

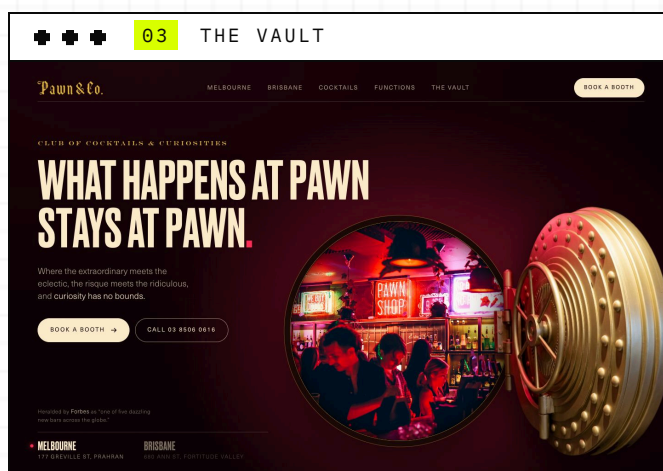
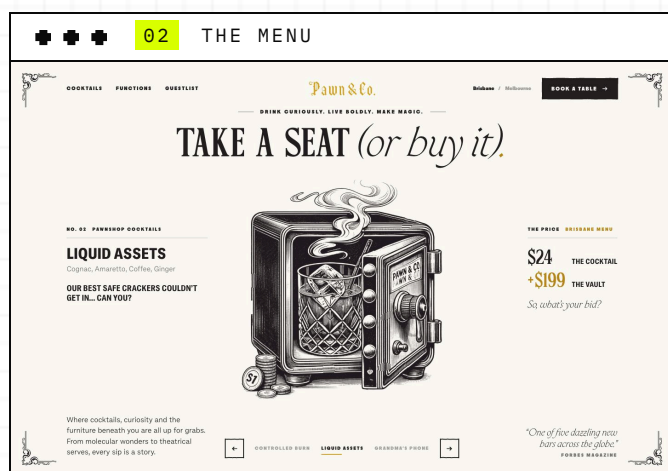
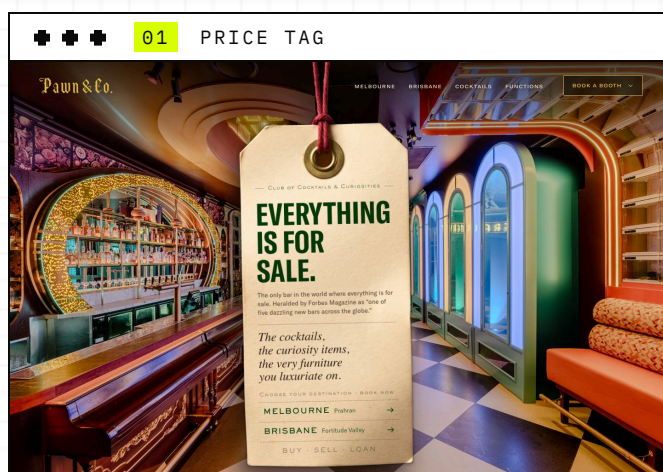


