

karla *pizzica*

AN INSPIRED LIFE



JANUARY 2019



Hello beautiful! Thank you for connecting and your interest in my pricing and packages. I feel such a deep gratitude in sharing my purpose with you today.

My gift is EMPOWERING entrepreneurs and visionaries manifest their own online space by imparting my knowledge and giving you my heartfelt guidance and coaching to make the experience empowering for you. I am intensely passionate about nurturing the creative process and manifestation.

The world needs you to SHINE!

In every partnership I engage in, whether it be website design, consultation, or a bespoke commission, I give my full heart and soul. I connect with you - my client and collaborator - so that our creation is completely attuned to you and your brand. My purpose is to translate your true vision and into the hearts of your audience. Your authentic voice is beautiful and needs to be shared.

Have you considered the synchronicities that brought you here? This energetic alignment extends throughout my work, where your satisfaction and my satisfaction also align. I will always make sure you are 100% in love with your special creation and I invite complete authenticity and honesty.

Again, I sincerely thank you for allowing me to share my joy with you. Please feel free to connect if you need any further support.

With magick

Karla ♡



Pricing & Packages

as of JANUARY 2019



Online Spaces

I build websites using the WordPress platform, which is one of the most reliable and respected platforms in the world. I then grace WordPress with the Divi theme which is simple to learn, empowering you to evolve in your online journey.

From Starter Packages to a fully customised Online Space, I have you covered.

Starter Packages

My starter packages are an awesome choice for those who have a limited budget or for those who wanted to build their own website, but quickly figured out the brain strain & work involved in learning the technicalities. You gathered your content easily, but have no idea of how to even start a website.

These packages are a wonderful blend of DIYing but getting a professional to build the website for you. How cool is that?!

The wonderful thing about these packages is that you get a fully designed, responsive & professional website built by me on the same platform I use for my custom web projects but for a fraction of the price. **Why??**

Firstly because I believe everyone should have an amazing website and also it is because I've pre-built them waiting for you to insert your own content & branding within the layout provided. The hard work has already been done and duplicated and therefore the cost can be brought down.

Sound good? Awesome! Hope over to the next few pages to see what package you need and what you need to do to get started.



Starter Packages continued...

What do I get in a Starter Package?

Starting from **\$660** (see next page for package descriptions) you get the following:

- Choice of layouts
- 4 - 5 pages depending on the package chosen
- Choice of font combinations from Google Fonts
- Your own logo, branding & images (to be provided)
- Basic Instagram feed (as shown on sample site)
- Email form capture
- Full responsive site (mobile & tablet friendly)
- SEO*, security & backup plugins (free) installed
- 2 Revisions*
- Free access to Training Videos on How to Use your website in my VIP Membership area (upgrade available)
- My Workbook & Checklist - Online & Authentic:: Manifest Magic Online with Ease

*Turnaround time: Usually 1 week period approximately**

Hosting & domain will incur an extra fee if not already provided. We can sort this out

**SEO plugin only installed, set up of SEO is extra*

**Revisions are to be common sense revisions and redesign will incur extra fees*

**Turnaround is usually this timeframe if all content & information is provided.*

Upgrades:

- Custom licenced font to match your branding: **\$110** (not including font licence fee)
- Upgrade of Instagram feed to Pro - **\$29USD**
- Extra Pages - **\$55** if copied layout from another page, **\$110** for a medium sized designed page.
- Personal Website Training: **\$165** (for a one hour one on one session)
- Full Access to Membership area to teach yourself Wordpress & Divi - **\$97**
Mentorship by me via closed Facebook Group - **\$29/month**



Lightworkers Blog

\$660 (inc GST)

[Click here to see an example in action.](#)

This is a beautiful 4 page site (which can be expanded - see upgrades on previous page).
You have a couple of choice of layouts as well!

All you have to do is replace the images, content & branding with yours within the layout
and you have yourself a beautiful, professional website.

Starter Soul-Biz Package

\$770 (inc GST)

[Click here to see an example in action.](#)

A 5 page site to appeal to any bad ass soulpreneur. Again - this can be upgraded to
include what you need.

Add an Online Store on to this style:

\$990 (inc GST)

more layouts to come very very soon!

Starter Packages

What do I need to do to get started?

Good question!! Below I've outlined what you will need to provide to us before beginning a Starter Package project (although you will need to fill out a form with all information). If you are unsure of which package is right for you or to make a booking to start your website.



