brand identity that feels so damn aligned it hurts! Designed to last and grow as you continue to **step it up**!

INCLUDING:

- Brand Direction session (2hrs 1:1 Zoom)
- Perfect colour palette and typography pairing.
- Full, versatile logo suite (your logo, three designs, loads of colours).
- Fun brand marks/elements/icons.
- Brand guidelines and brand board.
- Canva upload, organise and support.
- Bonus Freebies: Feed Planner, Set It Up Checklist!
- Additional 1 hour 1:1 Zoom afterward to ask me anything brand related!

Duration: 3-4 weeks with the additional Zoom taken after you receive your final files and guide.

INVESTMENT: £999

(pssst... I offer payment plans, just ask!)

Looking for something else? I do custom packages too, just ask!

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dp dp

deborah pappe





Brand Design: STAND OUT!

Here we go, my signature package because she's got E V E R Y T H I N G!

This is literally **the one** for biz owners seriously ready to level up their growing business and **stand the frick out** with professional, purposeful, strategic branding for your whole biz. Time to stop doing it all yourself, save some time to work on the things that generate money, really narrow down that ideal client and get right up there **in their face** with a brand that gives them instant heart eyes and has them saying '**take my money!**'. This package is also great for bold new business owners who want everything done before they launch! **Kapow!**

Clarity ✓ Design ✓ Socials ✓ Marketing ✓ - everything you need for full brand visibility.

INCLUDING:

- Brand Direction session (2hrs 1:1 Zoom)
- Colour palette, typography pairing & a full logo suite (3 styles, loads of colours!)
- Templates for Stories, Reels, Feed posts (suitable for numerous platforms)
- Pinterest Templates
- Marketing templates (news-feed size)
- Profile images & highlight covers
- Additional cover images (EG. Etsy, LinkedIn, Pinterest or Facebook)
- Fun brand marks/elements/icons
- One printed asset (EG. business card, flyer design, appt./thank you card etc)
- Brand guidelines & brand board
- Canva upload, organise and support
- Bonus Freebies: Feed Planner, Set It Up Checklist, Content Cheat Sheet!
- Additional 1 hour 1:1 Zoom afterward to ask me anything brand related!

Duration: 5-6 weeks with the additional Zoom taken after you receive your final files and guide.

INVESTMENT: £1499

(pssst... I offer payment plans, just ask!)

Looking for something else? I do custom packages too, just ask!

WEB DESIGN

ADD THIS ON TO ANY BRAND DESIGN PACKAGE.

If your business only exists on social media then it is **past time** my friend, that you thought... nay! **GOT** yourself a shiny new website. A place that is all yours, where you can say and do what you like (within reason!) when it comes to your brand and speaking to your audience. You need to own a **slice of the web** that is all yours, dedicated to just you with all eyes on your biz these days if you want to build that strong **trust and credibility** factors within your business strategy!

Exclusive to my brand design clients only, this is perfect for all businesses needing an informational site to direct their customers to, or to host their long form content such as a blog or podcast links.

I use Wix only to build my sites - Wix is a great place to build your email list and boost your SEO, it is super user friendly, budget friendly and has a tonne of built in automations. **Please note I do not offer ecommerce sites or online shop set up.**

FULL WEB OFFER : £999

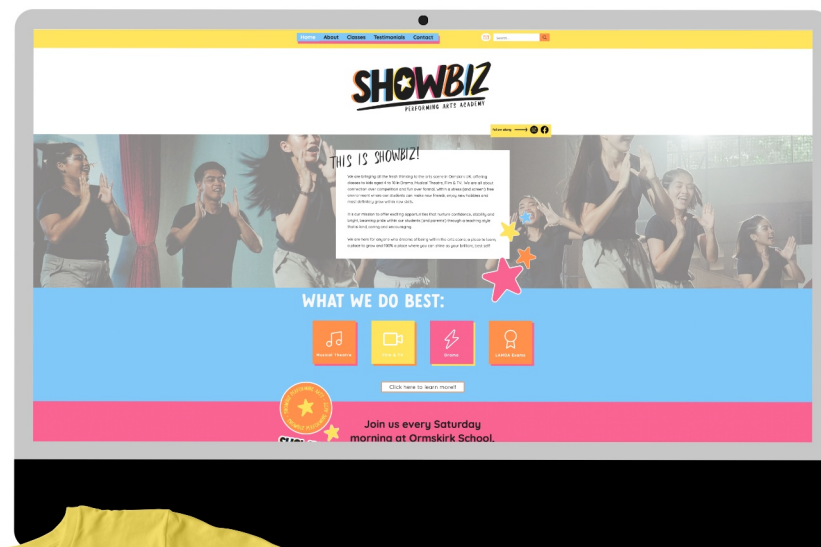
- Help with account set up
- 5 pages of your choice (eg home, about, services, contact, blog)
- Full, on brand design to your needs & mobile optimised
- Up to 3 Automations set up (Thank You sign up, freebie download etc)
- Thank you email design for list subscribers
- Basic on page SEO set up
- Domain name set up and social connections assistance
- Additional 1 hour 1:1 Zoom afterward to ask me anything web related!
- (additional pages possible +£100 per page)

Duration: +2-3 weeks to any brand design package

MINI WEB OFFER : £599

- 1 page Wix hosted web page
- 5 basic sections; eg welcome, about, services, testimonials, socials
- Mobile optimised
- x1 Automation set up (EG. thank you sign up email)
- Basic on page SEO set up
- social connections assistance
- Additional 30 minute 1:1 Zoom afterward to ask me anything web related!
- (additional sections possible +£50 per section up to 3 extra sections)

Duration: +1-2 weeks to any brand design package



CLIENT EXPERIENCE ADD-ONS

(DESIGNER FOR A DAY SERVICES)

Exclusive to my awesome clients, come back for additional assets for the beautiful brand we already created that is 100% going to enhance the heck out of your client experience! **No retainer fees**, just a one-off rate to create exactly what you need to continue to **level up** and **scale** your business, whilst staying 100% on brand!

We can get straight to work with a quick turnaround, as I already know you and your brand inside out PLUS have the files ready to go!

Any of these items can also be added on to my Brand Designs packages for new/current clients at individual extra fees!

IDEAL FOR:

- PDF brochures/proposal templates/service guides
- Packaging stickers
- Stationery
- Business Cards
- Flyers/posters
- Marketing banners
- Price Lists
- Thank you cards
- Letterheads
- + **MORE!** Just ask!

STARTS FROM: £300

(pssst... this service is a pay in full up front please)

Duration: 8 hours

(Please note: I do not have print facilities however I can work with you to set up print with suppliers at an additional fee.)

Rates will change depending on the scope of what you need, so project scope, price and time is discussed before hand to see what we can do within the initial 8 hours/£300)

WHAT THEY SAID...

Carla - Shining Stars Performing Arts

(Performing Arts School)

"I feel like this is the **first step anyone should take** when starting a new business!

One of our first meetings was all about where I started and where I am now and we talked about my vision for the business; this is something I would struggle to do myself, so being able to talk this through **helped me so much**. It was all the next steps after this, the logo, the branding, the social media designs and layouts - seeing all of this come together was just amazing and gave me that **confidence** I needed.

Jen is highly organised and professional and I felt that every email and zoom call was clear and concise and I knew exactly what the next steps were. Our work together turned my idea on paper **into a reality** and gave me the boost of confidence that I needed to **make my dream happen**."



Deborah - Deborah Pappe

(Brand Messaging and Copywriter)

"The whole process was fun, I felt **supported 100%** of the time and it just made me feel like I was creating my visual brand identity with a **bestie**."

