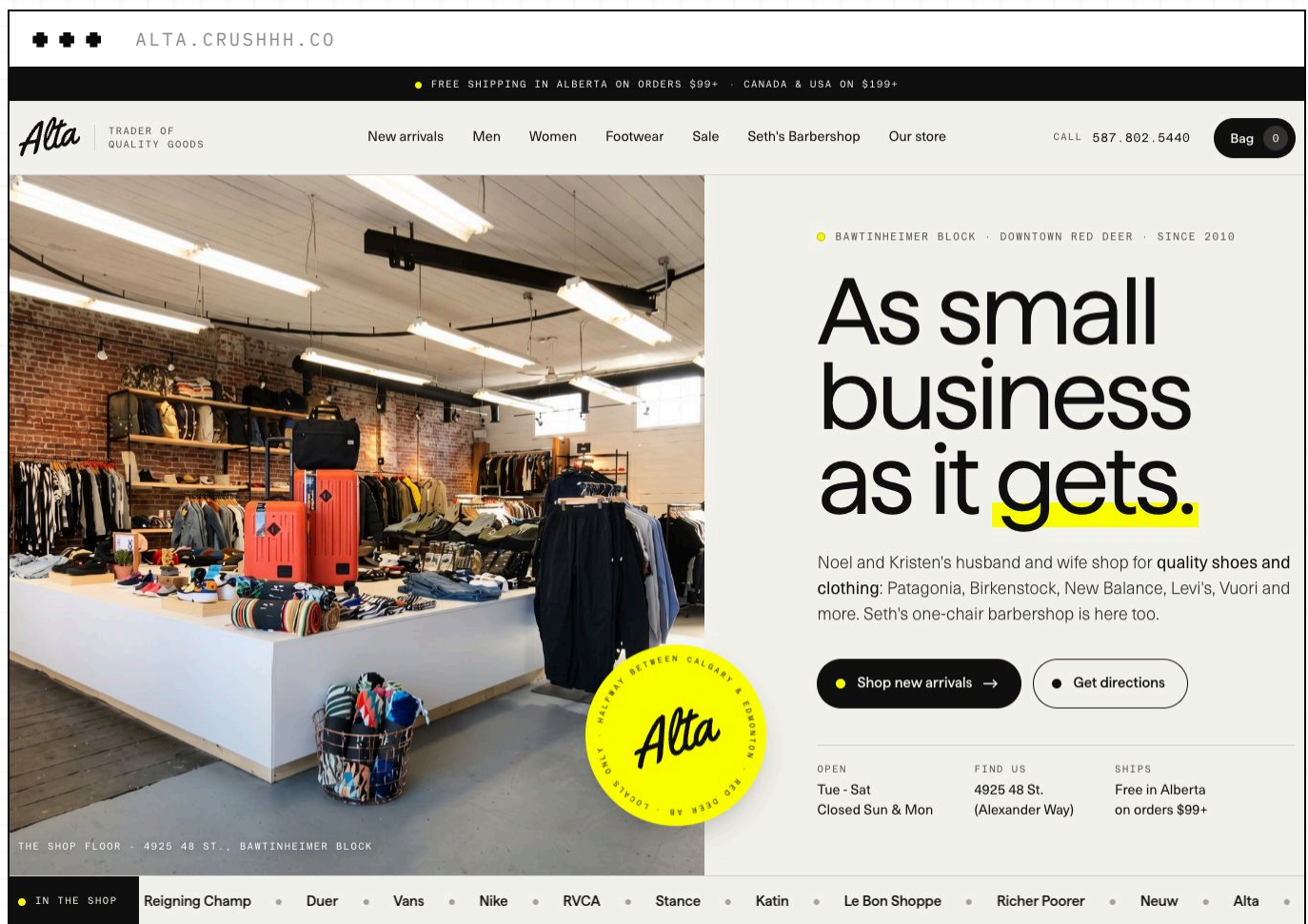




A new website for Alta.

PREPARED FOR NOEL & KRISTEN · BY ERIC BERG, CRUSH



THE LAUNCH

\$2,500

for \$6,137 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

theme and files in your store



01 WHERE WE STARTED

What we built it around.