[ACCESS THE BOOKING FORM & CHECKLIST HERE](#)

- Pick your package or make a free 20 minute call with me [here](#) to choose & book your spot by making a 30% deposit (give yourself time to get your content together).
- Organise your content which will include (with the help of my free workbook):
 - Your high quality images (2000 pixels wide minimum). Please upload these to Dropbox or Google Drive & share with me. Please let me know where you would like each of the images (eg. on the header, about pages etc).
 - Your website copy separated into the relevant pages on Google Docs or Microsoft word (I will need to cut and paste so no PDF please). All you need to do is let me know which sections within the layout you would like your site. Tip: it's best to stick with the layout as I've designed it - ie. length of headings and amount of paragraphs otherwise it may throw out the design and incur more design fees.
 - Your logo & branding colours (if you don't have a branding package or logo you can ask me to provide this service).
- Your Mailchimp or email list program logins.
- If purchasing a Pro Instagram feed, please provide Instagram logins (I never keep record);
- Your domain name registrar logins & host logins. If you do not have a domain or hosting, please let me know in the application form and we will organise it for you (cost of domain & hosting not included in package)

THAT'S ALL!

Now you can let us perform some online alchemy for you.

Custom Online Alchemy

starting from \$4400 (inc GST)

A fully personalised, concierge service for established entrepreneurs. The Alchemy package is perfect for those requiring greater control in the architecture of their online vision.

- Starting at 5 pages including Blog (three initial blog posts). Extra pages & functionalities will be quoted upon. The above is the base price.
- Unlimited contact with me, coaching calls & progress calls at anytime (where both parties are in agreement).
- Extensive Branding included which includes colour selection, custom images, backgrounds, custom elements and relevant social headers & squares. (logo not included and will incur an extra fee).
- Custom layout designed especially for you and to your specifications.
- Full access to my VIP Membership area where you can access all theme training videos + a four week course of how to use Wordpress & the theme I use. Plus 1 month access to my closed Facebook group (an extension of my VIP membership).
- Personal 1 hour training with myself to empower you to use your website.
- 1 month of free updates (\$16.50 thereafter) to your site.
- Pro Instagram feed & Facebook pixel installed
- Email capture connected to any mail provider
- Custom choice of fonts (web font licence extra)
- SEO plugins*, security & backup plugins (SEO is not provided)
- *E-commerce store from \$550 (pricing upon quote)*
Turnaround time: Custom for each individual

[CLICK HERE TO CONTACT ME OR FOR A FREE 20 MINUTE DISCOVERY CALL](#)
A ONE HOUR CONSULTATION CALL IS \$165 BUT WILL BE REIMBURSED IF A CUSTOM WEBSITE IS PURCHASED.



Graphic Design, Branding & Other

There is an absolute joy that comes with the alchemical relationship between my clients and I.

Working in the graphic design realm, I attune to your authentic expression to illuminate and anchor your design.

In the co-creation of branding, logos, or a bespoke commission of your wild desires, we work together to bring your inner stirrings into visual fruition.



Custom Logos

starting from \$550 (inc GST)

Starting at \$550 (including GST) (depending on the complexity and whether there are drawn elements - [contact me](#) for a further quote).

Logo design includes 3 - 4 initial designs with variations + 3 revisions thereafter.

If you feel you do not like what I design and do not wish to continue, there will be a \$165 charge for work performed to date.

Full Branding Package

starting from \$880 (inc GST)

- Your Logo + alternate logos
- Mood board of colour schemes to use;
- Elements to be used within your whole design package (website, business cards etc);
- Facebook header & Instagram social tiles
- Your fonts, colours & codes
- Free access to my workbook - Online & Authentic :: Manifest your Magic Online with Ease.

Alternatively if you already have a logo please contact me for a quote.

Bespoke Commissions

\$POA

Weaving the magic of your desires into reality, I can create almost anything you can imagine. Some of my most joyful creations include e-Books, illustrations, alchemy art (see my instagram for examples), custom talisman mandalas and more.

Consultancy & Mastermind

If you are unsure how to get online or have a hundred questions to ask and just need them answered, I have you covered. A 1 hour session is perfect to get all those niggling questions answered and to gain clarity on how to proceed. And the full week package is great if you're designing your own website and need guidance.

\$165 (inc GST) for a 1 hour Zoom Session + free copy of my workbook *Online & Authentic:: Manifest your Magic Online* (the cost of this call is reimbursed when a custom website is ordered).

\$440 (inc GST) per week for unlimited contact, questions & guidance via Voxer/Messenger/email + 1 Zoom Session.

\$29/month for access to a closed Facebook Group where tips and tricks are shared and you can ask me questions throughout the week.

Training Options for Packages

If you have purchased a package you can have access to my video library for free or **\$97** for full access to the VIP Membership if you want to learn more.

OR

Training with Karla for **\$77/hour** (normally \$165 for consulting & guidance - **only for current clients*)

Ongoing Retainer for Clients

Clients have two choices of how they would like their maintenance and extra work done. Option 1 is \$77/hour (minimum 1/2 billed) or at a monthly package as outlined below.

To keep your website updated: \$16.50 /month

2 hours a month (cumulative): \$144.00

5 hours per month: \$330

10 hours per month: \$660.00

If you require more time per month, please let me know and we'll work something out that suits both parties.



Thank you for taking the time to read
this pricing package.

Please make a booking for a FREE 20
minute discovery call or a longer
consultation or email me at
hello@karlapizzica.com to ask any
questions.

I look forward to meeting you and
help you manifest some online
magick.

