



# 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 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

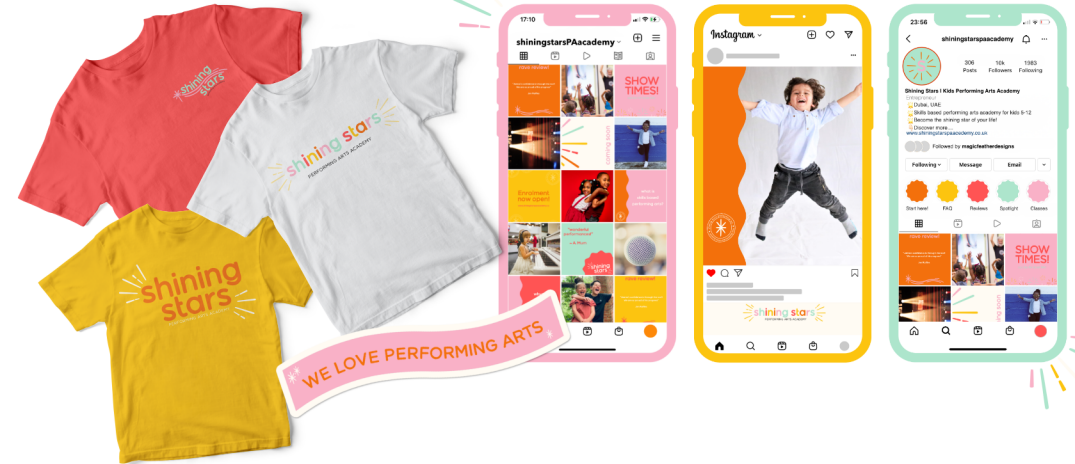
# WHAT THEY SAID...

## Carla - Shining Stars Performing Arts

(Serviced based business - 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**."

**shining stars**  
performing arts academy



## Celia - Celia Victor Pilates

(Service based business - Pilates Instructor)

"I chose Jen because I had a gut feeling **we would connect** and I was so excited - I still am when I look at my branding! Jen "got" me straight away and created something I wanted but couldn't put together myself. **Her patience was wonderful** too when I wanted to tweak things and then take it back to the original! I especially love the thought and **reasoning behind the designs**. Working with Jen was a really enjoyable and exciting experience. From giving her a jumble of words and having a feeling of what I wanted rather than an actual visualisation, she was able to bring about **exactly what I meant and more!** Jen is fantastic at what she does. Whether you aren't sure of where to start with your branding, or you have your exact vision, Jen is **your person!**"





# 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 with out 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. Im 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!



## 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.

## brand direction

Just looking for a little help getting started, before diving into full brand design?

Get guided support nailing your business foundations; the who, what, why, where behind your business. We will dive deep into your brand values, voice, vision, mission, ideal customer and competitors via a 1:1 Zoom consultation. At the end you get a full PDF with all the information broken down, which you can easily use to support your future brand identity design, content creation and further marketing plans.

# HOW CAN I HELP?



## designer for a day

This service is exclusive to my previous 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!

# Journal *the* Journey

## Journal *the* Journey

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# Brand Direction

Perfect if you just want to **dip your toe** into branding but are not yet ready to invest in full brand design. This service 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**. Use this information to start strong, level up your content, marketing and perhaps eventually inform your full, kickass brand design!

This service is also great if you have been in business a little while and just need an **injection of clarity and motivation!** Refresh your head on who you are showing up for, where, how and why!

### INCLUDING:

- 2 hour 1:1 Zoom session.
- Full PDF write up of our session with clear notes/advice.
- PDF includes moodboard with colour/font suggestions.
- Bonus Freebies: Feed Planner, Colour Palette Guide.

INVESTMENT: £149

(please be aware this is a clarity session, no design work is involved)

# 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. This service involves everything from the Brand Direction session **PLUS** you come away with a beautiful brand design too! **HUZZAH!** 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 styling.
- Full, versatile logo suite (your logo, three designs, loads of colours).
- Fun brand marks/elements/icons.
- Mini brand guidelines.
- Bonus Freebies: Feed Planner, Set It Up Checklist!
- Additional 1 hour 1:1 Zoom afterward to ask me anything brand related!

