A new website for Don Arnoudse.

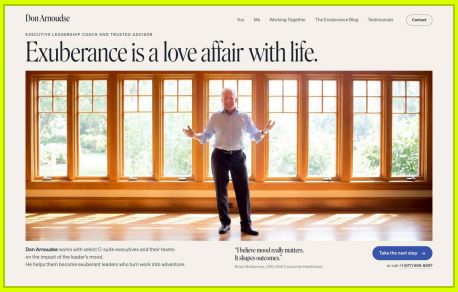
Prepared for Don by Eric Berg, Crush



01 The cover



02 Sunburst



03 Window light

Your number

$2,800

Paid once.

Half at go, half at launch

$1,400 when you say go, $1,400 when your site is live.

Built within a week

of your go. You see every page before anything goes live.

Yours to keep

Site and files in your name.

What we built it around.

Don is my CEO sherpa.

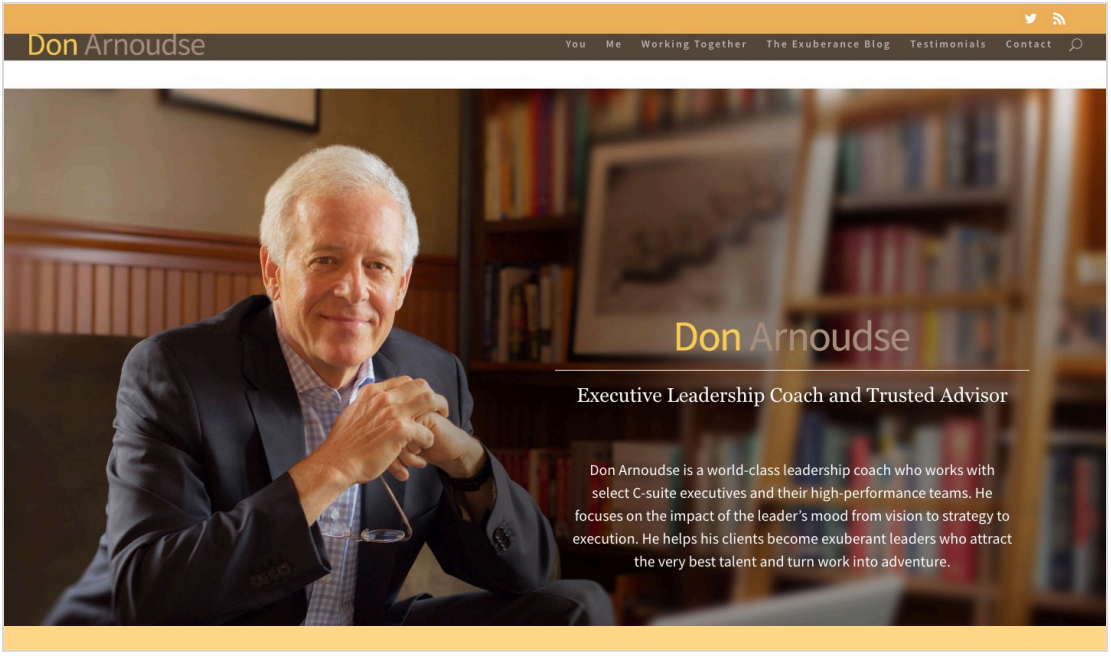
Michael George's words, from your testimonials. Option 1 is a magazine cover: his line as the cover line, you standing in the middle, the three ways you work down the side and your film in the corner.

Use the power of your mood to change the climate of your organization.

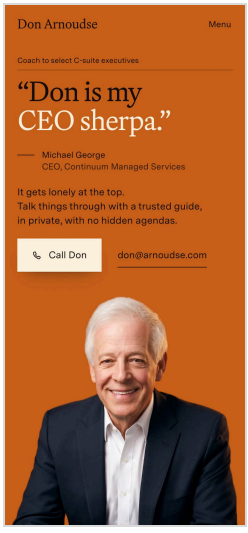
Your own words. Option 2 stays in your brand: The Exuberant Leader sunburst at page scale, rising off a photo of you coaching, with the GSK quote beside it.

Exuberance is a love affair with life.

