

OUR BRAND & BUSINESS SYSTEM / BY TEAM COMPUTER

LAUNCH READY™

THE 7-DAY BRAND SYSTEM

Complete Brand Foundation in 7 Days

Everything coaches, consultants, and service providers need to launch professionally and start signing clients immediately.

PROGRAM OVERVIEW

From invisible to fully operational

Welcome to the complete business launch system that positions you as a professional, credible, and ready-to-scale business from day one.

WHAT YOU'LL RECEIVE

- ✓ Complete brand identity system with logo, colors, and typography
- ✓ Professional 5-page website that converts visitors to clients
- ✓ Business systems: project management and CRM setup
- ✓ Marketing collateral: business cards, email signature, templates
- ✓ Complete training and 30 days of email support

WHY 7 DAYS?

Most agencies take 6-8 weeks and require endless back-and-forth. We've refined our process over 50+ projects to deliver exceptional results in just 7 intensive days. You get focused attention, rapid turnaround, proper refinement time, and immediate implementation—without the rush.

WHO THIS IS FOR

- Nonprofits, Social Enterprises, & Mission Driven Founders
- Service providers who need professional presence
- Entrepreneurs with a tight deadline or opportunity
- Anyone done with DIY and ready for professional results

Brand Strategy & Visual Identity

The Foundation

MORNING SESSION: STRATEGY DEEP-DIVE (2 HOURS)

- Target audience profiling - who you serve and what they value
- Competitor analysis - how to stand out in your market
- Brand positioning statement - your unique place in the market
- Value proposition development - why clients choose YOU
- Brand personality definition - your voice and tone
- Messaging framework - key talking points for all marketing

AFTERNOON DELIVERY: VISUAL BRAND SYSTEM

- Brand positioning statement
- Target audience profile
- Messaging framework
- Brand personality guide
- Strategy document (PDF sent for review)

End of Day 1: Complete brand strategy foundation ready to build on

Visual Identity Development

The Design

MORNING SESSION: LOGO DESIGN BEGINS

- ☐ Concept development based on approved strategy
- ☐ Color exploration
- ☐ Typography research Mood
- ☐ board creation

AFTERNOON DELIVERY: LOGO CONCEPTS

- ☐ Custom logo design (2 initial concepts presented)
- ☐ Rationale for each direction
- ☐ Color palette options
- ☐ Typography pairing recommendations
- ☐ Feedback form shared

End of Day 2: Logo concepts delivered, awaiting your selection

Brand Finalization

The Polish

MORNING SESSION: LOGO REFINEMENT

- ☐ Implementing your feedback
- ☐ Finalizing chosen direction
- ☐ Creating all logo variations

AFTERNOON DELIVERY: COMPLETE BRAND SYSTEM

- ☐ Final files: primary logo, secondary logo, icon/favicon
- ☐ Complete color palette (primary and secondary colors)
- ☐ Color codes: HEX, RGB, CMYK, Pantone
- ☐ Typography system (headline font + body font)
- ☐ Font pairing rationale and usage guidelines
- ☐ 8-10 page brand style guide PDF

End of Day 3: Complete brand identity system ready to use

Website Development Begins

The Digital Presence - Part 1

YOUR CUSTOM 4-PAGE WEBSITE INCLUDES

- Page 1: Home - Hero section, services overview, social proof, clear CTA
- Page 2: About - Your story, credibility builders, professional bio, photos
- Page 3: Services - Detailed descriptions, benefits, process, pricing, booking CTA
- Page 4: Contact - Contact form, business info, social links, optional calendar
- *Optional 5th page (portfolio, testimonials, or blog) can be added during 30-day support period

MORNING SESSION: WEBSITE KICKOFF

- ☐ Wireframe review call (30 minutes)
- ☐ Content strategy discussion
- ☐ Platform confirmation (Squarespace/Wix/Showit)
- ☐ Sitemap review

AFTERNOON: WEBSITE BUILD BEGINS

- ☐ Platform setup and template customization
- ☐ Brand design applied
- ☐ Site structure created
- ☐ Homepage draft complete

End of Day 4: Homepage complete, full site in progress

Website Development Complete

The Digital Presence - Part 2

MORNING SESSION: COMPLETE SITE BUILD

- ☐ All 4 pages built: Home, About, Services, Contact
- ☐ Contact forms connected to your email
- ☐ Google Analytics installed
- ☐ SEO basics applied Mobile responsiveness tested

