

Treehouse

WELCOME PACKET

BRANDING & WEBSITE DESIGN/DEVELOPMENT

Treehouse Creative, LLC

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WELCOME!

Thank you for considering Treehouse Creative for your branding and website project! I'm excited for us to get to know each other.

Whether you've worked with a creative agency before or this is your first time hiring a professional, you're bound to have questions about the process. This Welcome Packet is designed to provide information and expectations on working with Treehouse Creative for your business's new brand and website.

Investing in a new brand and website is an exciting process, so I want you to be as informed as possible when choosing a partner for this step in growing your business! As ready as you may be to move forward, please take the time to review this packet and your proposal so that you can become familiar with the entire process.

I look forward to getting to know you and your business!



Thank you!

Ashley Terstriep
Owner & Creative Director
Treehouse Creative

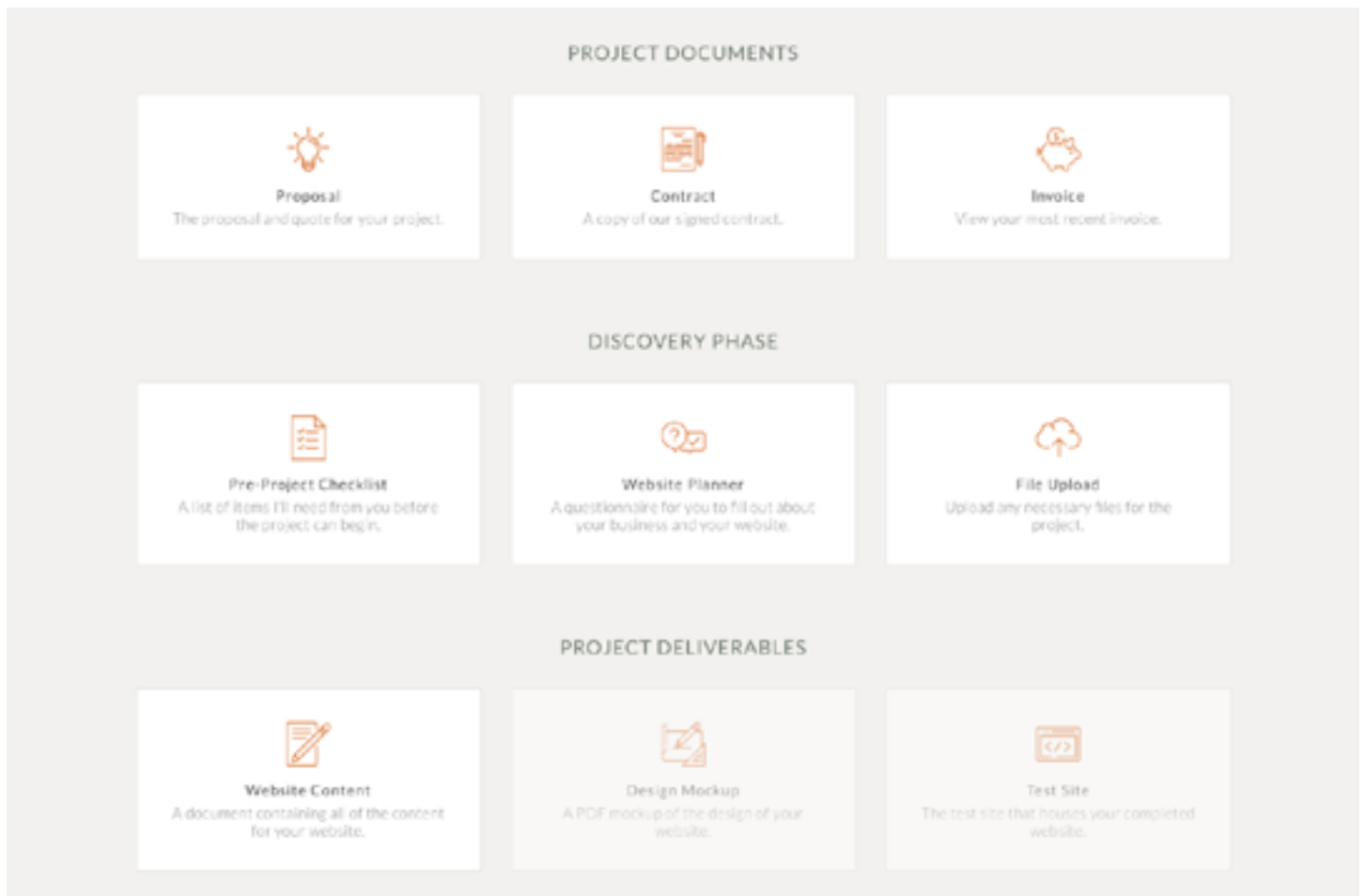
CLIENT DASHBOARD

At the start of your project, you will receive a link to your custom client dashboard. Your client dashboard will keep our project organized and allow you to access all of your project files and information!

Your dashboard will allow you to:

- Access your proposal and contract
- View and pay your current project invoice
- Fill out project questionnaires
- Upload necessary project files
- View project deliverables
- Keep track of project phases and progress

When I complete a phase of the project, the deliverables will be uploaded to your dashboard so that you can review them and request any necessary revisions!



FEEDBACK & REVISIONS

Your feedback is absolutely crucial for the success of this project. I may not get everything right on the first try, and that's okay! The key is to provide specific and effective feedback that will help us move forward. The magic happens when your hard-earned skills and expertise come together with mine.

Here are some guidelines for giving great feedback:

- **Be honest.** If you don't like something, I need to know as soon as possible.
- **Be specific.** Point out what, exactly, is not working for you, and why it's not working.
- **Ask why.** If you aren't sure what I was thinking, I'd love to explain my reasoning. Every aspect of your project has a purpose.
- **Refer to your goals.** Relate every piece of criticism back to your goals.
- **Relate to your audience.** Your audience should be top of mind for every decision or critique that you provide. What do they need? What will they love?

The number of revisions allowed for each phase will be discussed in your proposal. Please contain feedback and revision requests into a single list at a time to ensure that the project moves along smoothly. Each list of revision requests will be counted as one round of revisions.

PROJECT UPDATES

You will receive status update emails every Friday for the duration of your project in order to keep you updated on how your project is progressing. If you have other questions about the current phase of the project, you can respond to that email and I will be happy to discuss it with you!

COMMUNICATION

The best way to communicate during our project is through email. I do my best to respond to all emails within 24 hours (excluding weekends and holidays). If you would like to set up a phone call, you can do so through the link displayed in your client dashboard.

In order for us to adhere to the timeline and our project to go smoothly, I ask that you respond to all emails within 48 hours. If you are unable to do so, I cannot guarantee that the project deadlines will be met. In the event that we have to modify project deadlines, you will be notified of the updated schedule.

PAYMENT INFORMATION

All website projects require a 50% deposit before work can begin. The remaining 50% will be due after the project is launched and before you receive login information to your new website.

For payments under \$2500, you will be sent an invoice that allows you to pay online. For larger payments, you can either set up bank transfers or send a physical check. All invoices will be due within 7 days of the time they are issued. Late invoices will be subject to a 10% late fee.