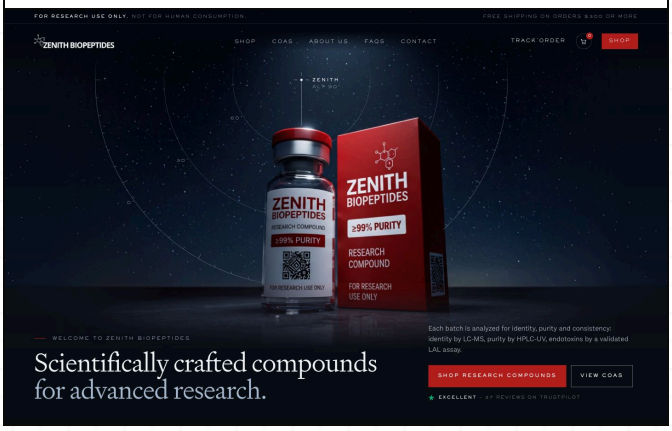
A new website for Zenith Biopeptides.

PREPARED FOR KAREN · BY ERIC BERG, CRUSH

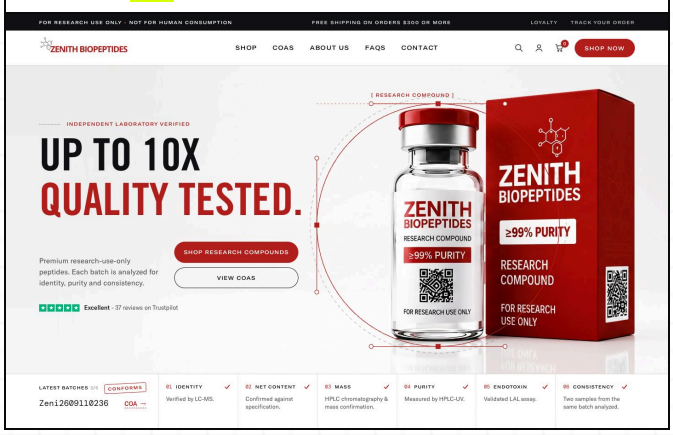
THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.

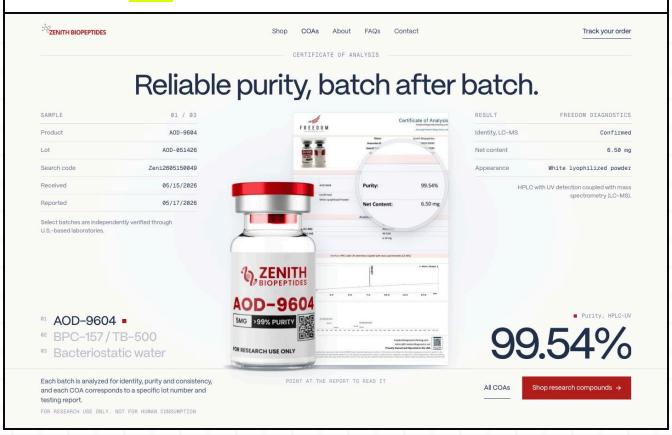
01 THE ZENITH



02 YOUR CARTON



03 THE CERTIFICATE



THE LAUNCH

$3,500

for $5,137 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

theme and files in your store

01 WHERE WE STARTED

What we built it around.

01

Scientifically crafted compounds for advanced research.

Your own homepage line. Option 1 takes your name literally: your red-cap vial and carton under a night sky, lit from the point straight overhead, with a star chart drawing itself around it.