AFTERNOON DELIVERY: FULL WEBSITE DRAFT

- ☐ Preview link sent
- ☐ Comprehensive feedback form shared
- ☐ Test all links and forms Review on desktop, tablet, and mobile

TECHNICAL FEATURES INCLUDED

- ☐ Mobile-responsive design - perfect on all devices
- ☐ SEO optimization - basic on-page
- ☐ SEO for Google Fast loading speed - optimized images and code
- ☐ Contact forms - working forms connected to your email
- ☐ SSL security certificate - secure HTTPS connection
- ☐ Google Analytics setup - track your visitors
- ☐ Social media integration - links to all platforms
- ☐ Professional stock photography - sourced and included

End of Day 5: Full website draft delivered for your review

Website Launch & Systems Setup

Going Live

MORNING SESSION: WEBSITE FINALIZATION

- ☐ All feedback from Friday incorporated
- ☐ Final polish applied
- ☐ Website final review call (15 minutes)
- ☐ Last-minute tweaks made live together

WEBSITE GOES LIVE!

- ☐ Domain connected (or final URL provided)
- ☐ Final testing complete
- ☐ You're officially live

AFTERNOON: BUSINESS SYSTEMS SETUP

PROJECT MANAGEMENT SYSTEM SETUP

- ☐ Platform setup (ClickUp, Asana, Monday.com, Trello, or Notion)
- ☐ Custom workspace for your business
- ☐ Client project template (duplicate for each new client)
- ☐ Service delivery checklist template
- ☐ Task templates for recurring workflows Simple repeatable workflow

FILE ORGANIZATION SYSTEM

- ☐ Folder structure setup (Google Drive or Dropbox)
- ☐ File naming conventions for consistency
- ☐ Brand asset library (all logos, colors, fonts organized)
- ☐ Client deliverables folder template

- ☐ Resource organization

CLIENT CONTACT SETUP

- ☐ Website form integration (connects to your email or existing CRM)
- ☐ Professional branded email template (Wix/Gmail/Outlook)
- ☐ Form notification setup
- ☐ CRM tool recommendations (30-minute consultation)

SYSTEMS TRAINING SESSION (90 MINUTES)

- ☐ Project management platform walkthrough
- ☐ File organization demonstration
- ☐ Client template usage training
- ☐ Form management overview
- ☐ CRM recommendations and next steps
- ☐ Q&A



End of Day 6: Website live + Organized systems ready to manage clients professionally

Launch Assets & Training

Complete Handoff

MORNING: MARKETING COLLATERAL

- ☐ Business cards (front/back design, print-ready PDFs, printer recommendations)
- ☐ Professional HTML email signature (works with Gmail, Outlook, Apple Mail)
- ☐ Social media templates (Canva templates: Instagram post, Story, LinkedIn/Facebook)
- ☐ Professional documents (letterhead, invoice template, proposal cover page)
- ☐ Collateral review call (30 minutes)

AFTERNOON: COMPLETE TRAINING & HANDOFF

Website Management Training (60 minutes):

- ☐ How to edit text and images
- ☐ How to add new pages
- ☐ How to update blog/portfolio
- ☐ How to manage forms and view analytics
- ☐ Troubleshooting common issues
- ☐ Session recorded for your reference