Also yours. Option 3 is light and open: you with your arms wide in a wall of sunlit windows, and the room warms from grey to sun as the page opens.



Today



New, on a phone

All in the price of your website.

The website

A new site for Don Arnoudse: the homepage, how you work with executives and their teams, your story, The Exuberance Blog, your film, what clients say in their own words, and a clear path to start a conversation, built out from the top you've just seen. Built within a week of your go.

An animated promo

A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.

A designed email

Designed and written for the leaders you work with, so past clients and contacts hear about new posts and retreats from you first.

Twelve ads

Twelve graphics for your own channels (email, LinkedIn, site banners), each sized for feeds and stories, with moving versions of the best four.

A front desk

First month on us

From Hire Whoever, our sister company: a voice assistant that answers callers asking about coaching, retreats and fit while you're with a client, and every call becomes a short written record.

Unlimited small changes

For the first 30 days, anything you send is live the next business day. After that, small changes stay free: a price, a photo, your hours, a line of text. Text or email it and it's done within the week.

Launch email setup

Included when you say go before 3 December 2026

We set up the launch email and line it up for your contacts, ready to go out on launch day.

$2,800, paid once. Nothing that comes with it is billed separately. All prices in US dollars.

Built within a week of your go.

Day 0

You say go

You pay the 50% deposit and give us access to your domain and current site. Your live site won't change until you say.

Days 1 to 7

We finish the site

We build these pages into your full site. You see every page in a preview before anything goes live.

Launch

It goes live

The new site goes live on your domain, and the promo and launch email are ready to go out with it.

After launch

Changes, on us

For 30 days, anything you send is live the next business day. Small changes stay free after that.

Launch day depends on you too: the sooner your answers and approvals come back, the sooner it's live. If we're ever the hold-up, your first three months of Steady, our monthly care plan, are on us.

"As a business owner, having someone you can trust with your website is invaluable, and Eric has absolutely earned that trust."

Midwest Peps, online store, Kansas

"We weren't planning to rebuild the website for our cafe, until Eric from Crush approached us... We're so glad he did!"

Alejandra Dominguez, Switchboard Cafe, Salt Spring Island, BC

"...completely modernized the site while keeping its identity, its history and the content I care about."

Vincent Cheville, Volcano Explorer, La Réunion (translated from French)

Yours, start to finish.

What you own

The site and every file, in your name.

Your photos, film, blog posts, testimonials and contact details carry over.

No commitment on anything monthly. Cancel anytime; the site stays yours.

What you pay

Your website	$2,800
When you say go (50%)	$1,400
When the site is live	$1,400

All prices in US dollars.
This proposal holds until 26 December 2026.

When you want more.

Small changes stay free, so you never need a plan to keep your site right. These are for when you want us working on it every month: no commitment, cancel anytime.

Steady	Any change live the next business day, your Google listing kept current, backups checked by a test restore, updates tested, lookalikes and spam reported.	$250/mo
Grow	Everything in Steady, plus a new page or article a month, showing up in Google and ChatGPT answers, one campaign, review requests and where you stand each month.	$500/mo
Partner	Everything in Grow, plus Eric on call every day, and we run your marketing & sales: full SEO, every email, promo and ad, offers from your own numbers, prize games, custom booking and checkout.	$1,000/mo

Questions.

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.

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.

Who owns it?

You do. The design and every file sit in your name. Your domain stays with you; nothing of ours renews unless you ask.

How do I make changes?

Text or email me the change. For the first 30 days, anything you send is live the next business day. After that, small changes stay free, done within the week: a price, a photo, your hours, a line of text. Something new, like a page or a feature, gets a price before we touch it, or a monthly plan covers it.

When do I pay?

Half ($1,400) when you say go, the rest ($1,400) when the site is live. You've seen the homepage before paying anything.

Does my contact form change?

No. Your contact form keeps sending to the same inbox it does now, and every Call button rings the same number.

What about new posts and retreats?

Then the site changes with it. A new blog post, retreat or film is easy to add, and I'll bring your current posts, testimonials and film into it as part of the build.

Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
This proposal holds until 26 December 2026.

Say go by email ↗

See the looks again: arnoudsegroup.crushhh.co



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