



SERVICES AND BILLING RATES

MARKETING CONSULTING

A successful marketing campaign begins with a clear vision and mutual understanding of objectives and goals. My experience can lend support to an already successful campaign, or of course generate a fresh one. Consulting services typically begin with an assessment of previous marketing efforts, their level of success or failure, as well as a thorough review of your competition. After that we will brainstorm on new efforts that will increase awareness and subsequently improve your bottom line.

\$80/hr. (2 hour minimum. Per project fees can be arranged in advance.)

GRAPHIC DESIGN

Originally an art major, my design capabilities specialize in logo development and layout. Branding begins with a strong logo presence. Allow me to produce something spectacular that will generate indelible interest from your clients and associates. My creations are always clean, fresh and uncluttered.

\$60/hr. (2 hour minimum.)

COPYWRITING

The English language can be challenging. Allow me to help. Writing copy can be as simple as one single creative tag line or the challenge of writing an entire manual or handbook. No matter what your need for copy may be, my words will effectively convey your message to any audience. Thorough proofing and editing services are also available.

\$60/hr. (2 hour minimum. Per project fees can be arranged in advance.)

WEB DESIGN & MAINTENANCE

Quite honestly, I tell my clients that if they aren't on the Web, they don't fully exist. The Web is our window to the world and I impress that upon everyone I work with. Successful websites include a number of different variables, one being artistic design. I have the ability to create basic, yet visually attractive sites that are clean and easy for your visitors to navigate.

\$60/hr. (2 hour minimum for design and ½ hour minimum for maintenance. Monthly or annual maintenance contracts can be arranged.)

WEB PROJECT LIAISON & WEB CONTENT MANAGEMENT

Often a company sets out to develop a new website and they do not have a qualified person on staff to oversee the development of the project. The project requires time, energy, creativity and a firm hand in managing your selected developer. Experience in web design, marketing, graphic arts, photography, and copywriting, all contribute to my ability to oversee any web project from start to finish. Explore the concept of a web project liaison and save hours of development time and money. After it is launched, keeping your website up to date with accurate information is equally critical. Allow me to help as your content manager.

Contract fees arranged per project.

PHOTOGRAPHY & PHOTO EDITING

All photography you see throughout my website is mine. I hope you will enjoy it and think of me the next time you require photography services. All photography is shot in digital format. Area landscape is my specialty.

\$80/hr. (2 hour minimum.)

STAGING & PHOTOGRAPHY

Through the staging process, I offer assistance in assuring that your business, home, or office is presented in the best possible light for your upcoming tour, photo shoot, showing, or event. Staging is a proven way to increase interest in real estate listings and to assure that potential buyers are given the best possible first impression of a property.

\$80/hr. (2 hour minimum.)

EVENT PLANNING

Six years in professional sports and entertainment, five years working with Chicago's top caterers, experience at the Centennial Olympic Games in Atlanta and three years as private events manager for the Chicago History Museum have enabled me to flawlessly organize any event. I also had the privilege of working under local caterer, Michael McElroy. I look forward to working with you on your next upcoming event, whether it is a private dinner, a formal affair or a community fundraiser. I offer expertise in detailed planning which is unparalleled.

Event planning fees arranged per event.

SERVICE TRAINING

Formally trained by Disney, I was previously responsible for overseeing the quality of service provided at the largest arena in the world. I always had fun doing it. That process began with the responsibility of training approximately 2,500 team members annually. My philosophy on quality service is simple: Place the guest first and all else will fall into place. No matter what industry, I would embrace the opportunity to create a complete service training plan for your company's team. Note: The magic always starts at the top.

Service training fees arranged per project.

BRAND MERCHANDISING & RETAIL SUPPORT

An annual trip to the Chicago gift show keeps me up to date on merchandising trends, a field I have been involved in since childhood with my family's historic retail store. I hope you will inquire about my merchandising skills and what I can contribute to your retail operation.

Merchandising fees arranged per project.

**Any service not outlined here will be billed at a general fee of \$60 per hour (2 hour minimum applies).*



BUSINESS MARKETING SOLUTIONS

Business marketing solutions are designed specifically for new businesses or for those wishing to embark on a rebranding process. I'm happy to offer three tidy solutions, each unique in what they include. Please review the solutions below and feel free to contact me should you have any questions. I encourage you to add on to any solution in an effort to reach your current ideal marketing goals.

THE GENESIS SOLUTION (\$1,000)

- Business Mission Statement Creation
- Logo Creation
- Creative Identity Guidelines (confirm logo use, font usage, color palette, etc.)
- Business Stationery Package (business cards, letterhead and envelope design)
- 1-Sheet Sales Piece/Brochure Creation (electronic or print only)

THE SIGNATURE SOLUTION (\$1,600 OR \$1,200 SANS WEBSITE)

- Business Mission Statement Creation
- Logo Creation
- Creative Identity Guidelines (confirm logo use, font usage, color palette, etc.)
- Business Stationery Package (business cards, letterhead and envelope design)
- 1-Sheet Sales Piece/Brochure Creation (electronic or print only)
- Advertisement Creation
- Development of 3-Page Website (with e-mail set-up)

THE PREMIER SOLUTION (\$2,800 OR \$2,400 SANS WEBSITE)

- Business Mission Statement Creation
- Logo Creation
- Creative Identity Guidelines (confirm logo use, font usage, color palette, etc.)
- Business Stationery Package (business cards, letterhead and envelope design)
- 1-Sheet Sales Piece/Brochure Creation (both electronic and print)
- Ad Creation
- Development of 3-Page Website (with e-mail set-up) *
- Business Tagline Creation
- Complete Marketing Plan

**Signature and Premier Solutions are available sans website, provided a contract has been signed with an approved web developer to create a site working closely with the creative identity guidelines established by amiwoods.com.*

A LA CARTE SERVICES (ADD-ON SOLUTIONS)

- Company Handbook or Employee Manual Creation
- Staff Service Training Program Development
- Photography of Business or Products
- Web Design
- Web Project Liaison or Web Content Management
- Brand Merchandising
- Marketing Consulting
- Strategic Market Research
- Creative Identity Guidelines (confirm logo use, font usage, color palette, etc.)
- Electronic Sales Piece (pdf) Creation
- Complete Marketing Plan Development
- Public Relations Services
- Media Buying Services
- Ad Creation
- Event Coordination
- Copywriting