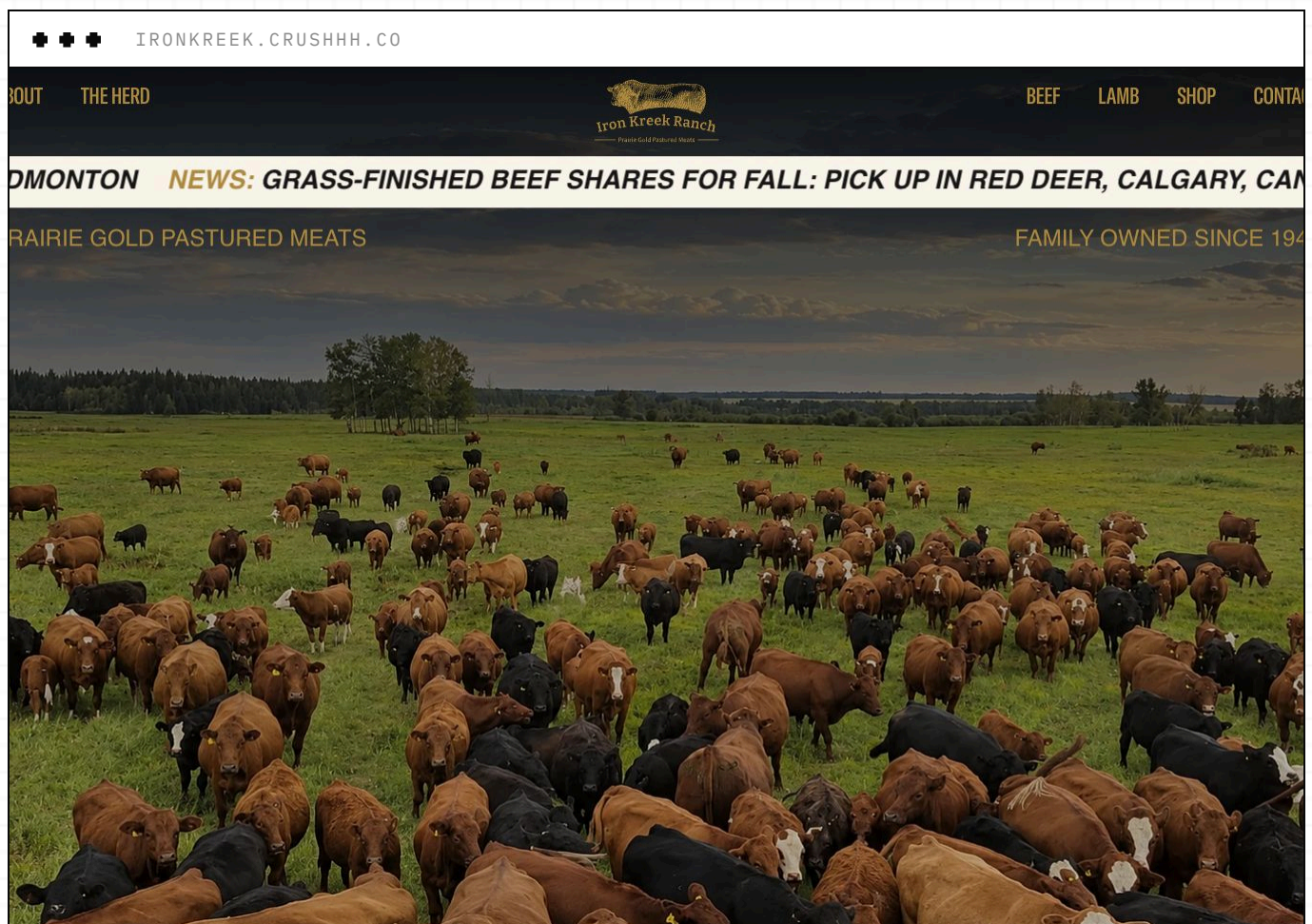




A new website for Iron Kreek Ranch.

PREPARED FOR KEVIN & ROXANNE • BY ERIC BERG, CRUSH



THE LAUNCH

\$3,500

for \$6,137 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 Your name, your words, your photos.

