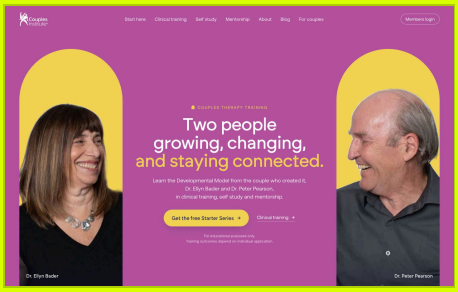
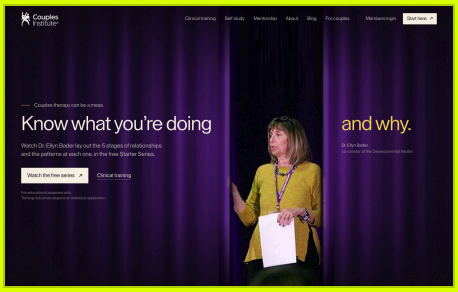
A new website for The Couples Institute.

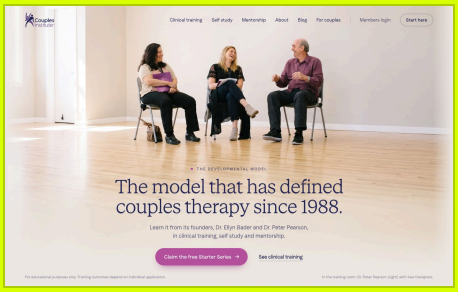
Prepared for Ellyn and Pete by Eric Berg, Crush



01 Two people



02 The curtain



03 The room

Your number

$1,500

Paid once.

Half at go, half at launch

$750 when you say go, $750 when your site is live.

Built within a week

of your go. You see every page before anything goes live.

Yours to keep

Site and files in your name.

What we built it around.

Two people growing, changing, and staying connected.	Your own words, from Our Story. Option 1 stays in your plum and yellow: your arch, once for each of you, with Ellyn and Pete laughing at each other across the page, from your own studio portrait.
Know what you're doing, and why.	From your Starter Series page. Option 2 is a violet stage curtain that parts as the page opens: Ellyn in the follow-spot, from your own stage photo, between the two halves of the line.
The model that has defined couples therapy since 1988.	From your homepage. Option 3 is light and open: your training room in daylight, Pete laughing with two therapists by the wall, and the words on the open floor in front of them.

All in the price of your website.

The website

A new site for The Couples Institute: the homepage, Start here and the free Starter Series, clinical training, self study, mentorship, your story, the blog and For couples, with a clear path from the first free lesson into training, built out from the top you've just seen. Built within a week of your go.

An animated promo

A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.

A designed email

Designed and written for your list, so the therapists who took the Starter Series hear about your next training first.

Twelve ads

Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.

A front desk

First month on us

From Hire Whoever, our sister company: a voice assistant that answers callers asking about training, mentorship or help for their relationship while you're teaching or with clients, and every call becomes a short written record.

Unlimited small changes

For the first 30 days, anything you send is live the next business day. After that, small changes stay free: a price, a photo, your hours, a line of text. Text or email it and it's done within the week.

Launch email setup

Included when you say go before 6 December 2026

We set up the launch email and line it up for your list, ready to go out on launch day.

$1,500, paid once. Nothing that comes with it is billed separately. All prices in US dollars.

Built within a week of your 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.

After launch

Changes, on us

For 30 days, anything you send is live the next business day. Small changes stay free after that.

Launch day depends on you too: the sooner your answers and approvals come back, the sooner it's live. If we're ever the hold-up, your first three months of Steady, our monthly care plan, are on us.

"As a business owner, having someone you can trust with your website is invaluable, and Eric has absolutely earned that trust."

Midwest Peps, online store, Kansas

"We weren't planning to rebuild the website for our cafe, until Eric from Crush approached us... We're so glad he did!"

Alejandra Dominguez, Switchboard Cafe, Salt Spring Island, BC

"...completely modernized the site while keeping its identity, its history and the content I care about."

Vincent Cheville, Volcano Explorer, La Réunion (translated from French)

Yours, start to finish.

What you own

The site and every file, in your name.

Your photos, programs, blog posts and contact details carry over.

No commitment on anything monthly. Cancel anytime; the site stays yours.

What you pay

Your website	$1,500
When you say go (50%)	$750
When the site is live	$750

All prices in US dollars.
This proposal holds until 29 December 2026.

When you want more.

Small changes stay free, so you never need a plan to keep your site right. These are for when you want us working on it every month: no commitment, cancel anytime.

Steady	Any change live the next business day, your Google listing kept current, backups checked by a test restore, updates tested, lookalikes and spam reported.	$250/mo
Grow	Everything in Steady, plus a new page or article a month, showing up in Google and ChatGPT answers, one campaign, review requests and where you stand each month.	$500/mo
Partner	Everything in Grow, plus Eric on call every day, and we run your marketing & sales: full SEO, every email, promo and ad, offers from your own numbers, prize games, custom booking and checkout.	$1,000/mo

Questions.

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.

Is it secure?

Yes. There's no WordPress and no plugins to keep patching, the usual way small-business sites get broken into. It runs on modern hosting with SSL, and every version is saved, so any change can be rolled back.

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.

How do I make changes?

Text or email me the change. For the first 30 days, anything you send is live the next business day. After that, small changes stay free, done within the week: a price, a photo, your hours, a line of text. Something new, like a page or a feature, gets a price before we touch it, or a monthly plan covers it.

When do I pay?

Half ($750) when you say go, the rest ($750) when the site is live. You've seen the homepage before paying anything.

Do the members area and course logins change?

No. Members login still goes to your training site, and every course, registration and Starter Series sign-up goes where it goes today, so logins, payments and your programs keep working the way they do now.

What about the blog?

It comes with you. Every post keeps its address, so the links therapists already share keep working.

Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
This proposal holds until 29 December 2026.

Say go by email ↗

See the looks again: couplesinstitute.crushhh.co



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