



SERVICES AND PRICING GUIDE



Branding With A Brain

THE BOSS AGENCY CO

BRANDING WITH A BRAIN


At The Boss Agency Co, we don't just make pretty branding (although, we're pretty good at that too). At The Boss Agency Co, we solve problems and use strategy-driven design to get you where you want to be in your business.

Sound impossible? Picture where you want your business to be in 1 year or 5 years. Be as wildly ambitious as possible. Perhaps you want to build a large community on social media or become the next product to take a storm in your industry. None of that is possible without a strong visual identity.


That's where strategy comes in. Brand strategy is the one thing standing between where you are now and your goals. We pride our business on creating an in-depth, collaborative process that really digs deep into the personality of your brand. Through analyzing your values, your target audience, your positioning, your competitors, and more, we design for the bigger picture, ensuring that your brand identity is the best investment you will ever make.

So, why The Boss Agency Co? We don't just build brands, we build relationships, branding with a brain adding a personal touch to the process that you just won't get anywhere else. Taking you along the journey every step of the way, we really listen and value your thoughts and feedback, implementing levels of detail to our work that cannot be matched.

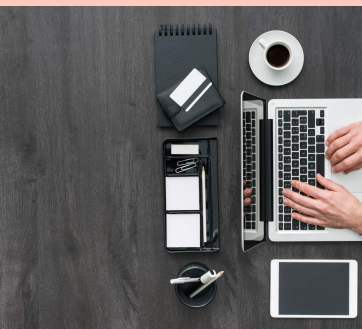
CONNECT WITH US:

 @dianevegacoach
@thebossagencyco

 @bossagencyco

 thebossagency.co





THE BOSS AGENCY CO

MEET *THE* TEAM

Right now, The Boss Agency is a mighty team of 5 with ambitious plans to expand our studio in the upcoming year. But don't let this fool you. At The Boss Agency Co, building relationships and personalizing your experience is our goal, so you don't have to worry about getting to know a whole team.

About Diane Vega Agudelo

I'm a business & marketing strategist and Master transformational coach for entrepreneurs. I am dedicated to igniting the fire in you to pursue your dream. I have a passion for all things business and marketing, but above all doing business with purpose and fulfillment.

Throughout my journey, I have spent several years in corporate sales and started multiple six-figure businesses. During the many hurdles I faced, I found what the true meaning of success is. For me, the definition of success is to be able to share one's gifts with the world and leave it a better place than you found it. With this newly gained insight, I aligned my values with my vision and started to live my life by design.

I have multiple certifications in business and coaching, as well as real-life experience to know what it takes to build and monetize your business. I am super passionate about helping others create real-life success and I am looking forward to helping you create your own success story.

xxx *Diane*





Let's get down to the nitty gritty

All of our packages are fully customizable and we will provide a personalized project proposal upon inquiry, so don't be scared to ask for something that we haven't mentioned

FULL BRANDING DESIGN PACKAGES

FULLY CUSTOMIZED BRAND + WORDPRESS WEBSITE: \$3,999

- | | | |
|--|-------|---------|
| • Fully Customized WordPress Website | ----- | \$2,500 |
| • Brand guidelines | ----- | \$1,000 |
| • WP long sales landing page | ----- | \$1,000 |
| • Graphics to post on social media | ----- | \$140 |
| • 10 editable workbooks (under 10 pages) | ----- | \$1,400 |

This package is for YOU if you are totally starting from scratch.

Fully Customized WordPress Website includes:

- WordPress Setup
- Website Theme
- Page Builder
- 7-10 pages
- Basic SEO
- Google Analytics and Insight
- Social Media Integrations
- 4 Revisions
- Walkthrough

Brand Guidelines Includes:

- Primary and Secondary Logo in all files
- Color Scheme
- Brand Fonts
- Brand Book
- Brand Stationery

Social Media Graphics Includes:

- 100 Social Media Editable Post Templates for IG and FB
- 50 Social Media Editable Story Templates for IG and FB
- 3 FB Cover Photos
- 5 IG Highlight Covers

FULL COURSE + WEBSITE DESIGN PACKAGE

FULL COURSE CREATION & UPDATE WEBSITE: \$6,199

- | | | |
|---|-------|---------|
| • Fully Customized WordPress Website update | ----- | \$1,500 |
| • WP membership area & course set up | ----- | \$1,500 |
| • Brand guidelines | ----- | \$1,000 |
| • WP long sales landing page | ----- | \$1,000 |
| • Graphics to post on social media | ----- | \$140 |
| • 10 editable workbooks (under 10 pages) | ----- | \$1,400 |

This package is for you if you KNOW your course will be a roaring success, this setup will last you for as long as you want to sell the course. These systems can be set up so that everything is automated for you! I would recommend doing 4 launches a year and then after months making it evergreen. This package means that you are able to write all the content, record your videos and then take it from there and create EVERYTHING! This option is also great if you want a bit of a branding refresh.

