

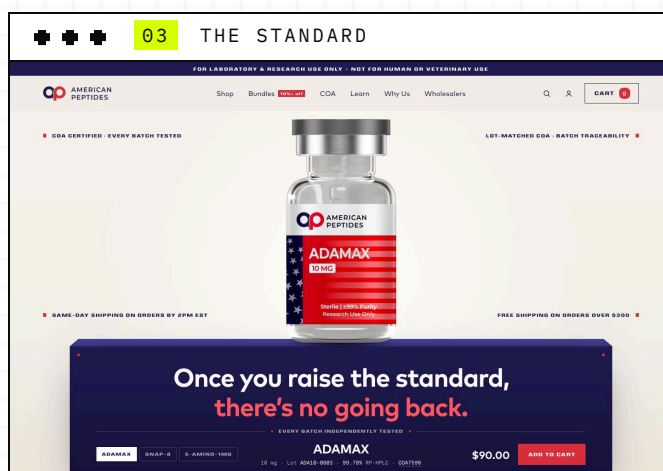
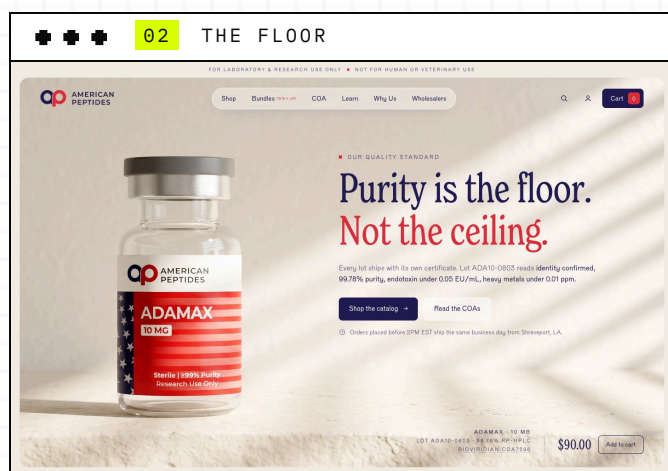
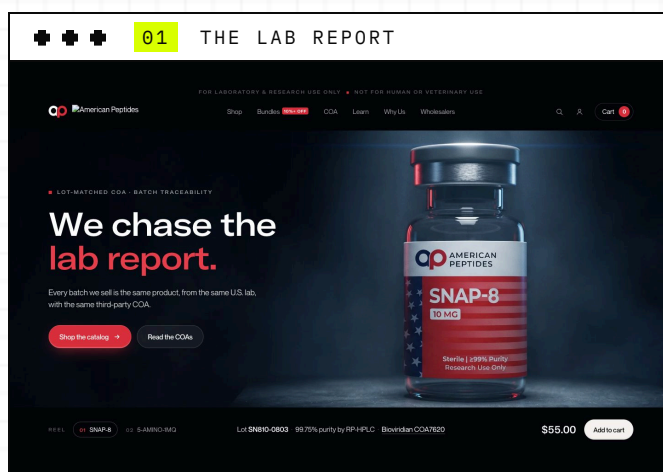


A new website for American Peptides.

PREPARED FOR THE AMERICAN PEPTIDES 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

\$2,500

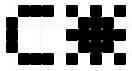
for \$3,660 of work, one time

LIVE

Within a week
of saying go

YOURS

Yours to keep
design and code in your site



01 WHERE WE STARTED

What we built it around.

