

Coolio's Creative

— Consulting on your creative projects

OFFERINGS & GENERAL COSTING STRUCTURES 2024

Rates for annual period of 1 January 2024 – 1 January 2025

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Consider me your creative best friend.

Placing connection & creativity at the forefront of every job, I walk beside you in your business journey as we pour life into your dreams & ideas.

INTRODUCING YOUR CREATIVE CONSULTANT

Creative Consultant: *[noun]* A lateral thinker, acting as *creative advisor*, by sharing expert advice and skillsets on various projects thereby improving the overall aesthetic quality of campaigns, services, products, and more.



Hello there, I'm **Candice Mundell-Johnson** (aka **@CoolioCandy**). As your creative consultant, I am here to help you with your creative problems & projects. With a combined 12 years' experience in the design, marketing, & interiors industries, I am a solutions-oriented consultant specialising in a variety of different fields. Placing connection and creativity at the forefront of every project, my services are highly relationship-focused as I walk alongside you in your business journey, assisting to expand your horizons through creative means. Consider me your creative best friend, as all offerings are tailor-made to suit your needs, budget, and timeline. Together, we will define industry-related problems, recognise opportunities, and implement creative solutions that produce lasting results.

SKILLS INCLUDED:

Coolio's offers a large variety of creative skills on a silver platter: Branding Packages | Brand Coaching & Strategy | Art Direction | Graphic Design | Finished Artwork (ready for print) | Printing Expertise & Management | Market Research & Insight | Strategic Thinking | Creative Conceptualization | Interior & Creative Styling | Interior Decor Consulting | Interior Renovation & Project Management | WIX Website Design | Social Media Advice & Strategy | Events Co-ordination & Design

As an individual, my interpersonal skills include: High Attention to Detail | Client Understanding & Liaison | Team Spirit | Empathy | Altruism | Spirit of Excellence | Interpersonal (People) Skills | Communication | Excellent Listener | Time Management

Community of fellow creative professionals: With experience in website design and development, podcasts, photography, video production, and PR, I have grown a network of trustworthy service providers with whom I work with or refer to in a collaborative creative economy. If these are services you need, don't hesitate to ask; I will put you in touch with some pros.

ADHOC COSTING STRUCTURES:

Coolio's Creative works with an upfront, adhoc costing structure whereby I am available to consult if and when needed. This instils freedom and trust and creates a free-flowing, easy-going interaction where both parties feel satisfied with the financial outlay and return on investment. Working with an upfront payment structure also enables me to stay true to my intrinsic value of going above and beyond for clients, delivering a service focused on excellence and relationships.

For this purpose, rather than working with retainers, I offer Hourly Bundles which are purchased and used at your discretion. These bundles are available on an adhoc basis, whereby you call me when you need me, and I log the hours carefully and stringently to ensure that all hours paid for are used efficiently.

**Please note that your preferred Hourly Bundle is billed at the beginning of each project or working period.*

HOURLY BUNDLE OPTIONS:

Keeping you in the loop via your preferred channel of communication, I will ensure that we are always on the same page regarding your Hourly Bundles. These hours will be quoted* to the best of my knowledge prior to the commencement of projects and logged throughout the process. You will be notified via email once the paid hours are complete, and a breakdown of the completed tasks can be shared if requested.

**Should work exceed quoted hours due to complexity of work, additional requirements, client revisions, and time required to obtain the best results, additional hours will be quoted and charged @ R750 per hour, or an appropriate bundle will be allocated. Relational discounts will be applied where applicable.*

Big Hourly Bundles

- The Big Hourly Bundles include **12 hours or more** and are calculated at a **reduced hourly rate of R700** (saving R50 per hour). This bundle is paid at the beginning of each project / working period, allowing for free flow of design & project support.

Small Hourly Bundles

- **The Full-Day Bundle @ R5700*** (saving 5% of standard rates) includes a maximum of 8 hours paid at the beginning of each project / working period, allowing for free flow of design & support.
- **The Half-Day Bundle @ R2850*** (saving 5% of standard rates) includes a maximum of 4 hours paid at the beginning of each project / working period, allowing for free flow of design & support.