Fully Customized WordPress Course Membership Website includes:

- WordPress Setup
- Website Theme
- Membership Page
- Course Page
- Page Builder
- 7-10 pages
- Basic SEO
- Google Analytics and Insight
- Social Media Integrations
- 4 Revisions
- Walkthrough

Brand Guidelines Includes:

- Primary and Secondary Logo in all files
- Color Scheme
- Brand Fonts
- Brand Book
- Brand Stationery

Social Media Graphics Includes:

- 100 Social Media Editable Post Templates for IG and FB
- 50 Social Media Editable Story Templates for IG and FB
- 3 FB Cover Photos
- 5 IG Highlight Covers

FULL COURSE WEBSITE DESIGN PACKAGE

FULL COURSE CREATION & NEW WEBSITE: \$6,999

• Fully Customized WordPress Website	-----	\$2,500
• WP membership area & course set up	-----	\$1,500
• Brand guidelines	-----	\$1,000
• WP long sales landing page	-----	\$1,000
• Graphics to post on social media	-----	\$140
• 10 editable workbooks (under 10 pages)	-----	\$1,400

This package is for you if you KNOW your course will be a roaring success, this setup will last you for as long as you want to sell the course. These systems can be set up so that everything is automated for you! I would recommend doing 4 launches a year and then after months making it evergreen. This package means that you are able to write all the content, record your videos and then take it from there and create EVERYTHING! This option is also great if you are just getting started with your online presence.

Fully Customized WordPress Course Membership Website includes:

- WordPress Setup
- Website Theme
- Membership Page
- Course Page
- Page Builder
- 7-10 pages
- Basic SEO
- Google Analytics and Insight
- Social Media Integrations
- 4 Revisions
- Walkthrough

Brand Guidelines Includes:

- Primary and Secondary Logo in all files
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- Brand Fonts
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- 3 FB Cover Photos
- 5 IG Highlight Covers

MEMBERSHIP & COURSE CREATION DESIGN PACKAGE

COURSE CREATION & SET UP: \$4,999

- | | | |
|--|-------|---------|
| • WP membership area & course set up | ----- | \$1,500 |
| • Brand guidelines | ----- | \$1,000 |
| • WP long sales landing page | ----- | \$1,000 |
| • Graphics to post on social media | ----- | \$140 |
| • 10 editable workbooks (under 10 pages) | ----- | \$1,400 |

This package is for you if you don't want to update your website. I will focus on designing and creating the member's area, sales page, and workbooks to fill the course as well as designing beautiful graphics for you to use to promote the course launch. The great thing about this package is that it's everything you need to launch a course and you'll never need to update anything yourself.

Fully Customized WordPress Course Membership Website includes:

- WordPress Setup
- Website Theme
- Membership Page
- Course Page
- Page Builder
- 7-10 pages
- Basic SEO
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- 4 Revisions
- Walkthrough

Brand Guidelines Includes:

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Social Media Graphics Includes:

- 100 Social Media Editable Post Templates for IG and FB
- 50 Social Media Editable Story Templates for IG and FB
- 3 FB Cover Photos
- 5 IG Highlight Covers

SALES PAGE & WORKBOOKS: \$2,499

- WP long sales page ----- \$1,000
- Brand guidelines ----- \$1,000
- Graphics to post on social media ----- \$140
- 5 editable workbooks (under 10 pages) ----- \$700

This package is perfect for you if you just need the workbooks designed for you and then promo graphics and the sales page. You can then upload everything to your membership site yourself and integrate it into your website.

