

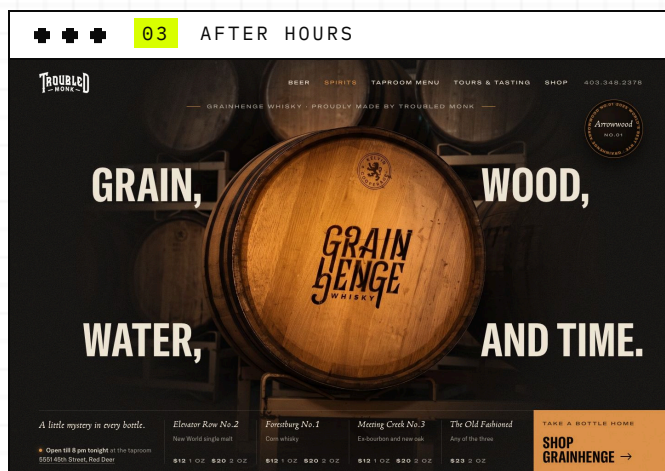
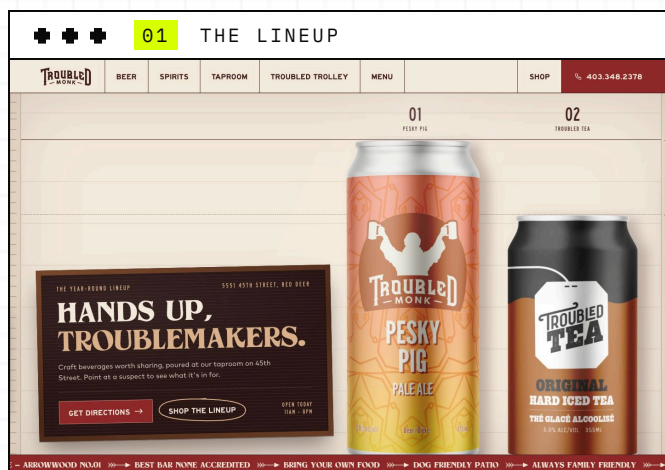


A new website for Troubled Monk.

PREPARED FOR THE TROUBLED MONK 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

\$3,500

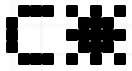
for \$5,137 of work, one time

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 Hands up, troublemakers.

Every one of your cans carries the monk with both arms up. Option 1 stands your year-round cans in a lineup at their real 355 and 473 mL heights; point at one and it steps forward to be measured.

02 Get into trouble.

Your own line for Red Deer's first party bike. Option 2 puts the Troubled Trolley on the river trail beside a ride ticket: pick a route, a day and up to 16 riders, then book.

03 Grain, wood, water, and time.

From your GrainHenge story. Option 3 is the barrel room after hours, with your three whiskies at taproom prices along the bar. Every option keeps directions and 403.348.2378 one tap away on a phone.



TODAY



ON A PHONE



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, plus your shop and product pages, in the same look, on your real products and checkout. Live on troubledmonk.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 customer list, so the trouble seekers who already drink Troubled Monk 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.	\$495
05	A phone receptionist, first month From Whoever, our sister company: a voice assistant built around your taproom, so callers asking about the Troubled Trolley, brewery tours and cellar rentals get an answer while your team is pouring. 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 12 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.	\$250
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TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
\$5,137	\$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 send us access to your WordPress site and domain. Your live site won't change until you say.

DAYS 1 TO 7

We finish the site

We build out the remaining pages and your shop in the new look. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new site goes live on troubledmonk.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	\$395/mo

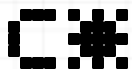
05 WHAT YOU OWN

- The site and every file, in your name.
- Your products, orders and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

OR ALL FOUR, TOGETHER

\$795/mo ~~\$1,438~~**OPTIONAL
ADD-ON**

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$643/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 12 November 2026.

Say go by email

See the first look again

Eric Berg

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