# A new website for Pawn & Co.

PREPARED FOR THE PAWN & CO 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

**A\$3,500**

for A\$5,000 of work, one time

## LIVE

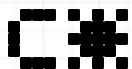
**Within a week**

of saying go

## YOURS

**Yours to keep**

site and domain in your name



## 01 WHERE WE STARTED

# What we built it around.

## 01 Everything is for sale.

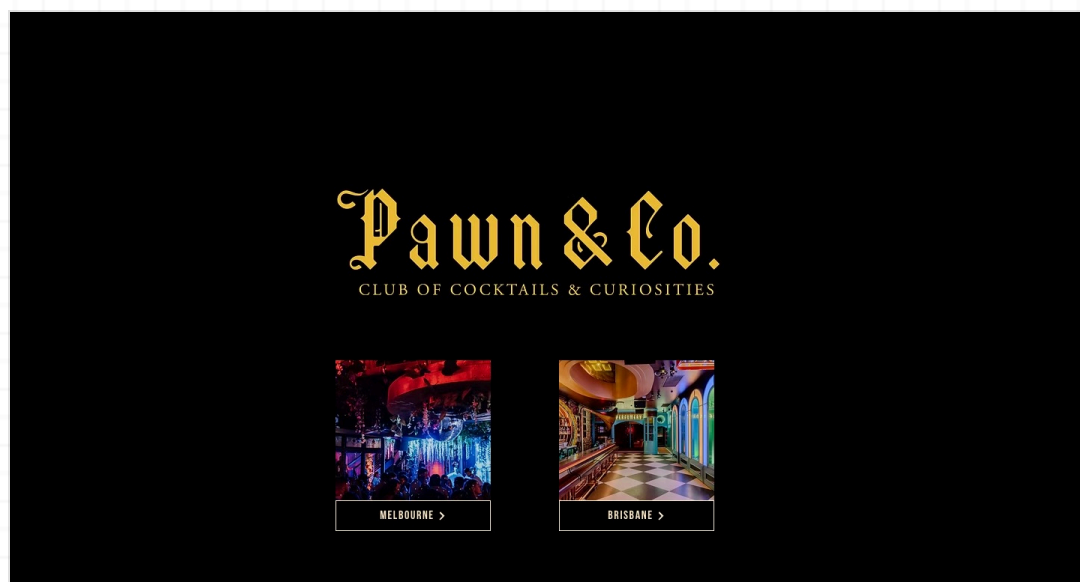
Your own line. Option 1 hangs one big swing tag down the aisle of your Brisbane room: the cocktails, the curiosity items, the very furniture you luxuriate on, with Melbourne and Brisbane bookings right on the tag.

## 02 Take a seat (or buy it).

Option 2 is built from your printed menu, the brand you really live in: your engravings, your corner flourishes, and the Controlled Burn at \$24, plus \$75 for the fire extinguisher. So, what's your bid?

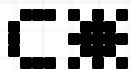
## 03 What happens at Pawn stays at Pawn.

Option 3 opens your Vault of Curiosities: the door swings open on your own neon room, and the Melbourne / Brisbane switch changes the room, the booking link and the phone number.



TODAY

ON A PHONE



## 02 WHAT YOU GET

# Pay for the website. Get the whole launch.

|    |                                                                                                                                                                              |          |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 01 | <b>The website</b><br>Up to five pages built out from the top you've just seen, in the same look, with your own words and photos. On your domain within a week of saying go. | A\$3,500 |
| 02 | <b>A launch promo</b><br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.                               | A\$200   |
| 03 | <b>A launch email</b><br>Designed and written for your guestlist and regulars in both cities, so everyone who has had a drink with you hears about the new site from you.    | A\$500   |
| 04 | <b>A launch ad set</b><br>Twelve ads, each sized for feeds and stories, with moving versions of the best four.                                                               | A\$500   |
| 05 | <b>30 days of changes</b><br>Text or email us what to change. It's live the next business day.                                                                               | A\$50    |

PLUS, WHEN YOU SAY GO BEFORE 12 NOVEMBER 2026

|              |                                                                                                                                   |        |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|--------|
| <b>BONUS</b> | <b>Email setup and list import</b><br>We set up your email sending and bring your customer list over, ready for the launch email. | A\$250 |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|--------|

|                     |                 |                                                                                          |
|---------------------|-----------------|------------------------------------------------------------------------------------------|
| TOTAL VALUE         | YOU PAY         | THE ONE-WEEK PROMISE                                                                     |
| <del>A\$5,000</del> | <b>A\$3,500</b> | If the site isn't live within a week of go, your first three months of changes are free. |

ALL PRICES IN AUSTRALIAN 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 domain.

## DAYS 1 TO 7

## We finish the site

We build out the remaining pages. You see every page before anything goes live.

## LAUNCH

## It goes live

The site goes up on your domain, 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

**A\$3,500**

To start, when you say go (50%) A\$1,750

When the site goes live A\$1,750

## AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day A\$50/mo

Four animated promos a month, vertical and square A\$605/mo

Two custom email designs a month A\$395/mo

Twelve unique ads a month A\$395/mo

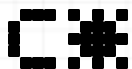
## 05 WHAT YOU OWN

- The site, the domain and every file, in your name.
- Hosting is included.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

## OR ALL FOUR, TOGETHER

**OPTIONAL  
ADD-ON****A\$800/mo** ~~A\$1,445~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save A\$645/mo. No commitment, cancel anytime.



06 NEXT STEP

# Say go.

Reply to this email or write to [eric@crushhh.co](mailto:eric@crushhh.co), and the build starts.  
This proposal holds until 12 November 2026.

Say go by email

See the first look again

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Eric Berg

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