Duration: 2-3 weeks with the additional Zoom taken after you receive your final files and guide.

## INVESTMENT: £849

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

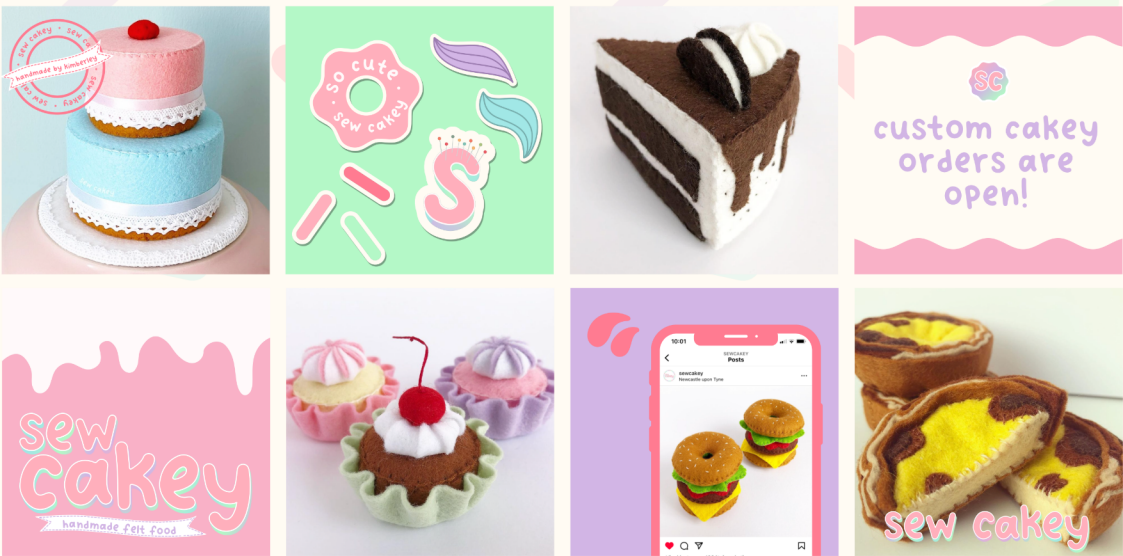
# CONCEPT CREATIVES

taking you from concept to creation

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taking you from concept to creation





Brand Design:

# STAND OUT!

Here we go, my signature package because she's got EVERYTHING!

This is literally **the one** for biz owners seriously ready to level up 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!'**.

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

**INCLUDING:**

- Brand Direction session (2hrs 1:1 Zoom)
- Colour palette, typography styling and full logo suite.
- Templates for Stories, Reels, Feed posts (suitable for numerous platforms).
- Pinterest Templates.
- Launch/advert templates.
- Profile images and highlight covers.
- x2 Additional cover images (EG. Etsy, LinkedIn, Pinterest or Facebook).
- Fun brand marks/elements/icons.
- Brand guidelines.
- 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: 4-5 weeks with the additional Zoom taken after you receive your final files and guide.

**INVESTMENT: £1249**

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



# WEB DESIGN

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!

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. Add this on to any **Brand Design** package.

**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.

## INCLUDING:

- Help with account set up
- 5 pages of your choice (additional pages possible with extra fees)
- Full, on brand design to your needs & mobile optimised
- Automations set up
- 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!