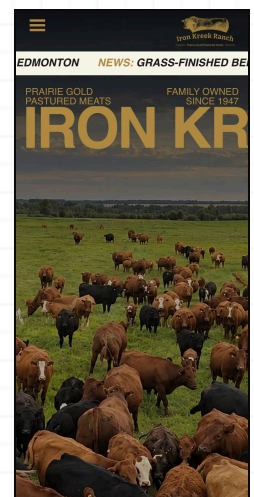
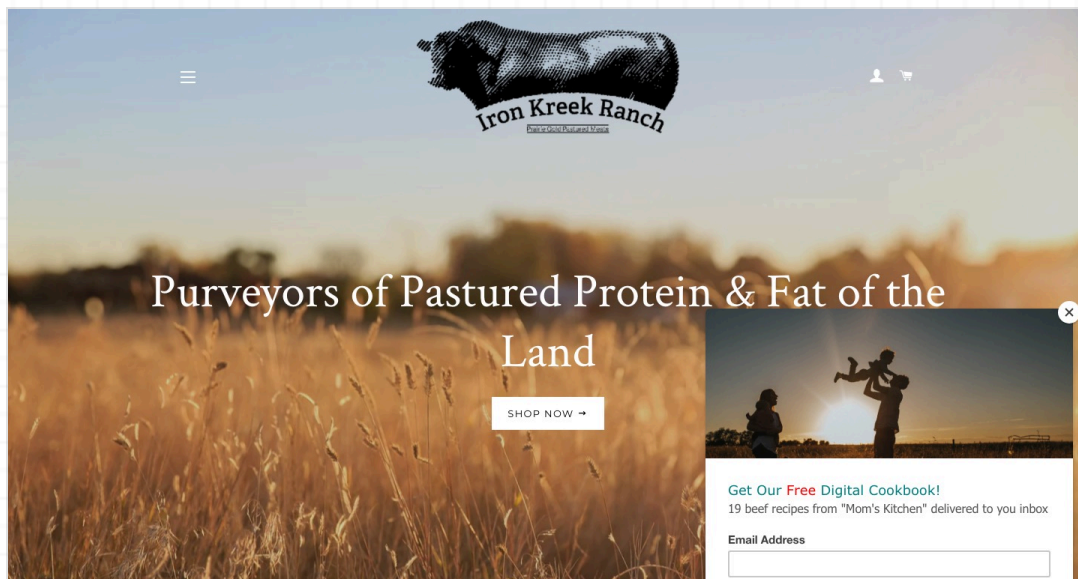
Iron Kreek Ranch leads, in your own logo, over your own herd. Your lines carry the page: purveyors of pastured protein and fat of the land, from our farm to you, family owned and operated.

02 Your shares, at a glance.

An eighth to a whole beef, plus the half lamb: the deposit, the pounds that land in your freezer and the freezer space each one needs, each drawn as its gold share of the animal. Deposits, pick-up cities and checkout stay in your Shopify.

03 Your story, in one walk.

Three generations on the land, Lowline Angus finished on grass, calving timed to the June grass, pick-up in Red Deer, Calgary, Canmore and Edmonton. Today it's spread over a dozen pages; here it reads from the pasture to the plate.



TODAY

ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new theme for your Shopify store: the homepage, story, herd, shares and half lamb pages you just walked through, on your real products, deposits and pick-up cities. Live on ironkreekranch.com within a week of saying go.	\$3,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$199
03	A launch email Designed and written for your mailing list, so the families who already buy from you hear about the new site from you.	\$495
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$1,495
05	A phone receptionist, first month From Whoever, our sister company: a voice assistant built around Iron Kreek that picks up your line when you're out with the herd. You teach it by text, and every call it takes becomes a short written record you can read after.	\$149
06	30 days of changes Text or email us what to change. It's live the next business day.	\$49

PLUS, WHEN YOU SAY GO BEFORE 7 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email in your Shopify store and line it up for your mailing list, ready to go out on launch day.	\$250
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TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
\$6,137	\$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 collaborator on your Shopify store. 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 ironkreekranch.com, and the promo, email and ads 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 \$895/mo

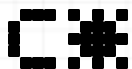
05 WHAT YOU OWN

- The theme and every file, in your Shopify store and your name.
- Your shares, deposits, pick-up cities, orders and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.

OR ALL FOUR, TOGETHER

OPTIONAL
ADD-ON**\$997/mo** ~~\$1,938~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$941/mo. No commitment, cancel anytime.



06 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 7 November 2026.

Say go by email

See the first look again

Eric Berg

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