



FINAL PROJECT INVOICE



Client Name

Theresa Flood - TheUPside

Estimated Billing

\$900

Actual Billing

\$900

Estimated Start Date

July 2024

Actual Completion Date

January 2025

GO Marketing Consultant

Collette Stone, Director of Marketing - GO Marketing

Project Scope Definition	<p>The following was included in the initial quote:</p> <ul style="list-style-type: none">+ Comprehensive Brand Strategy + Messaging Development for TheUPsideBrand NamingLogo Design - multiple colorsCustom Identity Signature+ Copywriting for 4 Major Brand Touchpoints for the main brand including:+ 60 Days of Content Ideas(prompts, carousels, static) & Social Template Design- Content CalendarOnline Brand bookBrandboard complete with your unique signature fonts, textures and iconsMedia Kit fit for podcast , workshop or speaking pitchesWix website build 2 pages included - with Blog starter packPhotographer research, concept photo grid, and brand consultationCanva Brand Kit	Beta Customer Discount \$900.00
Work Outside of Scope	<ul style="list-style-type: none">YouTube / Podcast design - consult on launch cadence/coordination with outside teamMail Chimp subscriber prompts/consultation (trouble shooting)Incorporate Podcast pages into website (troubleshoot/upkeep)	No Charge
Outside Contractor Billable Hours	<ul style="list-style-type: none">No outside contractors were used on my end other than glance consultation.	No Charge
Adobe Images & Video	<ul style="list-style-type: none">We were able to utilize all FREE or 'in library' images for your websites and collateral.	No Charge
Final Billing	<ul style="list-style-type: none">Estimated Charges \$900Deposit Received \$250.00Final Charges \$900 - Deposit = \$650.00 due	\$650.00