Relational Discounts:

Should we work together on a small hourly bundle basis for three consecutive months & beyond, an additional **relational discount** will be applied as follows:

- 10% off per Full-Day Bundle
- 5% off per Half-Day Bundle
- *Please note: Relational discounts have already been applied to the BIG Bundle rates*

Standard Hourly Rate (the generic way):

- Project-by-project quote* and invoice, at a standard rate of @ R750 per hour, with a 75% upfront deposit, and the remaining amount paid once your project / design / consulting has been completed.

BRANDING PACKAGES:

Brand: [noun] A brand is the way a product, company, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke. *Source: <https://www.ignytebrands.com/what-is-a-brand/#1>*

To form a cohesive and professional brand, there are various touch points that need to be considered and covered. Coolio's Creative branding packages are drawn up with this in mind, focusing on various deliverables that make up the whole package. These packages are suited to entrepreneurial individuals, start-ups, or small, existing businesses looking for a fresh new face. **For a detailed break-down on branding packages, please enquire with me directly.**

WORKING TERMS & Coolio CONDITIONS:

Bundles Rates: Rates per Hourly Bundle are stipulated as per Coolio's Creative costing structure for the annual period of 1 January 2024 – 1 January 2025.

Meetings & Calls: Please note that meetings and calls, in which consulting, briefing or strategy takes place, will be charged for at a standard hourly rate, and / or form part of the chosen costing agreement / Hourly Bundle.

Quotes: Quotes & Costing Proposals are valid for between 7 & 14 days. Quotes are an estimate for services described ONLY, and amounts are *subject to change (*see details below). Coolio's requests upfront payment based on quoted amount (unless stated otherwise), to be collected prior to consultation / design commences. Quotes include two rounds of MINIMAL DESIGN CHANGES ONLY (not redesign). Acknowledging and accepting a quote means that you are in agreement to all of the above and liable for the fees quoted.

***Additional Hours:** Should work exceed the original quoted hours, due to complexity of work, additional requirements, client revisions and / or time required to obtain the best results, an appropriate Hourly Bundle will be allocated or additional standard hours will be quoted and charged @ R750 per/hour.

Invoices: Invoices will be sent via email on an adhoc basis, as per your chosen costing option. Please note that payment is due on presentation of invoice. Very little / no work will be carried out before payments have been made. Proof of payment can be sent to candice@coolioscreative.com.

Retainers & Briefing Adjustments: Each month will more than likely require new / revised content discussions. Briefing slots will be made available to you to ensure that I am on your team, and on the same page with your goals and vision. These slots will form part of your chosen costing agreement / Hourly Bundle. This time will also be spent zooming in on marketing findings, re-structuring where needed and general feedback. Please note that email and WhatsApp consultations will be charged for.

Delivery of Designs: All appropriate files, graphic design and / or content created and compiled during the working hours as paid for by client, will be supplied via a unique Dropbox link. Dropbox links will be active / available for the full period of our working relationship. Should our working relationship come to a close, the unique Dropbox link will remain active for 6 months from date of final payment, giving you the opportunity to download all relevant data to your computer / relevant storage platform. Thereafter, all open-source artwork will be archived to the best of my ability, but I cannot promise to store / keep your artwork indefinitely.

Contact: I remain quite flexible, but my general working hours are between 10am and 6pm, Monday to Friday. Should you need assistance, you can contact me on candice@coolioscreative.com or via WhatsApp on 082 711 9358. I am available via telephone / meetings on request. Please let me know in advance, to ensure I am available to take your call.

Yours in creativity,

Candice 'Coolio' Mundell-Johnson

Web: coolioscreative.com

Instagram: [@cooliocandy](https://www.instagram.com/cooliocandy)

LinkedIn: [linkedin.com/in/candice-coolios-creative](https://www.linkedin.com/in/candice-coolios-creative)

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*Candice
xxx*