LEAD MAGNET PACKAGE \$1,799

- A lead magnet for the Facebook group ----- \$600
page
- Graphics to post on social media to ----- \$140
promote your lead magnet
- 1 editable workbook to add in as a ----- \$140
freebie (under 10 pages) - \$140
- Brand guidelines \$1,000 ----- \$1,000

This package is perfect for you if you want to first start with the lead magnet for your Facebook group. I can design a workbook for you which can either be a \$19 pocket product or a free incentive. I will then design the graphics for you to promote your lead magnet and Facebook group on social media.

SALES PAGE DESIGNS

The Ultimate **Business Building Blueprint** For Coaches & Consultants

Learn how to turn your passion into profit.

New e-book



Download Your **FREE** Guide Now

Turn your passion into profit.

Enter Your Full Name...

Enter Your Email Address...

DOWNLOAD NOW

we will not spam, rent, or sell your information.

This guide not only tells you the ways to start your business, it tells you exactly **HOW...**

- ✓ How to use your story to discover and attract your ideal clients.
- ✓ How to formulate irresistible offers for your clients.
- ✓ How to package your offers to maximize value and profit.
- ✓ Different ways to promote and sell your coaching.

WHAT YOU GET:

This 12 page **GOLD** mine reveals the easiest step by step formula that I used and teach my clients how to implement to build & scale coaching businesses within just a few months of getting started.



AND MY BUSINESS HAVE BEEN FEATURED IN:



Hi there!

My name is Diane and I'm a Master transformational coach & business strategist for entrepreneurs. I am dedicated to igniting the fire in you to pursue your dream. Passionate for all things business and marketing, but above all doing business with purpose and fulfillment.

I have started several business of my own and worked in corporate sales for over 10 years. My education and experience in business & sales have allowed me to hone the skills and teach others how to be successful on their own.

I specialize in helping talented coaches and consultants turn their passion into profit. Unlike most business coaches, I started and succeeded at monetizing my coaching business. Everything that I teach, I have tested and tried myself.

What People Think About It

Paula Beauty Boutique
1 review

★★★★★ 6 months ago
Since I started my own business (spa) 18yrs ago I have worked with Diane as a business and marketing consultant. Diane has helped me with unique ideas and opportunities for my niche. Her coaching has helped my business grow and establish as an expert in my industry. One of the biggest advantages of working with Diane has been that she has started and succeeded at different businesses of her own and personal experience is something you can't argue against. I highly recommend her work to anyone needing help with getting their business off the ground or reworking. Thank you Diane for your help and I look forward to continuing working with you.

Shelley Ferreira
1 review

★★★★★ 2 months ago
Diane gave me the tools and right questions to narrow down my ideal clientele and how to reach them. I really appreciated how insightful she is in how to open my network and create clients in new innovative ways I had not been aware of. You can tell how much of her insight comes from true experience. I came away with a good list of things to do and the enthusiasm to do them.

Marina from Soul in the Raw
6 reviews · 1 photo

★★★★★ 2 months ago
Diane is an incredible coach. She is direct, yet loving and soft, and she is extremely knowledgeable about business. She made me feel incredibly comfortable and confident.

cinthia kishchke
1 review

★★★★★ 3 weeks ago
I would definitely recommend Diane's services. She is such a beautiful person inside and out. Very professional and great communication skills. Diane suggested additional income streams for my business I never even thought about. Love it!

Jessica
2 review

★★★★★ 6 months ago
Positive: Communication, Professionalism, Quality
Having Diane as a Life Coach for me was life changing. She was able to help me through some blockages that I had in order to step into the woman I wanted to become. Not only did she help with overcoming some of my challenges but she also assisted me with setting up my business. She is extremely smart, helpful and kind with her words. Thank you Diane!

Don't wait—download this **FREE** guide so you can build your business in coaching industry and find your first client.

DOWNLOAD MY FREE GUIDE

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Get 5 Days of **LIVE** Training and Business Coaching
(\$999 value) For **FREE**

01 59 35
DAY MONTH YEAR

Coaches & Consultants...
Get signed up for my **FREE BUSINESS ACCELERATOR 5 day Challenge** to get a personalized step by step guide that will help you

Identify Your Ideal Client. Design & Price Captivating Offers. Scale Your Business.

We start **LIVE** September 28, 2020



YES! I WANT FREE ACCESS TO THE CHALLENGE

This 5 day challenge will be the most **POWERFUL & INTENTIONAL** online experience you will ever have. I will be coaching you through the **EXACT** business strategy that I use and teach my clients to make over **\$10k** consistent months.