01 Your real shelves, online.

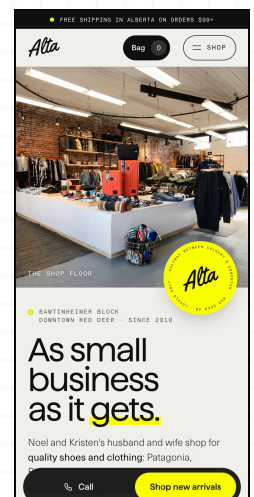
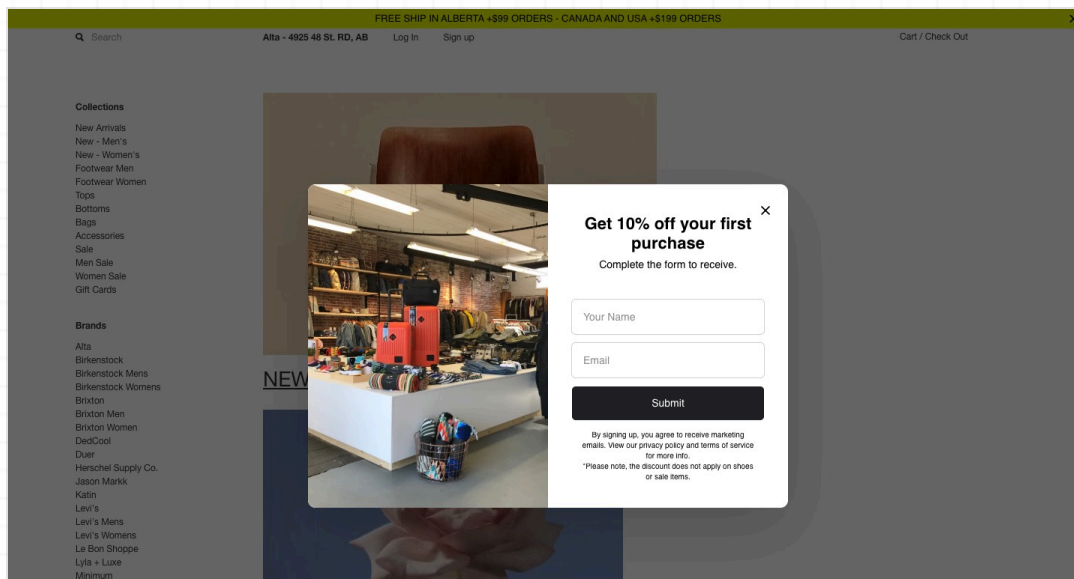
Every one of the 124 things in your store today, pulled from your own Shopify, with real sizes and sold-out ones crossed out. The bag hands off to your own checkout, so orders work exactly like they do now.

02 Still as small business as it gets.

It opens on your own line and your own shop floor, in your plain type with the yellow Alta dot from your tote. Locals Only and your Red Deer legends get a section of their own.

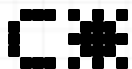
03 Come by the shop.

Every page ends at 4925 48 St.: Tuesday to Saturday, directions, a call button and Seth's chair. Your homepage and Info page list different hours today, so the new site shows one set, from you.



TODAY

ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new theme for your Shopify store: the homepage, shop pages, product pages and bag you just walked through, on your real products, sizes and checkout. Live on altashop.ca 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 Shopify customer list, so the people who already shop with you 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.	\$1,495
05	A phone receptionist, first month From Whoever, our sister company: a voice assistant built around Alta that picks up the shop line while you're with a customer. 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 6 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email in your Shopify store and line it up for your customer list, ready to go out on launch day.	\$250
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TOTAL VALUE	YOU PAY · FRIEND RATE	THE ONE-WEEK PROMISE
\$6,137	\$2,500	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 add us as a collaborator on your Shopify store. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We turn these pages into your Shopify theme. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new theme goes live on altashop.ca, 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 (friend rate)

\$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 \$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 \$895/mo

05 WHAT YOU OWN

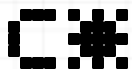
- The theme and every file, in your Shopify store and your name.
- Your products, orders, customers and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.

**OPTIONAL
ADD-ON**

OR ALL FOUR, TOGETHER

\$997/mo ~~\$1,938~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$941/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 6 November 2026.

Say go by email

See the first look again

Eric Berg

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