

PRICING & PACKAGES



STUDIO S



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BEAUTIFUL, SIMPLE & SUPPORTIVE CREATIVE FOUNDATIONS FOR SOUL-LED BUSINESSES

Working together - Studio S is here to help you build a beautiful digital home for your business that feels aligned, functional, easy to manage and authentically *you*. You'll leave with clarity, confidence, and a setup you can maintain long-term.

Keep it simple - Choose a core package for a full digital foundation or custom tailored support solutions, or book an hourly session for support or training.

Intake - Before we begin, I'll guide you through a simple intake so I understand your business, your style, your expectations and what you want to create — then I'll recommend the best next step.

CORE PACKAGES

Your Digital Home - Your complete online foundation — built to feel beautiful, aligned, and easy to manage long-term. This package is perfect if you want your business set up properly from the beginning with all the essentials in place.

Branding & Identity - A streamlined, cohesive visual identity that feels like you — including logo support, fonts, colours, and simple graphics to use across your website and socials.

Website Design - A clean, modern Wix website that looks amazing on mobile, works smoothly, and is easy for you to update yourself — without complicated features that break across devices.

Print Essentials - Beautiful, on-brand print pieces to support your business in the real world — like business cards, flyers, signage, menus, labels, and simple marketing materials that feel cohesive with your digital home.

Tailored Support - Not sure you need a “full package”? Tailored Support is flexible creative help where we build or refine what matters most — at your pace, with clear next steps. Such as content creation (graphic, photos, text).

PER HOUR SERVICES

Consulting - A calm, supportive session to talk through your ideas, review what you already have, and map out the smartest next move.

Training - Friendly, practical training so you feel confident updating your website, using Canva, and maintaining your digital world yourself — with simple guidance (and optional AI support) to make it all feel easy. **Group classes available.*



PROCESS (How it works)

- 1. Connect + Chat** - We start with a friendly consult to talk through your ideas, where you're at, and what you're ready to create next.
- 2. Clarity + Direction** - I'll review what you already have (if anything), help you refine your vision, and recommend the simplest next step — whether that's a full package or a few hours of support.
- 3. Intake + Foundation Plan** - Once we're aligned, you'll complete a simple intake so I understand your business, style, goals, and preferences. From there, I'll create a clear plan for what we're building together.
- 4. Create + Refine** - This is where the magic happens ✨ I create your designs in a collaborative flow — share progress, gather feedback, and refine until everything feels clean, cohesive, and truly you.
- 5. Launch + Empower** - Once everything is complete, I'll help you step into confidence with your new digital home — including handover, guidance, and training so you can maintain and grow it with ease.

ADDITIONAL NOTES

A note on alignment

Studio S works best when you're ready to bring your business into form — even if it's still evolving. If your vision is still very unclear (or you're not quite ready to commit to it yet), the design process can feel frustrating rather than exciting.

That's why we begin with a consult or chat first — to make sure it feels like a great fit, and the timing is right.

A creative process, not a rigid formula

Design isn't always linear — sometimes we find the magic fast, and sometimes it takes a few small rounds to land on what feels exactly right. We keep the process light, clear, and collaborative — so your digital home comes together in a way that feels aligned, not forced.

What I don't do

Studio S focuses on creative foundations (branding, website + setup) rather than ongoing marketing campaigns or complex custom builds.

Timing

Project timelines vary depending on what you need, how ready your content is, and how quickly we move through feedback — but I'll always keep you in the loop with clear next steps.

Reviews + refinements

Every package includes a clear review process so you can feel confident, supported, and proud of the final result — without getting stuck in endless changes.

PRICING INFORMATION

PRICING STRUCTURE (NZD)

Packages are priced 'starting from' - This means they start from a base rate and depending on the work involved and additional costs can fluctuate.

Hourly sessions are 'choose your rate' - This is so our services can match your expectations and budget. We trust your judgment and are happy with your chosen value exchange.