Here is what you will get when you sign up:

- ➔ **5 Day Training Series:** Join me for powerful trainings detailing my exact business building blueprint.
- ➔ **LIVE Feedback & Support:** On the spot training to ensure you can apply the concepts and implement.
- ➔ **Step-By-Step Worksheet:** Worksheets to go with each training, coaching and support to follow along.
- ➔ **Mindset Shift Coaching:** Coaching tools for yourself and ideas to use with your clients to get unstuck.
- ➔ **Private Facebook Group:** Exclusive facebook group specifically for coaches, consultants and online creators.

It's time to identify who your ideal clients are and design life-changing programs tailored to them to instantly close more leads and scale your business.

MBA Launch Pad 5 Day Challenge is for you if...

- ✓ You are looking for more ways to monetize your coaching business.
- ✓ You are just getting started with your coaching business and want to sell programs online.
- ✓ You are struggling to find your ideal clients, best program, and pricing structure.
- ✓ You are struggling with your sales calls and marketing.
- ✓ You want to avoid mistakes and pitfalls in the coaching industry that cost big money and time.

YES! I WANT FREE ACCESS TO THE CHALLENGE



AL FEATURED IN: METAL JOURNAL, CBS, FOX, NBC, T

YES! I WANT FREE ACCESS TO THE CHALLENGE

5-DAY **MBA** MASTER BUSINESS ACCELERATOR *for Coaches*

About Your Host: Diane Agudelo

Hello there! I'm Diane.

I am a Master Transformational Coach and business strategist for solopreneurs in the coaching space.

Throughout my journey, I have spent several years in corporate sales and started multiple six-figure businesses. During the many hurdles I faced, I found that the true meaning of success is to align what you truly value with your everyday life and business.

My years of experience as an entrepreneur and working in corporate sales have allowed me to hone a proven system to serve and sell like a boss!

I teach others how to be successful on their own, to lead from within with a proven business strategy by their side.

My specialty is helping clients align their values with their personal and business life, resulting in balance and real-life fulfillment.

So download my **FREE** business building blueprint and sign up for this incredible **ACTION PACKED 5 day challenge**.

We Start **LIVE** In:

01 59 36
DAY MONTH YEAR

YES, I WANT FREE ACCESS TO THE CHALLENGE!

CHECK OUT WHAT OTHERS ARE SAYING ABOUT THE RESULTS THEY'RE GETTING WORKING WITH ME

Jessica
1 review

★★★★★ 6 months ago
Positive: Communication, Professionalism, Quality

Marina from Soul in the Raw
6 reviews · 1 photo

★★★★★ 2 months ago
Diane is an incredible coach. She is direct, yet loving

BRANDING PACKAGES

This is for you if you're ready to level up in your business and if you understand that a brand is more than just a logo.

Branding is the feeling you get when you connect with a brand, people should recognise your brand without having to see the logo, they should see your social posts, hear your voice, read your quotes and once you've totally nailed your branding you'll even get your customers/ideal clients reaching out to you and tagging you in really relevant brand content.

For example say your brand is all about sunshine and happiness and all things yellow, you'll start getting people sharing images that they see that remind them of you and your brand! - That's when you know that you've nailed it with all your branding and that you are **RESONATING** with your audience! - I can take you from confused branding with just a logo and no cohesive colours, fonts or message to a brand which is beautiful, cohesive and resonates so much with their audience that they get DM's daily from their ideal client!

Your branding will set you apart from your competitors, it will make people in your industry recognize you as force to be reckoned with! This package comes with several calls which allows us to really dive into your business goals and how we can best achieve them.

If you already have a logo & colors that you are happy with, we offer an \$800 discount.

THE BUILD MY BRAND PACKAGE - \$1,997

THIS INCLUDES:

Two x 1 hour calls to chat through all the goals for this launch and creative ideas.

