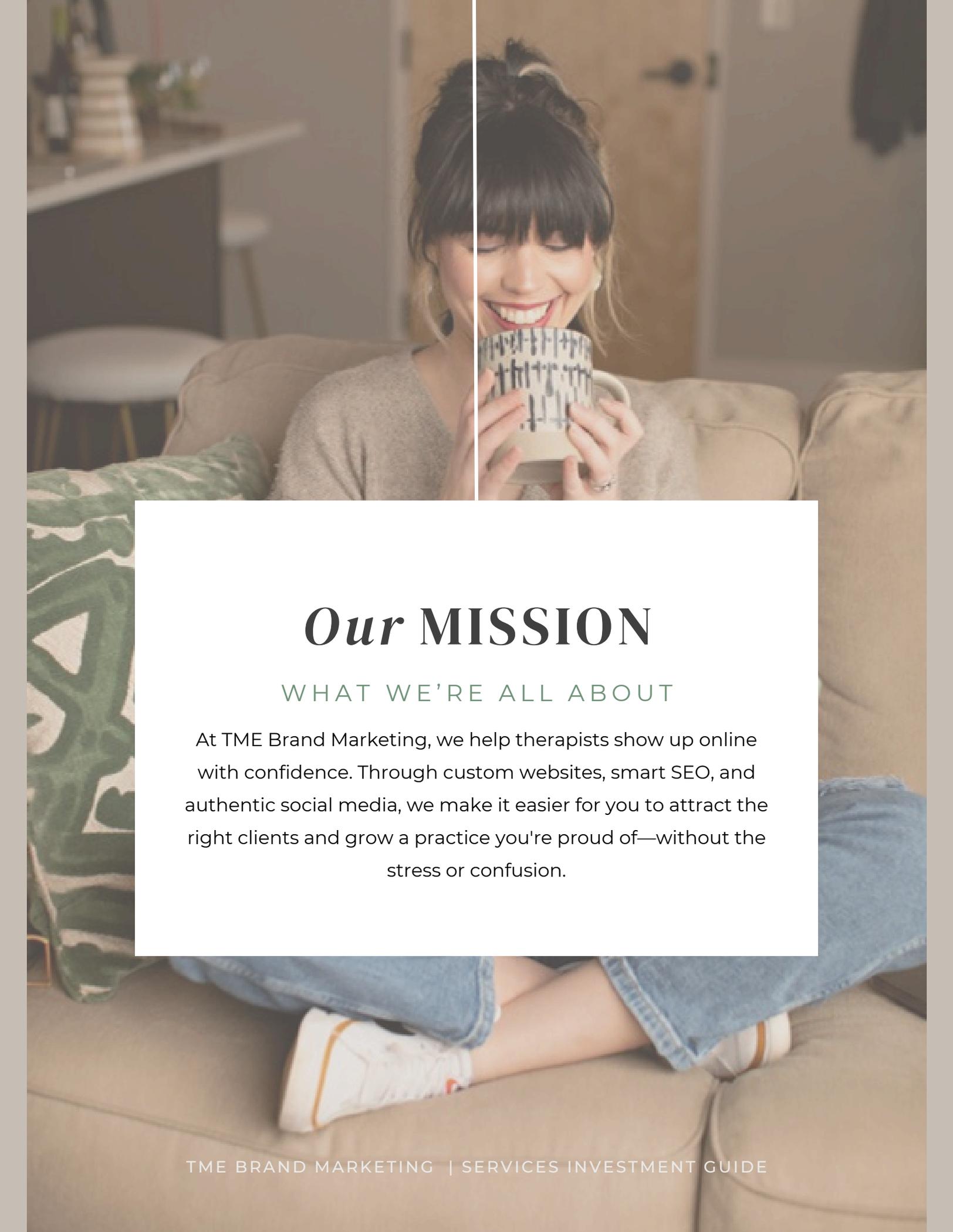


Services Investment Guide



Let's Take a Peek

The following packet is meant to break down our standard service offerings. *Final pricing may vary based on the specific needs and scope of the project.