02

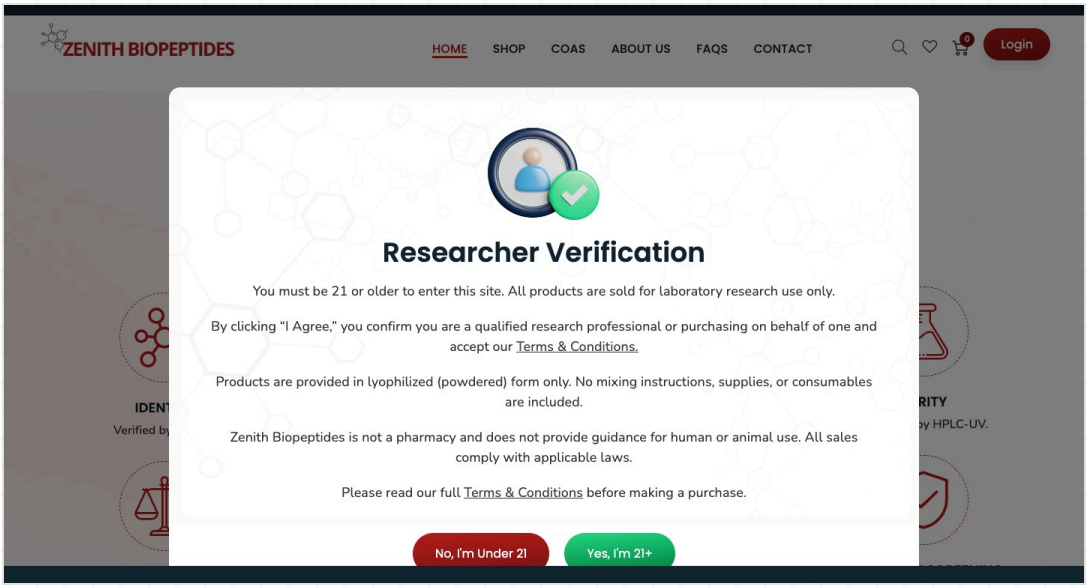
Up to 10X quality tested. Independent laboratory verified.

From the graphic on your homepage. Option 2 keeps your red, your logo and your carton type, stands the pack big like a national brand, and rolls your latest batch numbers and six lab checks along the bottom.

03

Reliable purity, batch after batch.

Also your own line. Option 3 stands a vial in front of its real certificate of analysis, with a magnifier that reads the purity line off the paper, across three of your tested lots. Your research-use line shows on every option.



TODAY

ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01 **The website** — $3,500
A new theme for your WooCommerce store: the homepage, shop pages, product pages and cart, built out from the top you've just seen, on your real products, sizes and checkout. Live on your domain within a week of saying go.

02 **A launch promo** — $199
A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.

03 **A launch email** — $495
Designed and written for your customer list, so the people who already order from you hear about the new site from you.

04 **A launch ad set** — $495
Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.

05 **A phone receptionist, first month** — $149
From Whoever, our sister company: a voice assistant that answers a store phone line for you, so customers who'd rather call still get an answer, and every call becomes a short written record you can read after.

06 **30 days of changes** — $49
Text or email us what to change. It's live the next business day.

PLUS, WHEN YOU SAY GO BEFORE 18 NOVEMBER 2026

BONUS **Launch email setup** — $250
We set up the launch email in your store and line it up for your customer list, ready to go out on launch day.

TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
~~$5,137~~	$3,500	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and add us as a user on your WordPress site. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We turn these pages into your WooCommerce theme. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new theme goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch	$3,500
To start, when you say go (50%)	$1,750
When the site goes live	$1,750

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day	$49/mo
Four animated promos a month, vertical and square	$599/mo
Two custom email designs a month	$395/mo
Twelve unique ads a month	$395/mo

05 WHAT YOU OWN

- The theme and every file, in your WordPress site and your name.
- Your products, orders, customers and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.

OPTIONAL ADD-ON

OR ALL FOUR, TOGETHER

$795/mo ~~$1,438~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save $643/mo. No commitment, cancel anytime.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02

Is it secure?

Yes. The new theme is built lean, with no page builder and no extra plugins added, and we test it on a copy of your store before anything goes live. Your checkout and payments stay exactly as they are.

03

Who owns it?

You do. The theme and every file sit in your WordPress site, in your name. Your hosting, domain and checkout stay with you, and nothing of ours renews unless you ask.

04

How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free, then unlimited changes are $49 a month if you want them, cancel anytime.

05

When do I pay?

Half ($1,750) when you say go, the rest ($1,750) when the site is live. You've seen the homepage before paying anything.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 18 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO