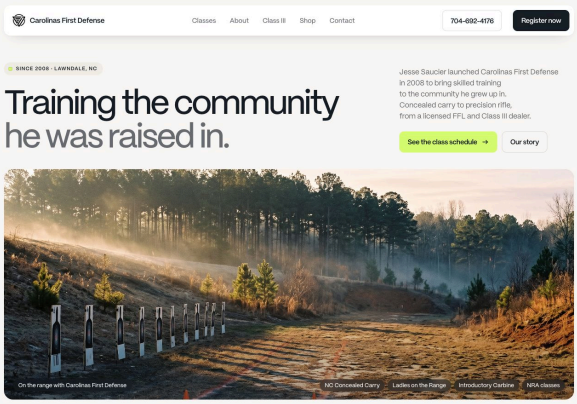
# A new website for Carolinas First Defense.

PREPARED FOR THE CAROLINAS FIRST DEFENSE TEAM · BY ERIC BERG, CRUSH

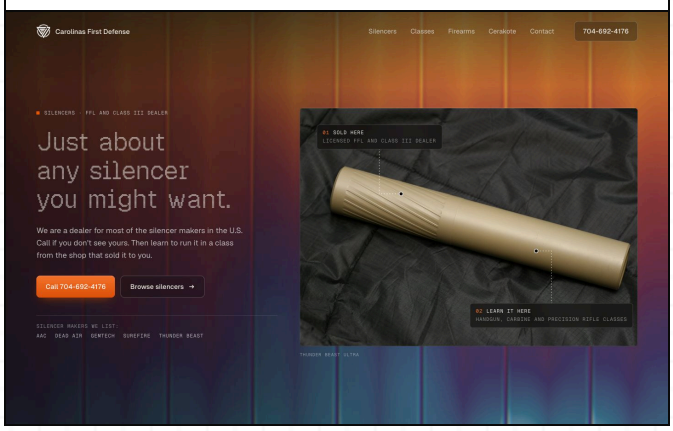
THE TOP OF YOUR HOMEPAGE

## Three ways it could look. Pick one, and we build the rest in it.

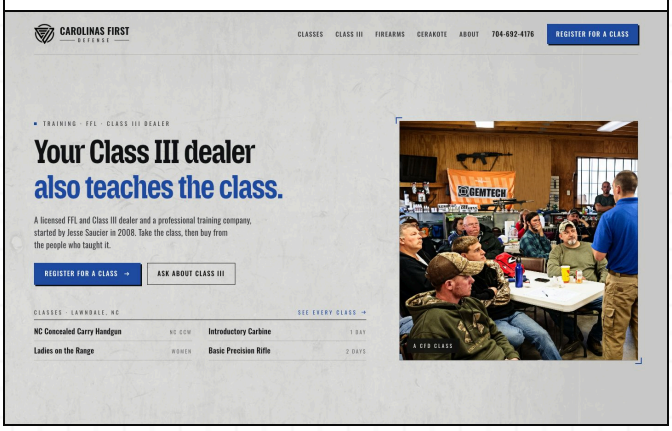
01 THE COMMUNITY.




02 ANY SILENCER.




03 ALSO THE CLASS.




THE LAUNCH

**$2,500**

for $3,660 of work, one time

LIVE

**Within a week**

of saying go

YOURS

**Yours to keep**

site and files in your name

01 WHERE WE STARTED

# What we built it around.

01

## Jesse Saucier launched Carolinas First Defense in 2008.

From your About Us page. Option 1 makes it the headline, over a morning shot of your range in the pines.