Our MISSION

WHAT WE'RE ALL ABOUT

At TME Brand Marketing, we help therapists show up online with confidence. Through custom websites, smart SEO, and authentic social media, we make it easier for you to attract the right clients and grow a practice you're proud of—without the stress or confusion.

welcome friend!

We're not your average marketing crew. We're a team of creative thinkers, strategy nerds, and big-hearted doers who are obsessed with helping small businesses (like yours) stand out and show up online with confidence. Whether we're designing your website, shaping your brand voice, mapping out a content strategy, or managing your social media—we're here to make sure your message lands and your audience gets it. Everything we do is tailored, transparent, and built around collaboration (plus a little bit of caffeine and a whole lot of heart). We'll keep you in the loop, track what's working, and adjust as we go—because your success isn't just the goal, it's the plan. Let's build something bold together. You bring the magic—we'll help the world see it.

Jennifer & Alyssa
CEO & COO OF TME BRAND MARKETING



EXPECTATIONS

WHAT YOU SHOULD KNOW

Just like you, we're small business owners (and parents!) doing our best to balance meaningful work and real life. We believe clarity is kind—so here's what you can expect when working with us: how we communicate, when we're available, and where our responsibilities begin and end.



RESPONSE TIMES

Melissa, our Communications Director, will reply within 1 business day. Please email studio@tmebrandmarketing.com so we can stay organized and on track with your project.



AVAILABILITY

9am - 2pm Monday - Thursday (Central Time)



PLEASE NOTE

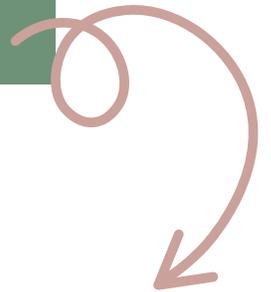
Rates provided do not include costs associated with third-party platforms (like web hosts, course builders, client databases, or email systems). We'll recommend trusted options with a range of pricing so you can choose what program fits best.

SERVICES *and* PACKAGES

WHAT WE CAN DO FOR YOU

- 01 The StandOut Practice Plan**
- 02 The StandOut Practice Build**
- 03 Google Glowup**
- 04 Website & SEO Maintenance**
- 05 Full Course Launch Package**
- 06 Mini Course Launch Package**
- 07 Ongoing Course Support Package**

READY TO GET STARTED?



The StandOut Practice™ Plan

Create the strategy to be unforgettable.

This is where most of our clients start. We build a custom marketing roadmap to help you align your messaging, website, and platforms—so your online presence actually works for you.

THIS IS PERFECT FOR...

Therapists, coaches, and wellness pros who do not have a website or who do have a website — but it's outdated, unfinished, or just not pulling its weight. If you're ready for your online presence to actually reflect who you are and help the right clients find you, this is where you start. No fluff, no overwhelm — just a clear, strategic plan to help you stand out with confidence.

WHAT'S INCLUDED:

- Deep Dive Consultation Call
- Brand & Messaging Strategy
- Website Audit (or Action Plan if you don't have one yet)
- Marketing Focus Map
- Step-by-Step Client Attraction Plan
- Online Presence Checklist
- Social Media Calendar + Content Plan

HOW IT WORKS

We start with a full website and SEO audit to see what's working—and what's not. Then, we hop on a 1:1 vibes + strategy call to get clear on your goals, voice, and ideal client. From there, we deliver a custom roadmap to refresh your website and online presence with practical, high-impact changes. It's a simple, step-by-step process designed to help you attract the right clients.

INVESTMENT

\$1,250

The StandOut Practice™ Build

Website Design & Build in Just 10 Business Days

Skip the DIY headache. We'll design a beautiful, functional, 6-page website that reflects your work and gets found by the right people—fast.

THIS IS PERFECT FOR...

The therapist who's ready to stop duct-taping their online presence together and finally show up like the professional they are. If you've got a vision, a growing caseload, and zero time to DIY your website — we'll handle the heavy lifting. In just 10 days, we'll get your online presence fully set up, polished, and working for you, so you can focus on your clients (and maybe take a real lunch break).

WHAT'S INCLUDED:

- Homepage mock-up before we build
- 6 fully designed pages + blog setup (Home, About, 3 Services, Contact)
- SEO optimization + Google Search Console setup
- Google Business Profile optimization
- Full mobile responsiveness
- Launch support, custom tutorials, and brand templates

HOW IT WORKS

We kick things off with a quick prep session to gather everything we need—photos, logins, content, and your branding vibe. Then, over 10 focused days, our team builds your fully customized website from start to finish. You'll get sneak peeks along the way, final say on edits, and a polished launch that feels like you. No tech headaches, no guesswork—just a streamlined, done-for-you setup that gets results.

INVESTMENT

\$3,755

Google GlowUp

From Invisible to Unmissable.

If your site exists but isn't showing up on Google, this package is your SEO refresh. We optimize your site to help it rank, connect, and convert.

THIS IS PERFECT FOR...

Therapists and wellness professionals who have a strong website—but aren't seeing results on Google. If your content isn't ranking, your site isn't showing up in local search, or your copy isn't pulling in the right clients, this package bridges the gap with a strategic audit, SEO fixes, and content updates that make a real impact.

WHAT'S INCLUDED:

- **Full SEO Audit** – We identify what's hurting your rankings and what needs to be fixed.
- **Website Rewrite** – Fresh, niche-specific copy that speaks to your ideal clients and ranks.
- **3 SEO Blog Posts** – Written and optimized to boost visibility and drive traffic.
- **Meta + Search Updates** – We refresh titles, descriptions, and connect your site to Google tools.
- **Google Profile Optimization** – We clean up and align your Business Profile for local search.
- **Light Design Fixes** – We adjust layout and navigation so your content fits and flows seamlessly.

HOW IT WORKS

We start with a full site audit to uncover what's working and what's holding you back. Then we rewrite your copy, refresh your metadata, create blog content, and optimize everything from behind the scenes to local search tools. You'll walk away with a site that not only looks polished—but performs.

INVESTMENT

\$1,800

**Please note: we will have a price increase for this service in August of 2025.*

Ongoing Website & SEO Plan

Stay Visible. Get Found.

This ongoing SEO plan keeps your content fresh and your practice showing up—month after month.

THIS IS PERFECT FOR...

Therapists who want to stay visible without spending hours on content. If your website is done and you know SEO matters, but you don't have time to blog, email, or manage monthly updates, this plan keeps you consistent. We'll publish your blog, send your emails, and deliver everything directly to your project board so your marketing keeps moving even when your schedule is packed.

WHAT'S INCLUDED:

- **1 - 2 Blog Posts Per Month** - SEO-optimized and published directly to your website to keep content fresh and Google-friendly.
- **1-2 Emails Per Month** - Branded, strategic, and sent for you—no tech headaches, no stress.
- **Lite Website Maintenance** - Monthly edits to keep your site accurate, polished, and running smoothly.
- **Keyword + Topic Strategy** - We research what your ideal clients are searching for—so your content gets seen.

HOW IT WORKS

Each month, we write and publish the agreed upon number of blogs and marketing emails, while handling keyword research and light website updates—so your content stays fresh and your practice stays visible.

DURATION

Monthly Subscription
Minimum: 3 months
Cancellation: 30 Days Notice

INVESTMENT

Starts @ \$300/month

Note: Ongoing support is only available to clients whose websites we've built or refreshed—including through our Google GlowUp. This helps us ensure your content aligns with your brand, strategy, and SEO foundation.

Full Course Launch

Launch your course with confidence and ease.

You have the expertise—now let's build the platform to match. Our 90-day launch support is a full-service solution for therapists/coaches who want to create, market, and sell their course without tech headaches or content overwhelm.

MONTH 1: STRATEGY + MESSAGING FOUNDATION

We start with clarity—so your course speaks directly to the people who need it.

- Initial Strategy Session to define your course transformation, niche, and ideal audience
- Brand & Messaging Foundation to position your offer with confidence
- Content Strategy Planning for your full online presence, including all key pages
- Lead Magnet Strategy and Funnel Mapping
- Platform & Email Marketing Tech Setup Recommendations

MONTH 2: BUILD + DESIGN PHASE

Now it's time to bring your vision to life.

- Custom Website Build (4–6 pages, mobile-friendly, CTA-driven)
- Course Membership Hub Setup with uploaded content & lesson structure
- Lead Magnet Funnel Build (Opt-in Page + Branded PDF)
- Payment Integration with Stripe or PayPal + list segmentation

MONTH 3: LAUNCH + AUTOMATION PHASE

Your course is ready—let's get it into the world.

- Sales Email Sequences for pre-launch, launch week, and post-launch
- Evergreen Funnel Setup with tagging, logic, and redirects
- Final Testing, Training & Live Launch Support to ensure everything runs smoothly



DURATION

90 Day Launch Plan

INVESTMENT

Starting at \$6,000

Mini Course Launch

A streamlined offer with big impact.

This is the ideal starter offer if you're dipping your toes into digital products or need a polished sales funnel for a single-session offer.

THIS IS PERFECT FOR...

Perfect for therapists & coaches who want to launch a low-lift digital offer like a workshop, webinar replay, or mini course. We'll build the core assets you need to deliver value, grow your list, and make sales. Without the full course production timeline.

WHAT'S INCLUDED:

- **Single-Video Course or Webinar Upload** - Professionally embedded video inside a branded course page or hub.
- **One Custom Downloadable** - A beautifully designed PDF workbook, guide, or checklist to go with your video content.
- **Checkout & Payment Integration** - Stripe or PayPal setup with list segmentation and tagging for future automation.
- **Sales Page** - One high-converting, branded sales page written to connect with your audience and drive purchases.
- **Thank You Page** - Post-purchase redirect that confirms enrollment and reinforces value.
- **Automated Email: Thank You for Purchasing** - Branded email that delivers access details, builds trust, and sets the tone for your customer experience.

HOW IT WORKS

We start with a strategy call to clarify your offer and audience. Then you send over your video, downloadable, and branding—we handle the rest. From building a sales page to setting up checkout, and your thank-you flow, we take care of all the tech and design so you can launch your mini course confidently and professionally.



DURATION

60 Days

INVESTMENT

\$2,200

Ongoing Course Support

Keep the momentum going—even after launch day.

Your course is live—but consistent marketing, fresh content, and ongoing engagement are what keep sales coming in.

THIS IS PERFECT FOR...

This monthly subscription is designed for therapists and coaches who want strategic support to handover the reins of creating social media content every day, week, month! Our goal is to maintain a professional presence for you that speaks to your ideal clients.

WHAT'S INCLUDED:

- **Monthly Analytics Reporting** - Clear insights on sales, page views, email performance, and what's working (or not).
- **1-2 Blogs Per Month** - 1 optimized blog article per month added to your website with an embed to your course. (updated web content keeps Google happy.)
- **Email Marketing Management** - 2-3 emails per month to keep your audience engaged, promote your course, and build your list.
- **Social Media Support** - 3 branded posts per month (static, carousels, speaker or b-roll reels*) focused on driving visibility, value, and conversions.
- **Quarterly Course Relaunch Support** - Every 3 months, we help you refresh your sales strategy with a focused relaunch plan—new graphics, updated emails, and optimized messaging.

HOW IT WORKS

We start with a strategy call to clarify your offer and audience. Then you send over your video, downloadable, and branding—we handle the rest. From building a sales page to setting up checkout, and your thank-you flow, we take care of all the tech and design so you can launch your mini course confidently and professionally.

DURATION

Monthly Subscription
Minimum: 3 months
Cancellation: 30 Days Notice

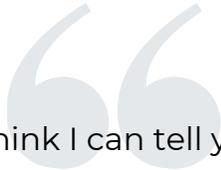
INVESTMENT

Starts @ \$500/Month

**Reels are a collaborative effort—we'll create speaker or B-roll style reels using video content you provide. Without video, we won't be able to produce reels.*

TESTIMONIALS

WHAT OUR CLIENTS SAY ABOUT US



"I don't think I can tell you thank you enough. Whatever you did with the site is working - so much more traffic!!! It's unreal. I've never gotten so many calls and emails in a short time."

Jennifer Rubolino, LMHC



"The team at TME consistently stays five steps ahead, ensuring that every aspect of my marketing strategy is meticulously planned and executed. I couldn't be more pleased with the results."

Veronica Cisneros, LMFT



"If you're looking for a team that truly understands branding, marketing, and the power of storytelling, TME Brand Marketing is the partner you need. I can't recommend them highly enough!"

Lani Phillips, Leadership Coach,
Former CVP of Microsoft



"They were always willing to answer my questions and helped me take my website from good to great by enhancing my SEO, website design/content, and overall online presence in order to attract my ideal clients."

Megan Murray, LCSW

BENEFITS *of* WORKING *with US*



Therapist-Specific Strategy

We specialize in marketing for therapists, so we get your world—and we know how to help you stand out in it.



Custom Design That Converts

Your website won't just look pretty—it'll speak to your ideal clients and turn clicks into bookings.



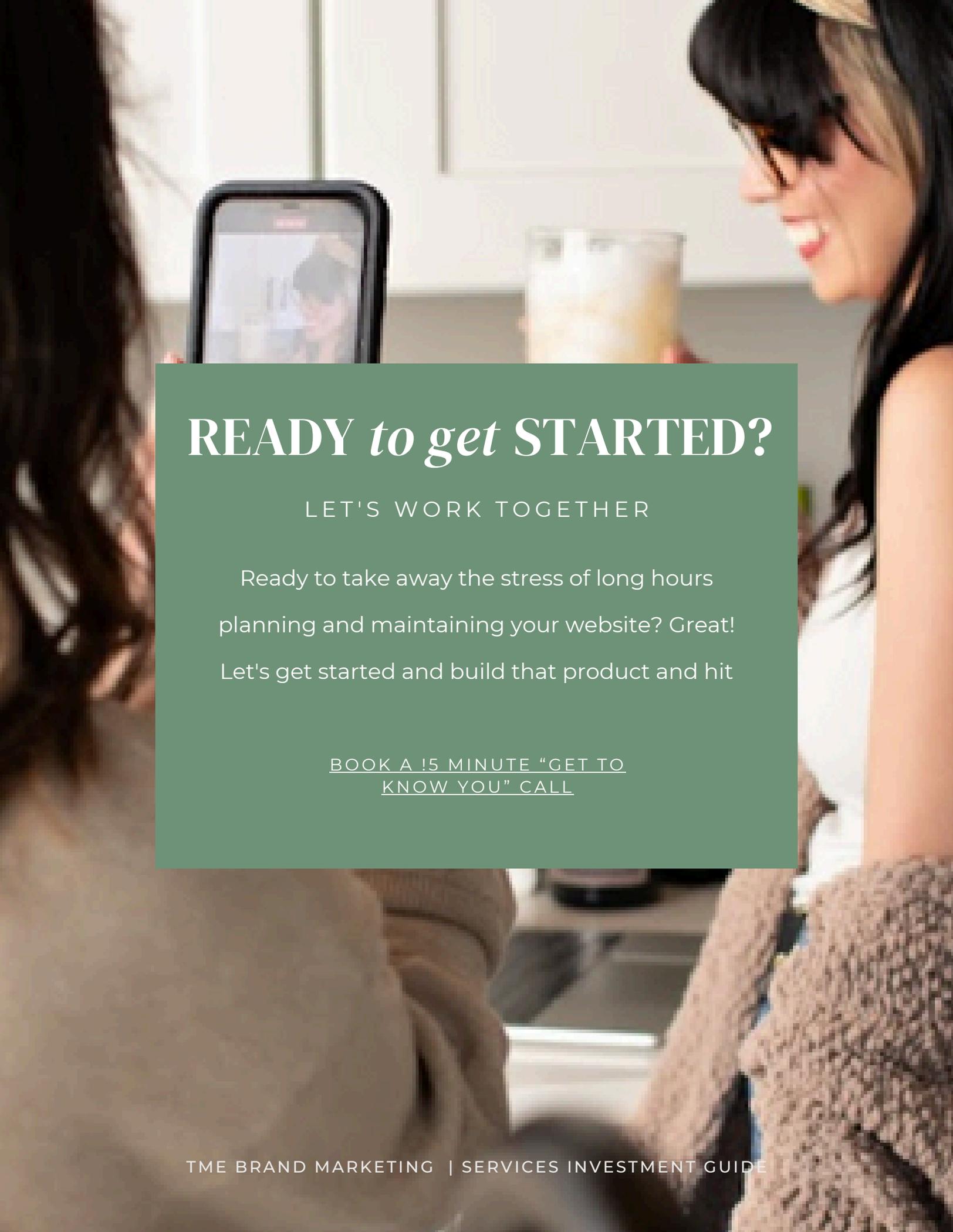
SEO That Actually Works

We don't just “check the SEO box.” We optimize your entire online presence so the right people can find you on Google.



Clear, Caring Communication

You'll never wonder where your project stands. We're small-business owners and parents too—so we keep it clear, timely, and human.



READY *to get* STARTED?

LET'S WORK TOGETHER

Ready to take away the stress of long hours planning and maintaining your website? Great! Let's get started and build that product and hit

BOOK A 15 MINUTE "GET TO
KNOW YOU" CALL

LET'S CONNECT

GET IN TOUCH



studio@tmebrandmarketing.com

WE LOOK FORWARD TO HEARING FROM YOU!

Ongoing Website & SEO Plan

Stay Visible, Stay Booked.

Your site's live, but the work isn't over. This blog writing and SEO maintenance plan keeps your content fresh, your rankings strong, and your ideal clients finding you month after month.

THIS IS PERFECT FOR...

Therapists who want to stay visible without spending hours writing. If you've finished your website build, know the value of SEO, and want to keep showing up in search results—but don't have the time (or desire) to blog every month—this plan was made for you.

WHAT'S INCLUDED:

- **Two SEO-Optimized Blog Posts Per Month:** Fresh, high-quality content tailored to your niche and written to rank.
- **Keyword + Topic Strategy:** We research what your ideal clients are searching for and create content to match.
- **Client-Attracting Copy:** Posts are written in your voice, building trust and connection before clients even reach out.
- **Minor Website Edits & Maintenance:** We'll handle small updates to your site each month to keep everything polished, accurate, and running smoothly.
- **Fully Done-for-You:** No writing, no guessing, no stress—just consistent content that keeps your site active and visible.

HOW IT WORKS

Each month, we research keywords, select topics based on what your ideal clients are searching for, and write two fully optimized blog posts in your voice. We handle the writing, formatting, and minor site updates—so all you have to do is keep showing up for your clients. We'll make sure your website keeps showing up for them too.

DURATION

Monthly Subscription
Minimum: 3 months
Cancellation: 30 Days Notice

INVESTMENT

\$300/month

Social Media Package

Show Up Online, Stay Consistent, and Connect with the Right Clients.

You didn't become a therapist to worry about content calendars, trending audio, or what to caption your latest reel. But showing up online is part of growing a practice—and we're here to make it simple, strategic, and actually doable.

THIS IS PERFECT FOR...

Therapists who want to stay visible without living on Instagram. If you know the value of consistent content and want to keep showing up for the right clients — but don't have the time (or energy) to plan, write, and post every week — this plan was made for you. Show up online without sacrificing your time in the office.

WHAT'S INCLUDED:

- **Three Done-for-You Posts Per Week:** Written, designed, and scheduled for you so your content stays consistent, high-quality, and totally on-brand.
- **Strategic Visuals + Captions:** Every post is backed by intention—whether it's to educate, engage, or build trust with your ideal clients.
- **Personalized Brand Support:** You'll work with a dedicated content designer who knows your brand and shows up like part of your team.
- **Collaborative Approval Process:** Preview and approve your posts each week inside a simple project board. No scrambling. No surprises.
- **Platform Tune-Ups:** We'll optimize your Instagram, Facebook, and Google Business Profile so your bio, links, and branding are working for you, not against you.

HOW IT WORKS

Each month, we research keywords, select topics based on what your ideal clients are searching for, and write two fully optimized blog posts in your voice. We handle the writing, formatting, and minor site updates—so all you have to do is keep showing up for your clients. We'll make sure your website keeps showing up for them too.

DURATION

Monthly Subscription
Minimum: 3 months
Cancellation: 30 Days Notice

INVESTMENT

\$500/month