THE SPECIFICS:

- Logo design
- Submark/watermark/alternate logo design (a minimum of 3 different designs)
- Colour palette
- Mood board
- Patterns and textures
- Typography selection
- Favicon (this is to use on your website)
- Bespoke social media icons
- 1 page branding cheat sheet
- Full branding guidelines including tone of voice etc.
- *Getting clear on your brand - 45 minute call*
- *Getting clear on your ideal client - 45 minute call*
- *Systems strategy call - 45 minute call*
- *Marketing Strategy call - 45 minute call*

BRANDING GUIDELINES

EXAMPLE OF THE 1 PAGE GUIDE:

MAIN LOGO

DIANE AGUDELO

COLOUR PALETTE



MONOCHROME APPLICATION

DIANE AGUDELO

DIANE AGUDELO

DIANE AGUDELO

DIANE AGUDELO

COLOURFUL APPLICATION

DIANE AGUDELO

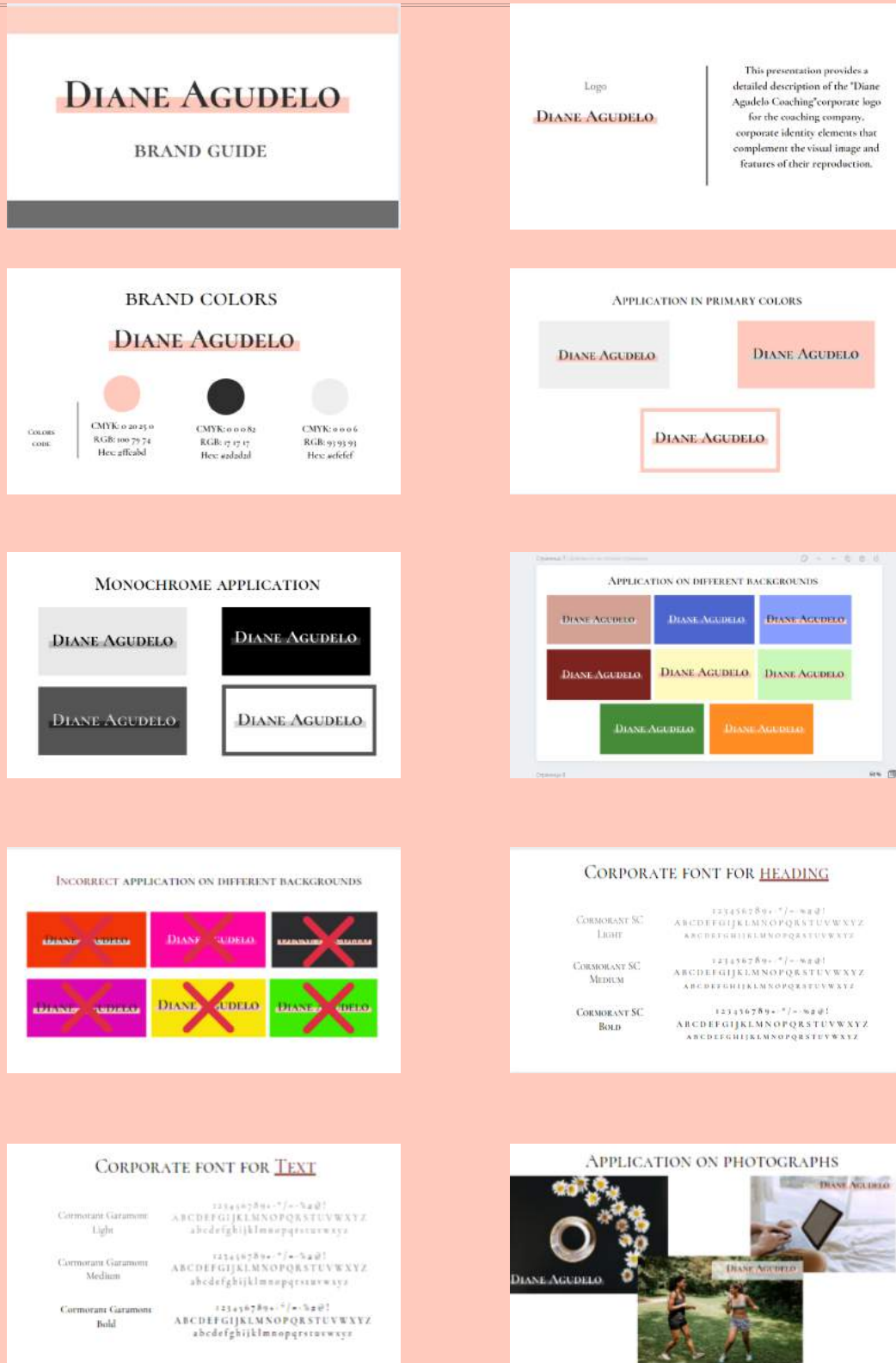
DIANE AGUDELO

DIANE AGUDELO

DIANE AGUDELO

BRANDING GUIDELINES

EXAMPLE OF THE MULTI PAGE GUIDE:



WEBSITE DESIGN PACKAGES

Building a well functioning and aesthetically pleasing website which will wow all of your customers is hard work, it takes a lot of skill, strategy and collaboration. That's why I am here, I take the stress away, you know you can put complete trust in me to deliver a high performing unique website for your specific business needs.

This package is perfect if you are ready to launch a new product and business or level up your existing business, totally believe you should put your best foot forward when you launch/ re-launch. I will be here to support you through the whole thing! Below is an outline of all of the pages that can be included in a bespoke website package, it's much more comprehensive than just a 1 page landing site.

A BEAUTIFUL NEW WEBSITE PACKAGE: \$3,000

PAGES INCLUDED:

- Home page
- About us
- Contact us
- Work with me / Services page
- Link to your Facebook page
- Blog - You must supply the content and I will create 3 blog posts ready for the launch
- FAQ's
- Terms & Conditions
- 404 page
- Legal documents (privacy policy, terms of service etc)
- Membership platforms such as Kajabi can be integrated so that they flow as part of your website
- Designing and building the actual membership area is an additional (\$1,900)

Copywriting is not included, you are responsible for all spelling, punctuation and grammar etc.

SOFTWARE INTEGRATION

- MailChimp (Or another provider you choose) pop up newsletter form
- Social media integration such as an automated instagram feed on your website
- Zip pay, paypal, stripe and any other payment methods you require

WEBSITE DESIGN PACKAGES

Please note that all software integration requires you to give me access to your usernames and passwords, it is completely safe however if you would prefer to do it yourself you can integrate these features after I hand over the website to you and just before the launch at your convenience.

Also included is 4 hours of call time throughout the whole website build, if this isn't used then you can roll this over to the teaching call at the end. I am also available to support you on email and answer questions regarding photo quality etc.

A 1-hour call upon launch where I will teach you how to upload a blog, add a new product and add a new product image. This call will be recorded and sent to you.

Once the website has gone live, if you need any additional support you can sign up to a monthly maintenance package. These start from \$250 and can be customized depending on your needs. Branding is not included in any website package, you will either need to provide full brand guidelines or purchase a branding package.

PROMOTIONAL GRAPHICS

THE LAUNCH GRAPHICS PACKAGE

This package is perfect if you are launching a new website or product or service, I will deliver everything you need to get as many sign ups/sales as possible. You can then use the graphics for paid and organic reach. (Copy to be provided by you).

THE SMALL LAUNCH PACKAGE: \$170

- Instagram stories (1 images)
- Square images (1 images)
- Facebook Landscape ads (1 images)

THE LAUNCH GRAPHICS PACKAGE

THIS INCLUDES:

A 1 hour call to chat through all the goals for this launch and discuss creative ideas.

THE WAITLIST/TEASER: \$300

- Email banners (1 images)
- Instagram stories (6 images)
- Square images (6 images)
- Facebook carousel with 3 slides
- Facebook Landscape ads (3 images)

LAUNCH: \$350

- Email banners (1 images)
- Instagram stories (6 images)
- Square images (6 images)
- Facebook carousel with 3 slides
- Facebook Landscape ads (3 images)

LAUNCH (AFFILIATES/INFLUENCERS): \$250

The graphics will be similar to the launch, but with different copy and some images changed

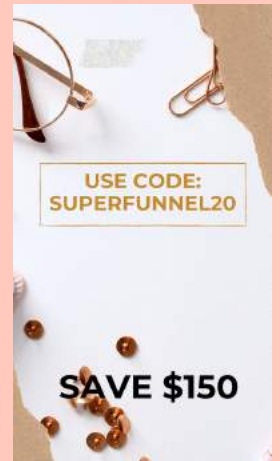
- Email banners (1 images)
- Instagram stories (6 images)
- Square images (6 images)
- Facebook carousel with 3 slides
- Facebook Landscape ads (3 images)

