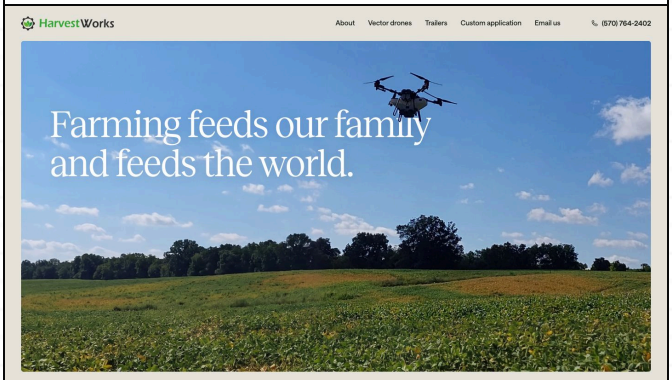
A new website for Harvest Works.

PREPARED FOR CALEB · BY ERIC BERG, CRUSH

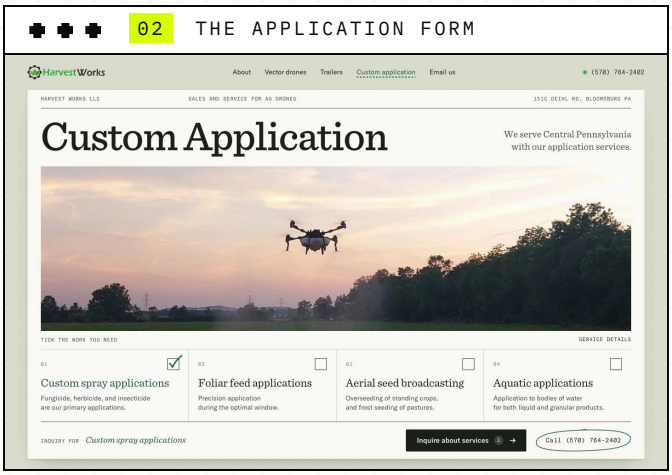
THE TOP OF YOUR HOMEPAGE

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

01 FEEDS THE WORLD



02 THE APPLICATION FORM



03 BORN FARMING



THE LAUNCH

$2,500

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and domain stay in your Squarespace account

01 WHERE WE STARTED

What we built it around.

01

Farming feeds our family and feeds the world.

From your About page. Option 1 sets it in your own sky over the soybeans, with your drone hovering in front of the words.

02

Custom Application.

Your services page, taken both ways. Option 2 is a paper form: tick the jobs you need and it writes the email to you.

03

I was born farming.

From your About page. Option 3 puts your farm at sundown over the line, lit by the photo's own sun.

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** Up to five pages built out from the top you've just seen, in the same look, with your own words: Vector drones, trailers, custom application, your story and how to reach you. On your domain within a week of saying go.	$2,500
02	**A launch promo** A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	$140
03	**A launch email** Designed and written for your customer list, so the people who already know you hear about the new site from you.	$350
04	**A launch ad set** Twelve ads, each sized for feeds and stories, with moving versions of the best four.	$350
05	**A phone receptionist, first month** From Hire Whoever, 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.	$105
06	**30 days of changes** Text or email us what to change. It's live the next business day.	$35

PLUS, WHEN YOU SAY GO BEFORE 9 NOVEMBER 2026

BONUS	**Email setup and list import** We set up your email sending and bring your customer list over, ready for the launch email.	$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 an administrator on your Squarespace site. Nothing on your live site changes until you say.

DAYS 1 TO 7

We finish the site

We build the new design into your Squarespace site. You preview every page before it goes live.

LAUNCH

It goes live

The new design goes live on your site, 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	$2,500
To start, when you say go (50%)	$1,250
When the site goes live	$1,250

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

Care — $250/mo

Site care and hosting, unlimited edits live the next business day, your Google listing kept current.

Grow — $500/mo

Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.

Growth Partner — $1,000/mo

Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.

05 WHAT YOU OWN

- Your site and domain, in your own Squarespace account and your name.
- You keep editing your pages, products and posts in Squarespace, just like now.
- No commitment on anything monthly. Cancel anytime; the design stays yours.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

Nothing moves. You stay on Squarespace, at the same addresses, with the same pages and business details, so everything Google already knows keeps working. The new design is fast and built for phones first, which Google rewards. We don’t promise rankings.

02

Is it secure?

Yes. Your site stays on Squarespace, which looks after the hosting, security updates and checkout. The new design is tested on a preview of your real site before anything goes live.

03

Who owns it?

You do. The site and the domain stay in your Squarespace account, in your name. 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. After that, unlimited changes come with any monthly plan, from $250 a month, 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

Can I still edit it myself?

Yes. It's built into your Squarespace, so you keep editing it the way you do now.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 2 December 2026.

Say go by email

See the first look again



Eric Berg

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