

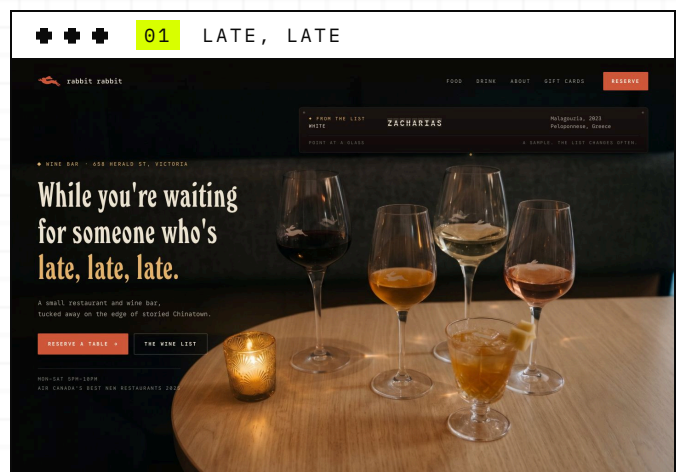
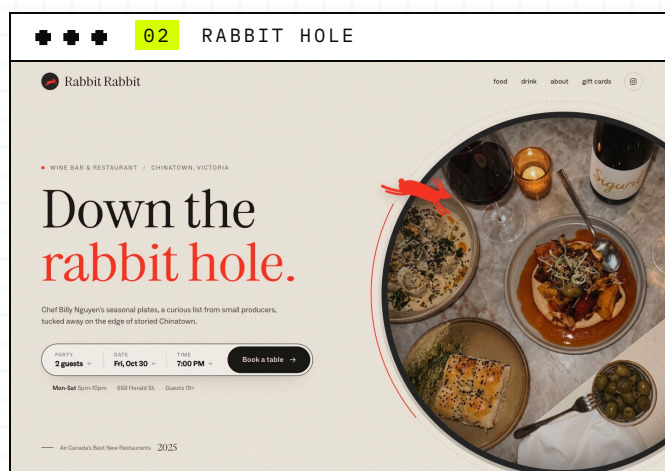
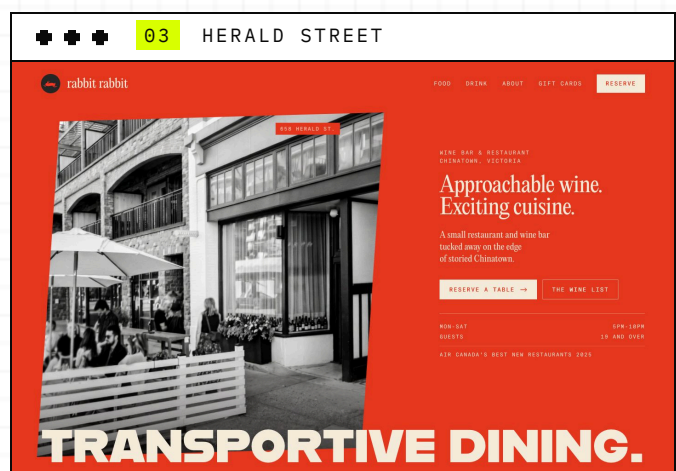


# A new website for Rabbit Rabbit.

PREPARED FOR THE RABBIT RABBIT TEAM • BY ERIC BERG, CRUSH

## THE TOP OF YOUR HOMEPAGE

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



THE LAUNCH

**\$1,200**

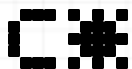
for \$5,137 of work, one time

LIVE

Within a week  
of saying go

YOURS

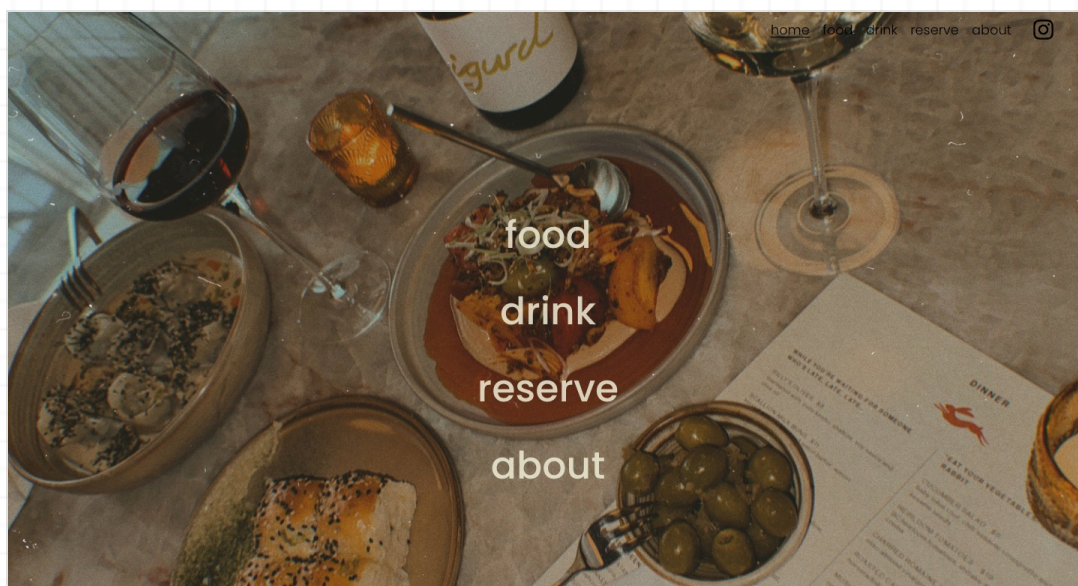
Yours to keep  
site and domain in your name



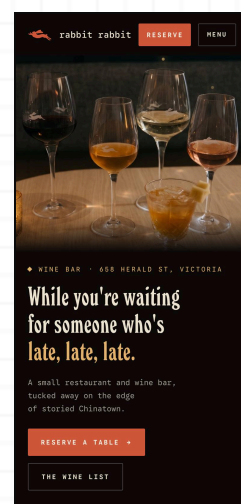
## 01 WHERE WE STARTED

# What we built it around.

- 01 While you're waiting for someone who's late, late, late.  
From your dinner menu. Option 1 sets your glasses, each with its little white rabbit, by a votive at the booth, with a board reading from your wine list.
- 02 Down the rabbit hole.  
Where your name comes from. Option 2 makes your rabbit disc the hole, with your own table at the bottom and your red rabbit leaping over the rim, and booking right on the first screen.
- 03 Approachable wine. Exciting cuisine. Transportive dining.  
From your About page. Option 3 shows your front on Herald Street, tucked away on the edge of storied Chinatown, on a field of your own rabbit red.



TODAY



ON A PHONE



## 02 WHAT YOU GET

# Pay for the website. Get the whole launch.

|    |                                                                                                                                                                                                                                                                                  |         |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 01 | <b>The website</b><br>Up to five pages built out from the top you've just seen, in the same look, with your own words and photos. On your domain within a week of saying go.                                                                                                     | \$3,500 |
| 02 | <b>A launch promo</b><br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.                                                                                                                                   | \$199   |
| 03 | <b>A launch email</b><br>Designed and written for your regulars, so the people who already come in hear about the new site, and the next list, from you.                                                                                                                         | \$495   |
| 04 | <b>A launch ad set</b><br>Twelve ads, each sized for feeds and stories, with moving versions of the best four.                                                                                                                                                                   | \$495   |
| 05 | <b>A phone receptionist, first month</b><br>From <u>Hire Whoever</u> , our sister company: a voice assistant built around your business that picks up your line when you can't. You teach it by text, and every call it takes becomes a short written record you can read after. | \$149   |
| 06 | <b>30 days of changes</b><br>Text or email us what to change. It's live the next business day.                                                                                                                                                                                   | \$49    |

PLUS, WHEN YOU SAY GO BEFORE 5 NOVEMBER 2026

|              |                                                                                                                                   |       |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>BONUS</b> | <b>Email setup and list import</b><br>We set up your email sending and bring your customer list over, ready for the launch email. | \$250 |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|-------|

|                    |                |                                                                                          |
|--------------------|----------------|------------------------------------------------------------------------------------------|
| TOTAL VALUE        | YOU PAY        | THE ONE-WEEK PROMISE                                                                     |
| <del>\$5,137</del> | <b>\$1,200</b> | 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                                                                           | DAYS 1 TO 7                                                                                                  | LAUNCH                                                                                                            | 30 DAYS                                                                                  |
|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>You say go</b><br>You pay the 50% deposit and send us access to your domain. | <b>We finish the site</b><br>We build out the remaining pages. You see every page before anything goes live. | <b>It goes live</b><br>The site goes up on your domain, and the promo, email and ads are ready to go out with it. | <b>Changes, next day</b><br>Text or email a change and it is live the next business day. |

## 04 INVESTMENT

|                                                                                                                  |                |
|------------------------------------------------------------------------------------------------------------------|----------------|
| <b>The launch</b>                                                                                                | <b>\$1,200</b> |
| To start, when you say go (50%)                                                                                  | \$600          |
| When the site goes live                                                                                          | \$600          |
| <small>AFTER LAUNCH: MONTHLY PLANS FROM \$250, ONLY IF YOU WANT ONE</small>                                      |                |
| <b>Care</b>                                                                                                      | \$250/mo       |
| Site care and hosting, unlimited edits live the next business day, your Google listing kept current.             |                |
| <b>Grow</b>                                                                                                      | \$500/mo       |
| Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site. |                |
| <b>Growth Partner</b>                                                                                            | \$1,000/mo     |
| Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.                   |                |

## 05 WHAT YOU OWN

- The site, the domain and every file, in your name.
- Hosting is included.
- No commitment on anything monthly.  
Cancel anytime; the site stays yours.



## 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. There's no WordPress and no plugins to keep patching, the usual way small-business sites get broken into. It runs on modern hosting with SSL, and every version is saved, so any change can be rolled back.

---

## 03 Who owns it?

You do. The site and the domain are in your name, not ours. Hosting is included and nothing renews unless you ask. If you ever want to move it, you get every file.

---

## 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. After that, unlimited changes come with any monthly plan, from \$250 a month, cancel anytime.

---

## 05 When do I pay?

Half (\$600) when you say go, the rest (\$600) 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](mailto:eric@crushhh.co), and the build starts.  
This proposal holds until 28 November 2026.

Say go by email

See the first look again

---

Eric Berg

CRUSH DIGITAL ATELIER · [ERIC@CRUSHHH.CO](mailto:ERIC@CRUSHHH.CO) · [CRUSHHH.CO](https://CRUSHHH.CO)