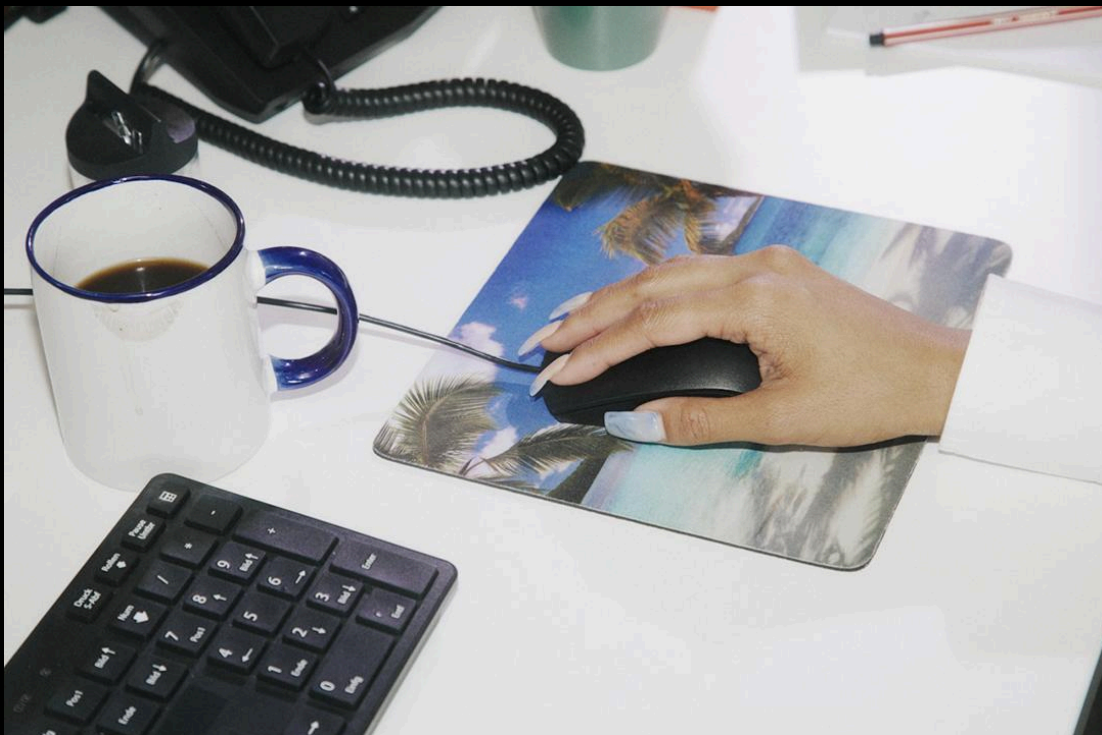
DOCUMENTATION PACKAGE

- ☐ All login credentials (organized in secure document)
- ☐ Website editing video tutorials (3-4 key videos)
- ☐ Brand guidelines document
- ☐ File organization guide
- ☐ Maintenance checklist
- ☐ Recommended next steps
- ☐ CRM implementation resources (if needed)

FINAL CELEBRATION CALL (30 MINUTES)

- ☐ Review everything together
- ☐ Ensure you know where to find everything
- ☐ Answer final questions
- ☐ Discuss recommended next steps
- ☐ Celebrate your new brand!
- ☐ Request testimonial

30-Day Email Support: Questions answered within 24 hours (weekdays), small tweaks and adjustments, technical troubleshooting, best practices guidance.



End of Day 7: You're 100% ready to take clients and run your business professionally!

LAUNCH READY™

INVESTMENT

Your investment

\$7,500

Complete brand foundation package

TWO PAYMENTS

\$3,750 ×2

Total: \$7,500

Half upfront, half upon delivery

All payments accepted via Stripe, PayPal, or bank transfer. A 50% non-refundable deposit is required to secure your project dates.

Fee does not include: Payment subscriptions to 3rd party platforms such as Notion, Wix, Squarespace, or any other platform required for project delivery.

RETURN ON INVESTMENT

If you sign just ONE client at \$3,000-5,000 with your elevated brand positioning, you've already recouped a significant portion of your investment.

Individual results vary based on your marketing efforts, niche, and business model.

WHAT'S INCLUDED

✓ Complete Brand Identity

- Brand strategy document
- 2 logo concepts, 1 revision round
- Final logo suite (all formats)
- Color palette (HEX, RGB, CMYK, Pantone)
- Typography system
- 8-10 page brand style guide

✓ Professional Website

- Custom 4-page website (Home, About, Services, Contact)
- Mobile-responsive design
- SEO optimization
- Contact forms + Google Analytics
- SSL security
- Professional stock photography
- Platform training

✓ Business Systems

- Project management platform setup with templates
- File naming systems & asset organization
- Client project templates and workflows
- Website form integration
- Professional branded email template
- CRM consultation & recommendations
- Systems training (90 min)

✓ Marketing Collateral

- Business card design (print-ready)
- HTML email signature
- Social media templates (Canva)
- Professional documents (letterhead, invoice, proposal)

✓ Training & Support

- Website management training (60 min)
- Systems training (90 min)
- Video tutorials (3-4 videos)
- 30-day email support
- Complete documentation

READY TO GET STARTED?

Limited spots available each month to ensure quality delivery.

Next Steps:

1. Book your dates
2. Submit 50% deposit
3. Complete pre-project questionnaire
4. Start transforming your business in 7 days

BOOK YOUR INTENSIVE [HERE](#)