01 We chase the lab report.

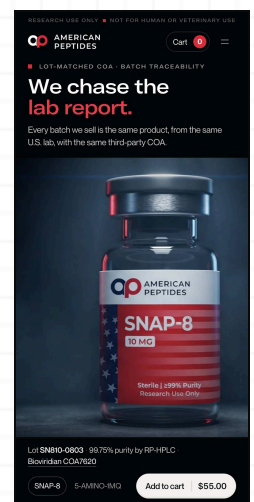
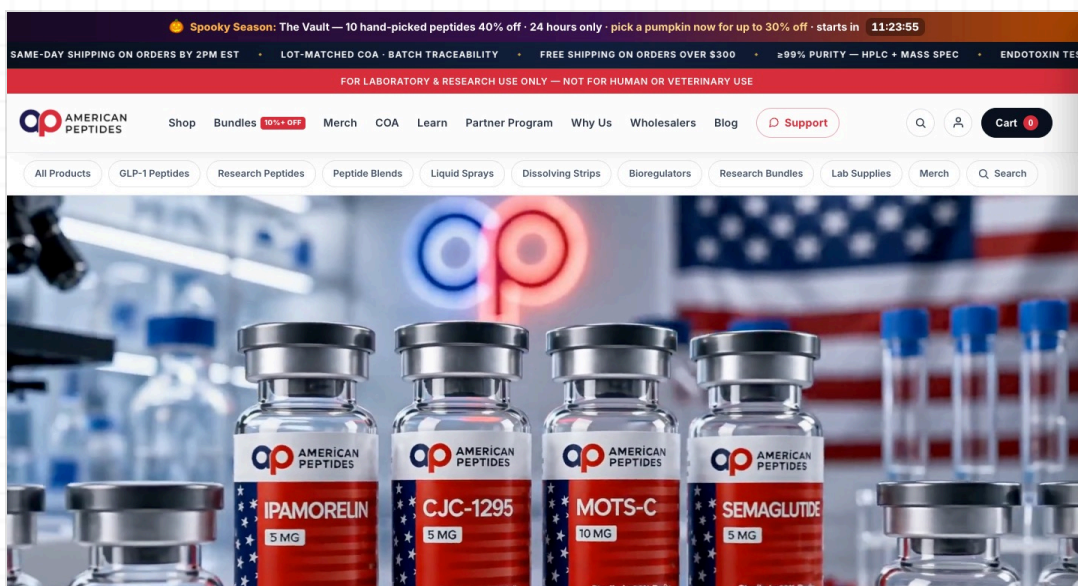
Your own words, from your wholesalers page. Option 1 shoots your SNAP-8 vial like a film still at night, with lot SN810-0803 read off its certificate as the subtitle: 99.75% purity by RP-HPLC.

02 Purity is the floor. Not the ceiling.

Your own line, from your homepage. Option 2 stands the ADAMAX vial in morning sun and reads lot ADA10-0803 straight off its certificate: identity confirmed, 99.78% purity, endotoxin under 0.05 EU/mL.

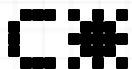
03 Once you raise the standard, there's no going back.

Your own tagline. Option 3 raises one of your vials out of a navy pedestal with the line carved into it, and each compound tab brings up its own lot and certificate.



TODAY

ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new design for your store, built into your own site: the homepage, shop pages, product pages and cart, built out from the top you've just seen, on your real products, lots and Shopify checkout. Live 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 order from you hear about the new site from you.	\$350
04	A launch ad set Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.	\$350
05	A phone receptionist, first month From Whoever, our sister company: a voice assistant that answers a store phone line for you, so customers who'd rather call still get an answer, and every call 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 18 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email and line it up for your customer list, ready to go out on launch day.	\$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 give us access to your site's code. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We build these pages into your store's own code. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new design goes live on your domain, and the promo and launch email 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, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day \$35/mo

Four animated promos a month, vertical and square \$425/mo

Two custom email designs a month \$280/mo

Twelve unique ads a month \$280/mo

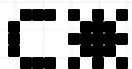
05 WHAT YOU OWN

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

OR ALL FOUR, TOGETHER

OPTIONAL
ADD-ON**\$565/mo** ~~\$1,020~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$455/mo. No commitment, cancel anytime.



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. The new design goes into your existing site with no page builder and no extra services added, and we test it on a preview copy before anything goes live. Your accounts, checkout and payments stay exactly as they are.

03 Who owns it?

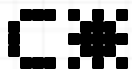
You do. The design and every file sit in your own code, in your name. Your hosting, domain and checkout stay with you, and nothing of ours renews unless you ask.

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, then unlimited changes are \$35 a month if you want them, 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.



07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 18 November 2026.

Say go by email

See the first look again

Eric Berg

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