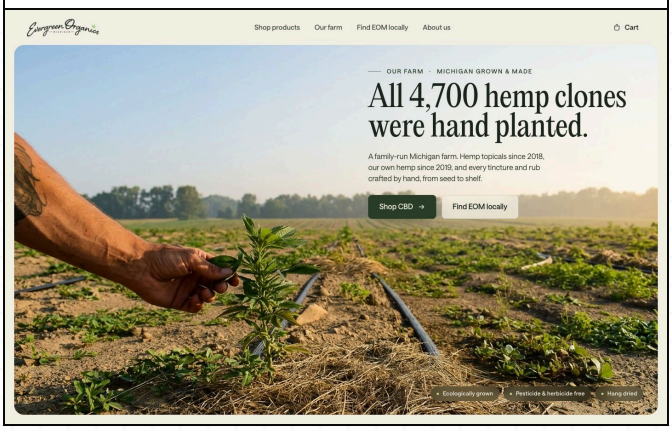
# A new website for Evergreen Organics.

PREPARED FOR THE EVERGREEN ORGANICS FAMILY · BY ERIC BERG, CRUSH

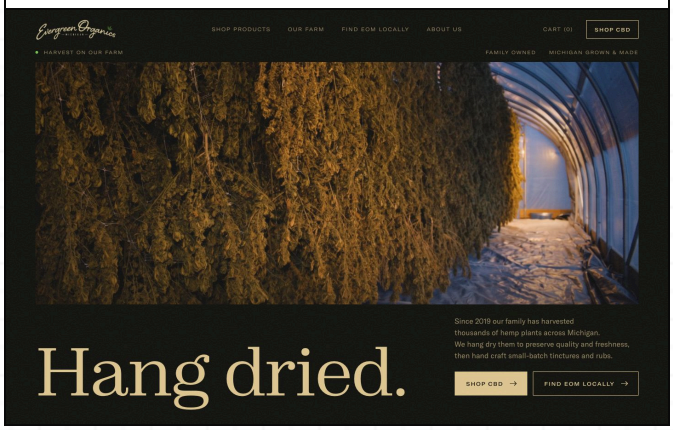
THE TOP OF YOUR HOMEPAGE

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

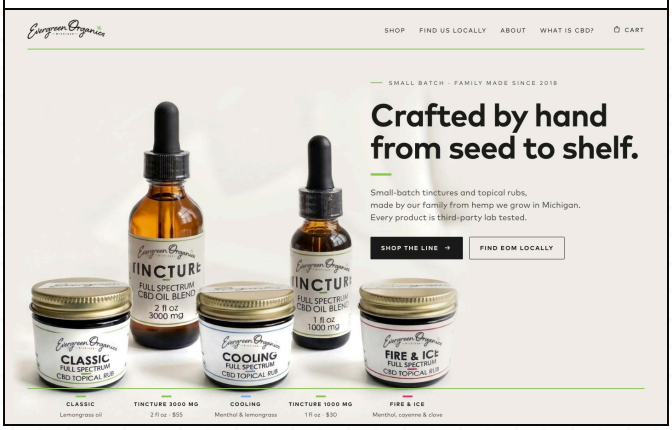
01 HAND PLANTED.




02 HANG DRIED.




03 SEED TO SHELF.




THE LAUNCH

**$2,500**

for $3,660 of work, one time

LIVE

**Within a week**

of saying go

YOURS

**Yours to keep**

theme and files in your Shopify store

01 WHERE WE STARTED

# What we built it around.

01

## Hand planted.

Your own caption: all 4,700 clones. Option 1 is one going into your row on a Michigan morning.

02

## Hang dried.

Option 2 is a film still down your drying tunnel, the harvest hanging gold.

03

## Seed to shelf.

Option 3 stands your tinctures and rubs on one shelf, each in its label colour.

TODAY

ON A PHONE

02 WHAT YOU GET

# Pay for the website. Get the whole launch.

| | | |
|---|---|---|
| 01 | **The website**<br>A new theme for your Shopify 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. | $2,500 |
| 02 | **A launch promo**<br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post. | $140 |
| 03 | **A launch email**<br>Designed and written for your customer list, so the people who already order from you hear about the new site from you. | $350 |
| 04 | **A launch ad set**<br>Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four. | $350 |
| 05 | **A phone receptionist, first month**<br>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. | $105 |
| 06 | **30 days of changes**<br>Text or email us what to change. It's live the next business day. | $35 |

PLUS, WHEN YOU SAY GO BEFORE 26 NOVEMBER 2026

| | | |
|---|---|---|
| BONUS | **Launch email setup**<br>We set up the launch email in your store and line it up for your customer list, ready to go out on launch day. | $180 |

| TOTAL VALUE | YOU PAY | THE ONE-WEEK PROMISE |
|---|---|---|
| ~~$3,660~~ | $2,500 | If the site isn't live within a week of go, your first three months of changes are free. |

ALL PRICES IN US 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 staff account in your Shopify admin. Your live store won't change until you say.

DAYS 1 TO 7

### We finish the site

We turn these pages into your Shopify 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 | $2,500 |
|---|---|
| To start, when you say go (50%) | $1,250 |
| When the site goes live | $1,250 |

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

| | |
|---|---|
| Unlimited edits, live next business day | $35/mo |
| Four animated promos a month, vertical and square | $425/mo |
| Two custom email designs a month | $280/mo |
| Twelve unique ads a month | $280/mo |

05 WHAT YOU OWN

- The theme and every file, in your Shopify store 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

**$565/mo** ~~$1,020~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save $455/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. It's built lean, with no page builder or extra plugins, and tested on a copy before anything goes live. Your checkout and payments stay exactly as they are.

03

## Who owns it?

You do. The design and every file sit in your store, in your name. Hosting, domain and checkout stay with you; 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 $35 a month if you want them, cancel anytime.

05

## When do I pay?

Half ($1,250) when you say go, the rest ($1,250) when the site is live. You've seen the homepage before paying anything.

06

## What if my lineup changes with the new hemp rules?

Then the site changes with it. Products, labels and pages are built so they're easy to swap, and if your lineup changes before or after launch, I'll redo the shop pages for it as part of the build.

07 NEXT STEP

# Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 26 November 2026.

Say go by email

See the first look again

Eric Berg

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