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

STARTS FROM: £799



# 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!**

## 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!

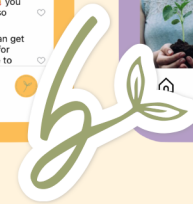
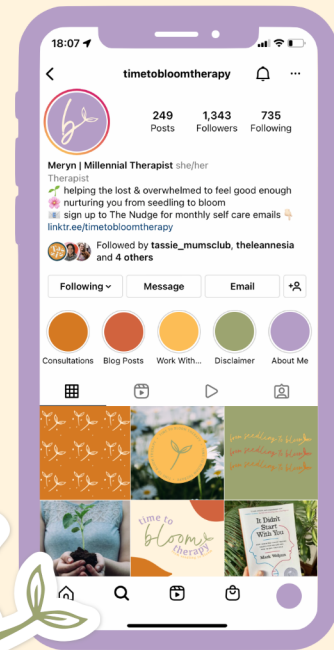
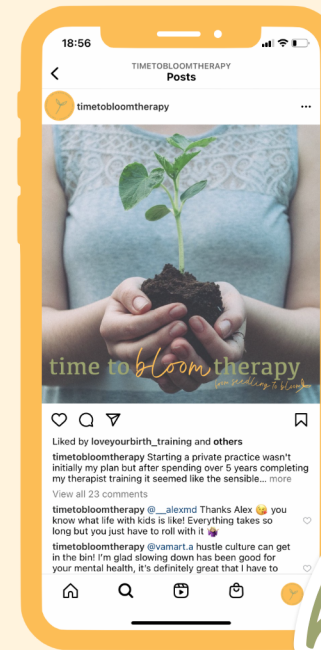
STARTS FROM: £249

Duration: 1 day (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 price and time is discussed before hand to see what we can do within the initial 8 hours)

time to  
bloom  
therapy  
from seedling to bloom



bloom  
from seedling to bloom

# SOCIAL SPRUCE UP

Need some help getting your socials looking kick-ass and scroll stopping?

Well here is a little budget friendly service just for you! This session is perfect for any business looking to level up their social media look, content and vibe, but not looking to get full brand design.

Finally, have a solid idea about what **colours** and **fonts** will work best for your business, **save time** and get some social templates for feeds, stories and reels ready made, unique to your business, gain some fun, personality packed **brand elements** not currently being used by thousands of Canva users, take advantage of the chance to speak to someone about how to stay **consistent** and looking **strong visually** across your social channels.

## INCLUDING:

- 1:1 Social media audit/planning session 1hr via Zoom
- Colour palette
- Typography styling
- Fun brand elements
- 4x Feed templates (ideal for IG, FB, LI)
- 4x Story backgrounds (ideal for IG and FB)
- 2x Reel covers (ideal for IG)
- 3x Pinned post covers (for IG profile)
- Canva upload and organise
- Bonus Freebies: Feed Planner, Content Cheat Sheet, Consistency Tips and Tricks!
- Additional 1 hour 1:1 Zoom afterward to ask me anything!

**INVESTMENT: £449**

Duration: 1-2 weeks with the additional Zoom taken after you receive your files.

Please note: This is not a brand design package, there will be no logos, brand guides or additional marketing assets available with this option.



# 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.



## 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. 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. After your feedback I will make any changes needed and we follow the same process with your socials and printed collateral, depending on what you need.

## 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!



## 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, along with your full brand guide that will keep you consistent and confident with your new brand design going forward!



# WHAT THEY SAID...



**Emily - Howe It's Done**  
(dog breeder)

"I am absolutely overwhelmed with my new brand design, I am literally crying! I love love love it all. Jen is super nice and friendly and totally **understood me, my business and what I needed.** I know constructive criticism is important but I honestly can't fault anything she has provided. I just love all the use of colour and playful designs, it feels so exciting to stand out and when I post content it's all done for me and all mine. **I feel more confident and individual!**"

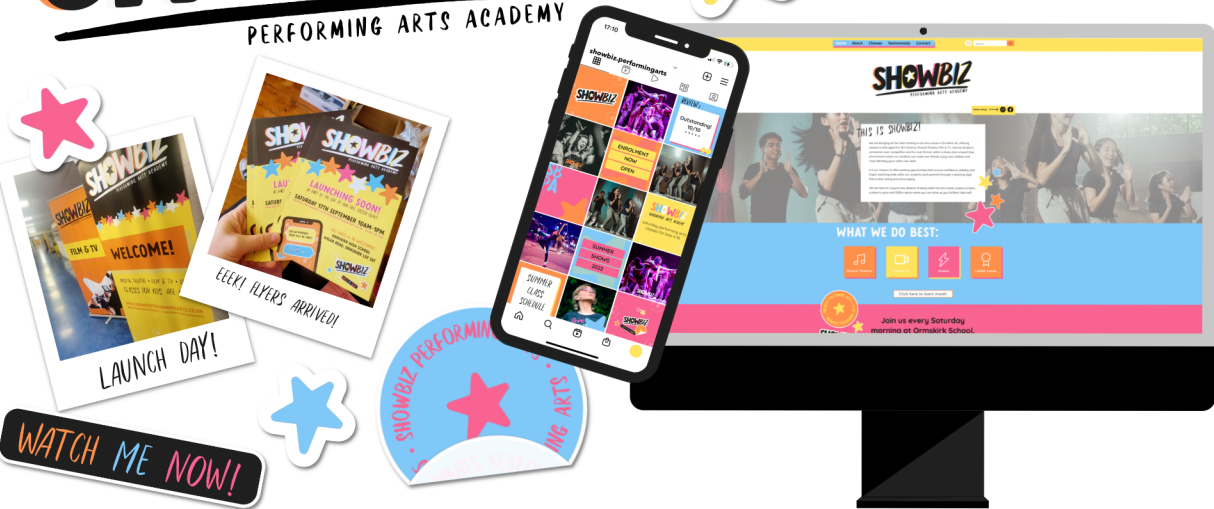
**Gemma - The Coal House**  
(Small, family run publishing house))

"Working with Jen, for a visual branding newbie like me, has been great. She took everything I knew about my business and turned it into a cohesive brand with **it's own energy and personality.** From the super helpful tips on how to really implement every aspect into my everyday brand workings to the **handholding** when I wasn't quite sure what I wanted things to look like, Jen took branding from a daunting decision to something I'm now super energised about and which will pump a new lease of **life into our business.** With super communication, super ideas, and super supportive vibes, if you've ever even thought about branding then Jen is your woman. **Run, don't walk!!**"



# WHAT THEY SAID...

## SHOWBIZ PERFORMING ARTS ACADEMY



### Bex - Showbiz Performing Arts (Service based business - performing arts school)

"Working with Jen has been an absolute dream. She took the **thoughts, passions, energy and personality of my business** and put it on paper in a stunning brand design, I couldn't believe how much the colours and designs felt **aligned!** I kept bumping up to more services as I realised how brilliant she was! I genuinely believe our **branding has played a huge part in our success** so far. It makes me and the team stand proud and confident because we are so clear on the message and brand. If you want to work with someone **who cares about you, your business and wants the absolute best for you**, someone who is so talented that she will create magic beyond what you imagined, Jen is your gal! In awe!!"

### Polly - Polly Clover Writes (Online service based Copywriting business)

"Working with Jen was incredible! I kept putting off my branding because I was confused about the whole thing. But, I knew my **business deserved to be shown off**. So, I finally contacted Jen and quickly knew I made the right decision. She was **incredibly fun** and easy to work with! She asked all the right questions, listened to my jumbled up thoughts, and got to work on her magic. Her work is beautiful AND I **feel confident in how to use everything** she created for me to show my business off and reach my ideal clients. I highly recommend working with Jen if you're looking to stand out in the way your business deserves and feel confident doing it!"



# FREQUENTLY ASKED QUESTIONS



## How much do you charge?

Depending on your needs prices range from £149-£2049. 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 design direction, building out your foundations then this is an option, and you can add in design at a later date. Have I already created branding for you and you are ready to add in more? No problem! Additional templates and printed materials can be added in to your package at any time, you just pay the difference or use my designer in a day services!

## 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 am fully supportive and inclusive of all communities in all aspects of my business.

## 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 and Paypal to send invoices and to accept payments.

## 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](mailto:jen@magicfeatherdesigns.com)

Have a little browse of my website

[www.magicfeatherdesigns.com](http://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*



\*MFD\*

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