Choose Your Rate: (NZD) \$44 | \$66 | \$88

YOUR DIGITAL HOME — Starting from \$1444

A complete starter foundation for brand + web + socials — built to be easy to maintain.

Includes (base):

- Simple mini brand foundation (logo tidy or simple logo + colour palette + fonts)
- 4 brand graphics (for web/social use)
- 4 icons (simple + consistent style)
- Wix website (4 pages): Home, About, Services, Contact
- Mobile-friendly layout + basic SEO setup
- Basic social setup (Facebook + Instagram)
- Simple handover + training session so you can maintain it confidently

Great for: brand new businesses / fresh start / “I need it all set up properly”

Add-ons (hourly or quoted): extra pages, extra graphics, product uploads, blog setup, copywriting, photography, email marketing setup, booking systems, eCommerce, advanced features.

BRANDING & IDENTITY — Starting from \$888

A cohesive visual identity that feels like YOU — clean, simple and usable everywhere.

Includes (base):

- Logo refresh or simple logo creation
- Colour palette + font pairing

Design is collaborative — we start with a strong first draft, then refine until it feels right. One review round is included in packages to keep things simple and flowing.



- 4 on-brand graphics (social / website banners / highlights etc.)
- 4 icons in Studio S style
- Mini brand guide (very simple PDF or written guide)

Add-ons: full brand suite, submarks, extra logo concepts, packaging.

WEBSITE DESIGN (WIX) — Starting from \$666 + Wix costs

A clean, modern website that works beautifully on every device — no complicated stuff.

Includes (base):

- 4-page Wix site: Home, About, Services, Contact
- Mobile-friendly design + layout tidy
- Contact form connected
- Basic SEO foundations (titles + descriptions + image alt text basics)
- Simple handover so you can update it yourself

Important note: This package assumes you already have your logo, colours, photos, and text ready to go (or you're happy with simple placeholder content). If you don't have your photos or wording yet — no stress. We can build your website foundation first with placeholders, then add content through 'Tailored Support' once your vision is clearer.

Add-ons: content creation, extra pages, copywriting, blog setup, online shop, booking systems, advanced design + animations.

PRINT ESSENTIALS — Starting from \$144 + print costs

Simple, beautiful print pieces that match your digital world.

Includes (base):

- Double sided business card
- Print-ready export files (PDF)

Add-ons: additional print items, multiple sizes, variations, printer coordination.

TAILORED SUPPORT — POA

Flexible creative support for anything you need next.

Studio S is a streamlined, foundation-first service — we build what works beautifully, and we keep it simple enough that you can manage it confidently long-term.



Examples:

- improving an existing website
- adding pages + services
- content creation sessions
- Canva template creation
- social media setup + graphics
- refining brand visuals
- AI-supported brainstorming + clarity building

HOURLY SERVICES

Consulting — Choose your rate per hour \$44 | \$66 | \$88

Training — Choose your rate per hour: \$44 | \$66 | \$88

PAYMENT

All costs and a detailed project brief are presented for approval prior to beginning any work + additional costs after pre-approval are presented for approval before actioning them. **Additional costs will often be paid by you directly to the platform - such as Wix, Canva, Gmail, ChatGPT, etc.*

Because design times can fluctuate depending on how smooth things flow or how many changes or additions are required we ask for a 50% deposit of the agreed base rate prior to commencement of work and the remaining amount within 7 days of completion of that specific 'project'.

If Studio S feels aligned (or you're simply curious), I'd love to hear from you. Get in touch to arrange a relaxed chat over the phone, or in person here in Richmond, Tasman.

If you'd like to start exploring things yourself first (or you're working with a smaller budget), you're also welcome to try our custom ChatGPT AI - **Stella by Studio S**

Phone: 027 974 3879

Email: hello@searsco.nz

Location: Richmond, Tasman, NZ



Amanda Sears (Owner & Creator)

Studio S is a respectful, friendly space — kindness and clear communication are part of the process.