Before, I **felt frustrated and embarrassed about how I was showing up**. I was confused and felt I was confusing everyone else, too. I wanted to stop spending so much time trying to design something or second-guessing the colour or font I decided to use. And also wasting days of my life **changing everything every 2 months**, because nothing felt *right*."

Now I'm not wasting so much time figuring out how to design something. **Everything is clearer and faster**. It has made my days a lot easier, and now I also feel I'm actually presenting my brand and myself exactly how I wanted and expected."

deborah pappe.

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deborah pappe.

FREQUENTLY ASKED QUESTIONS



How much do you charge?

Depending on your needs prices range from £300-£2500. Out of your budget but still interested in working together? Let's talk about it and see if we can figure out what is available within your budget or talk through payment plans.

I am still not sure what I need!?

Pop me a message, I am happy to talk through options and you tell me what you need! Remember my offers are not set in stone, I can create a custom package that is perfect for you. If you want to start with just the Step Up option, building out your initial brand design then this is an option, and you bump up to the Stand Out option or add in more design elements at a later date. Prices are locked in from the end of your project for three months, so even if my prices change in that time, you only pay the difference between the previous prices. You can also take advantage of my Designer for a Day services for smaller add-ons.

Who do you work with?

I work with small business owners who are passionate, value-driven and all about growing their businesses. My style of working is very supportive and collaborative, making me ideal for businesses that are within their first few years and looking to take that first investment into professional branding. I feel my style of design is quite feminine, and my business values best align with fellow female leaders. If this description does not resonate with you but my design style does, please do get in touch I would love to hear from you! Building a brand identity is a collaborative experience between designer and client, no one is going to get anything out of the partnership if our styles and values are not aligned most of all.

I pride myself on being a business that is a safe space for LGBTQ+, Neurodiverse and introverted folks - have no fear, my awkwardness will put your right at ease 😊 I am very flexible with time scales and methods of communication, I will work **with you** and respect your needs.

Can you help me think of a business name/set up my business?

I can not help you think up a business name, set up any accounts or help you write content, sorry! I can offer friendly advice though!

I will help you lay down the foundations of your new business as we go through the process of creating your brand identity though. All of my designs are rooted in strategy and intention, and that all starts with solid foundations. This is what our Clarity session is for, before any design work starts.

How do I pay?

A non refundable 50% deposit is taken before any work begins, this also holds your booking with me if you sign up in advance. This deposit is part of your final fee, not additional, the second instalment of 50% is taken before the release of any final files and guidelines. You can also pay in full, upfront if you wish to. I have a refund policy in place, which is laid out within your contract. Revisions and extras requested that are not included within your package are charged separately. I use Monzo to send invoices and to accept payments. I am always upfront about fees - **I will never surprise you with unexpected charges.**

How do revisions work?

All of my projects include **3 revisions**. Significant changes like complete colour or font changes, complete creative direction changes, complete changes to the logo or socials after they have previously been signed off are considered 'revisions' with me. This does not include what I would class as minor 'tweaks', so moving the placement of some words ever so slightly, altering a single colour of a single element etc. you can go wild with these (within reason!). Do not worry however, I will keep you on track as far as revisions go, before invoicing you any additional charges.

How long does a project take?

Depending on your needs I would set aside 3-6 weeks. Got a deadline in mind, let me know before we start!

WHAT NEXT...

Still got questions? Contact me...

jen@magicfeatherdesigns.com

Have a little browse of my website

www.magicfeatherdesigns.com

Find me on socials



[@magicfeatherdesigns](https://www.instagram.com/magicfeatherdesigns)

Ready to get booked in?

Yes!! I am so excited for you! Let's do this! Pop me an email and let me know what you need! I will then tell you my next available slot, send you over your welcome pack that includes your contract, invoice and next steps so we can get this ball rolling!!

Speak soon friend!

Jen xx



Thank you for taking the time to read through this pack
and for your consideration regarding working together!