PROMOTIONAL GRAPHICS

FACEBOOK ADS



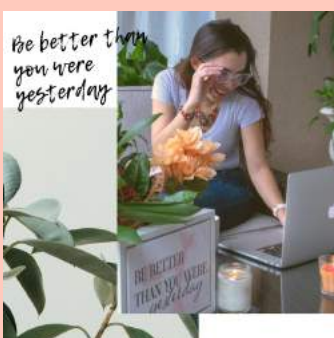
INSTAGRAM STORIES



EMAIL BANNERS



INSTAGRAM FEED/ADS



WORKBOOK DESIGN

INVESTMENT PER WORKBOOK:

1-2 pages	\$120
3-9 pages	\$170
10-14 pages	\$210
15- 18 pages	\$235
19- 21 pages	\$260
22-25 pages	\$290
26+ pages	prices upon request

- Pages are defined as final number of pages in the completed workbook design.
- 1 round of design amends are included.
- One final digital PDF will be supplied.
- Documents can be made editable for no additional cost.

The final invoice will be sent out once the PDF is complete and all rounds of amends are done.
Full payment must be received before the final PDF will be supplied.

WORKBOOK DESIGN

DIANE AGUDELO

CAN YOUR DREAM BECOME A REALITY?



Questions To Assess Before Chasing Your Dream

"Always remember there are only two kinds of people in this world—the realists and the dreamers. The realists know where they're going. The dreamers have already been there."

— Robert Frost

WHY DO YOU WANT TO PURSUE THIS *Dream?*

- Life is short
 - You owe it to yourself
 - For your happiness
- Earn more money

INTENTIONAL and AUTHENTIC LEADERSHIP

MY PERSONAL SWOT ANALYSIS

What do you have to work with and what can get in the way

PERSONAL STRENGTHS	PERSONAL WEAKNESSES	POTENTIAL OPPORTUNITIES	POTENTIAL THREATS (RISKS)

LEADERSHIP STYLES

is leadership innate, or can leadership traits be learned?

PACESETTER

These leaders are primarily focused on performance. They often set high standards and hold their team members accountable for hitting their goals.

COACH

Someone who can quickly recognize their team members' strengths, weaknesses and motivations to help each individual improve.

LAISSEZ-FAIRE OR HANDS-OFF

Focuses mostly on delegating tasks to team members and providing little to no supervision.

TRANSFORMATIONAL LEADER

Are connected to their followers in such a way that it raises the level of motivation and morality, committed to a collective good.

SERVANT LEADERSHIP

Places the needs of others over their own self-interest. The idea is that you serve first, shifting the power to those who are being led.

DEMOCRATIC

Someone who asks for input and considers feedback from their team before making a decision

AUTOCRATIC

Also called the authoritarian style of leadership, this type of leader is someone who is focused almost entirely on results and efficiency.

WHAT IS LEADERSHIP?

Dictionary Definition

Leadership

• Noun

The action of leading a group of people or an organization

• Verb

"Leadership is influence – nothing more, nothing less"

- John Maxwell

ADDITIONAL SERVICES

WEBSITE MANAGEMENT AND MAINTENANCE

- Updating Plugin
- Website Content and Images Changes
- Adding or Removing Pages
- Back End Updates
- Tracking Analytics
- SEO Maintenance

SOCIAL MEDIA MANAGEMENT

What this includes:

- 1 hour Daily Posting and Engagement
- Graphics Designs for:
 - Social Media Post
 - Social Media Stories
 - Reels
- Informative Contents with Call to Actions
- Social Media Page Optimization
- Facebook Cover
- IG Highlight Covers
- IG Feed Patterns

SOCIAL MEDIA ADS MANAGEMENT

What this includes:

THE BOSS AGENCY CO

ARE YOU *READY* TO REACH YOUR GOALS?


It's time to take the leap and become a brand with a brain. Simply fill out the non-committal inquiry form on our website and we will set up a call where we can discuss all of your goals and dreams for your business.


We pride ourselves on personalizing every experience and tailoring it to your business and needs, so no two projects will be the same. After our call, we will prepare a project proposal that will outline your options, your quote, and a timeline for your project before booking you in.


ANY QUESTIONS?

Feel free to email us at hello@thebossagency.co and we will be happy to answer any questions or concerns that you have, to ensure that you are making the right decision.

CONNECT WITH US:

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 thebossagency.co