02

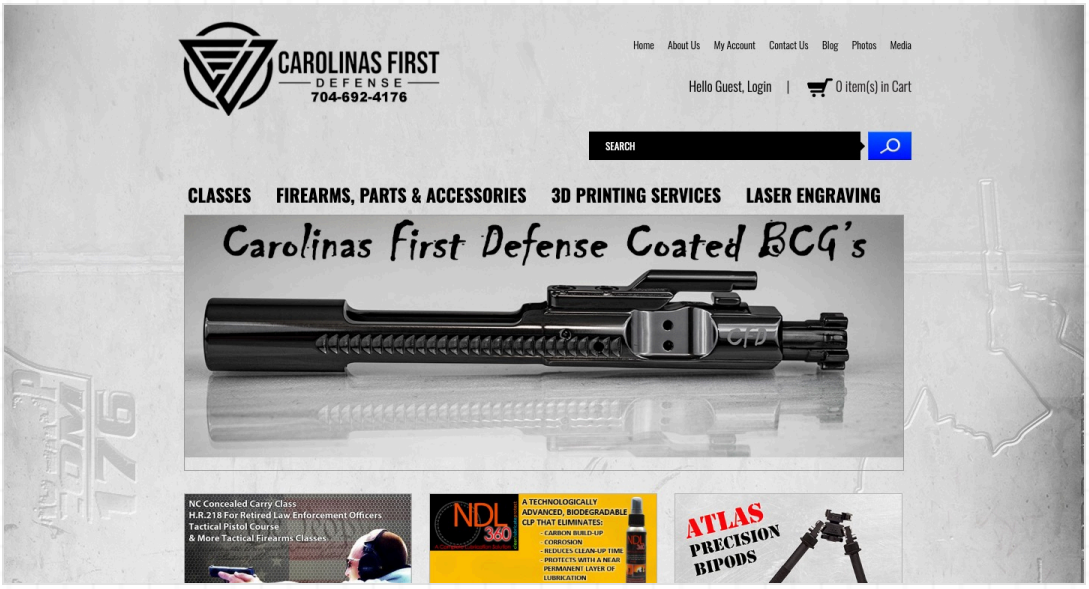
## We can get just about any silencer that you might want.

From your Silencers page. Option 2 sets it beside a Thunder Beast Ultra you list, with the makers on your page below.

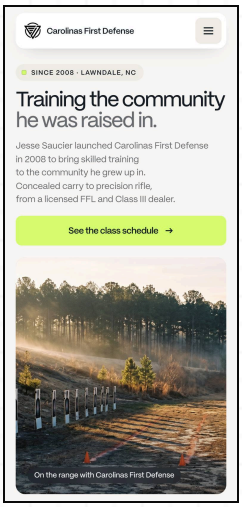
03

## A licensed FFL and Class III Dealer.

Also from About Us. Option 3 keeps your mark and your blue, with the class and the Class III counter side by side.




TODAY




ON A PHONE

02 WHAT YOU GET

# Pay for the website. Get the whole launch.

| | | |
|---|---|---|
| 01 | **The website**<br>A new site for Carolinas First Defense: the homepage, your classes and registration, your suppressor lineup by brand and caliber, how buying works at your counter, your online store, and a contact form, built out from the top you've just seen. Live on your domain within a week of saying go. | $2,500 |
| 02 | **A launch promo**<br>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**<br>Designed and written for your customers, so the people who already buy from you hear about the new site from you. | $350 |
| 04 | **A launch ad set**<br>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**<br>From Hire Whoever, our sister company: a voice assistant that answers your shop line when the counter's busy, takes down who called and what they're after, and every call becomes a short written record. | $105 |
| 06 | **30 days of changes**<br>Text or email us what to change. It's live the next business day. | $35 |

PLUS, WHEN YOU SAY GO BEFORE 8 NOVEMBER 2026

| | | |
|---|---|---|
| BONUS | **Launch email setup**<br>We set up the launch email and line it up for your customers, 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 domain and current site. Your live site won't change until you say.

DAYS 1 TO 7

### We finish the site

We build these pages into your full site. You see every page in a preview before anything goes live.

LAUNCH

### It goes live

The new site 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: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

| | |
|---|---|
| **Care**<br>Site care and hosting, unlimited edits live the next business day, your Google listing kept current. | $250/mo |
| **Grow**<br>Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site. | $500/mo |
| **Growth Partner**<br>Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads. | $1,000/mo |

05 WHAT YOU OWN

- The site and every file, in your name.
- Your products, forms and contact details carry over.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

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. It's built lean and tested on a preview before anything goes live, and your forms keep sending to the same inbox they do now.

03

## Who owns it?

You do. The design and every file sit in your name. Your domain stays with you; 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. After that, unlimited changes come with any monthly plan, from $250 a month, 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.

06

## What about the rules changing again?

Then the site changes with them. You tell us how you're selling, and the buying page says exactly that, in your words. We never write legal advice onto your site.

07 NEXT STEP

# Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 1 December 2026.

Say go by email

See the first look again

Eric Berg

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