ONE-TIME SETUP SUPPORT · MOST COMMON

Website and booking: everything included

Your website plus online booking, deposits and reminders, so customers can book and pay any time and fewer of them forget to show up.

ONE-TIME FEE

$1,500–$3,500

Paid in 4 parts: 20% to start, 30% at design approval, 30% after testing, 20% at handover

Includes $650 of add-ons free

21 days	6 pages	2 rounds
Up to launch	Extra $65 each	Of changes

WHAT SETS YOUR PRICE

Your fee depends on how your booking works

Your written plan gives the exact fee before work starts.

About $1,500

Simple booking

1 to 2 staff, up to 15 services, one location, deposits or pay in person.

About $2,500

Team booking

3 to 5 staff with their own schedules, add-ons, intake questions and deposits.

About $3,500

Complex booking

6 or more staff, several locations, or an instant quote calculator for jobs.

HOW IT GOES

From first call to launch in 21 days

Your time: about 5 to 6 hours in total

1

DAY 1

Discovery call

1 to 2 hours on your services, staff, hours, prices and booking rules.

2

DAYS 2 TO 7

Design and write

Pages designed in your brand, text written, your data imported.

3

DAYS 8 TO 14

Build booking

Booking, payments, messages and your Google profile set up.

4

DAYS 15 TO 20

Review and test

You try a real booking on a preview link. Two rounds of changes.

5

DAY 21

Go live

Domain connected, launch checklist, and training for you and staff.

EVERY FEATURE

What we build for you

Continued on page 2

1 · Everything in the Website plan

Up to 6 pages · Design in your brand · Page text written for you · Contact or quote form · Search-ready basics · Google Analytics · Privacy page · Fast, secure, accessible · Domain connected

2 Online booking, day and night

Customers pick a service and a time without calling you.

- ✓ Your services with prices, times and descriptions
- ✓ Choose a staff member, or "first available"
  Each person only shows the services they offer.
- ✓ Live open times from your hours and staff schedules
  A booked slot disappears for everyone else right away.
- ✓ Add-ons and intake questions you choose
  For example "Add a beard trim" or "Any allergies?"
- ✓ Your rules: minimum notice, how far ahead, gaps between appointments, days off and holidays
- ✓ Confirmation screen with an "Add to my calendar" button
- ✓ Or, for job-based work: a request form with photos, or an instant quote calculator

3 Deposits and payments

Take money at booking, straight into your own account.

- ✓ Stripe payments set up in your name
  Money goes to your bank. Card fees are charged by Stripe, about 2.9% + 30¢.
- ✓ Deposit, full payment, or pay in person: your choice per service
- ✓ Prices and deposits checked on our server
  An edited web page can never change what a customer pays.
- ✓ Cards, Apple Pay and Google Pay
- ✓ Automatic email receipts; refunds from your Stripe dashboard
- ✓ Your cancellation and no-show policy shown before anyone pays

4 Text and email messages

Fewer no-shows and fewer "what time was it?" calls.

- ✓ Booking confirmation by text and email
- ✓ Reminder before each appointment
  For example 24 hours before. You choose the timing.
- ✓ Notices when a booking is moved or cancelled
- ✓ A text or email to you for every new booking
- ✓ Every message written in your voice and approved by you
- ✓ A business texting number, registered with US carriers

5 Your bookings view

One place to see every appointment and keep the day on track.

- ✓ Today, this week and upcoming appointments at a glance
- ✓ A day calendar with a column for each team member
- ✓ Check in, complete, cancel or mark a no-show
- ✓ Cancellations follow your policy, and the customer is told
- ✓ We update your hours, staff and days off for you
  Free within your Standard plan hours.
- ✓ Works on your phone as well as a computer

6 Google Business Profile setup

Free · $150 value

Show up on Google Maps with a Book button.

- ✓ Profile claimed or created, and verification started
- ✓ Categories, services, hours, service area and photos
- ✓ "Book" button linked to your online booking
- ✓ Link to ask happy customers for a Google review

7 Data import, up to 5,000 records

Free · $500 value

Start with your customers already in the system.

- ✓ Customers, contact details and notes moved over
- ✓ From spreadsheets or exports of Square, Vagaro, Booksy and similar
- ✓ Duplicates merged and phone numbers cleaned up
- ✓ Your services, prices and staff set up for you

8 Launch, training and handover

- ✓ A real test booking and payment made end to end, then refunded
- ✓ Every message checked on a real phone and inbox
- ✓ A 60-minute training for you and your staff
- ✓ A one-page cheat sheet for daily tasks
- ✓ All accounts (Stripe, Google, domain) in your name
- ✓ Two weeks of fixes after launch for anything that does not work as promised

What we need from you

1. 1 to 2 hours for the discovery call
2. Services, prices, staff and hours
3. Your booking and cancellation rules
4. Logo and photos of your work
5. Your customer list, if you have one
6. A domain and a Stripe account in your name
   We help you set up both.

Not in this plan

Customer accounts and portal
Included in Full business system

Admin dashboard and customer records
Included in Full business system

Follow-ups and review requests
Included in Full business system

AI receptionist
Monthly Growth plan

Social posts
Monthly Standard and Growth plans

Changes and updates

Extra round before launch	$50
Quick update after launch	$25
Bundle of 5 updates	$50
Larger work, quoted first	$65 / hour
Extra pages	$65 / page

AFTER LAUNCH · RECOMMENDED

Standard monthly support

Your texts and emails run on this plan: 1,500 texts and 3,000 emails a month, next-gen security, a quarterly SEO check-up, 4 social posts a month and up to 2 hours of changes. Change plans or stop at the end of any month.

$149 / month