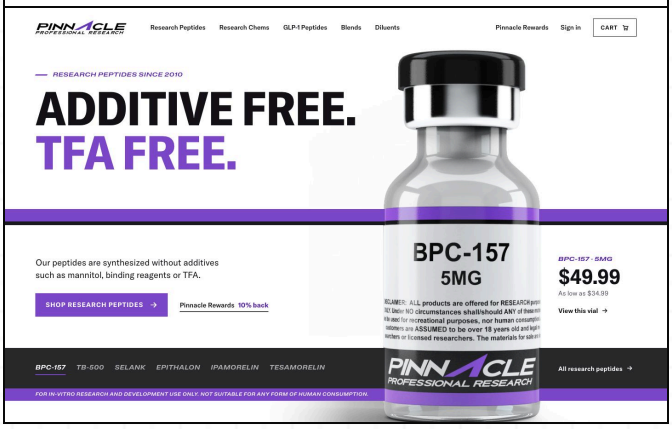
A new website for Pinnacle Peptides.

PREPARED FOR THE PINNACLE PEPTIDES TEAM · BY ERIC BERG, CRUSH

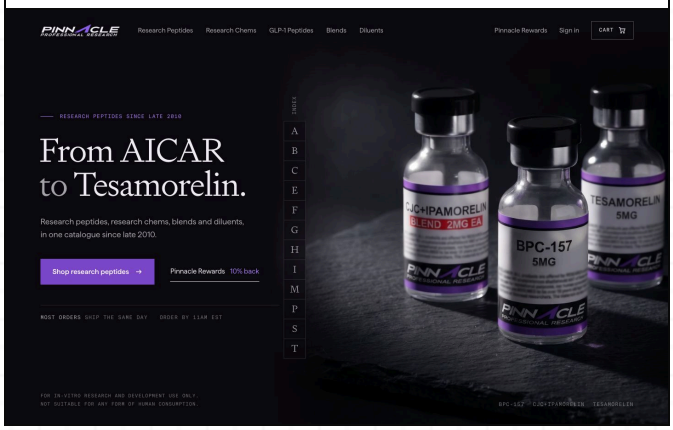
THE TOP OF YOUR HOMEPAGE

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

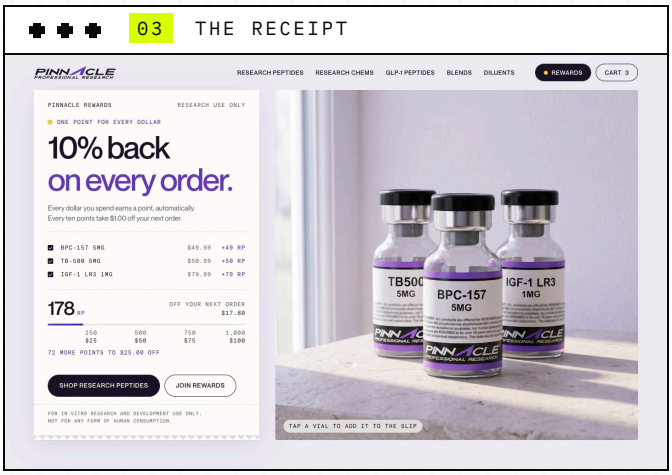
01 THE LABEL



02 THE INDEX



03 THE RECEIPT



THE LAUNCH

$2,500

for $3,660 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

Additive free. TFA free.

Your homepage's own words. Option 1 is your vial label unrolled: one of your vials stands huge and its purple and black bands run across the whole page, with the range in the black band.

02

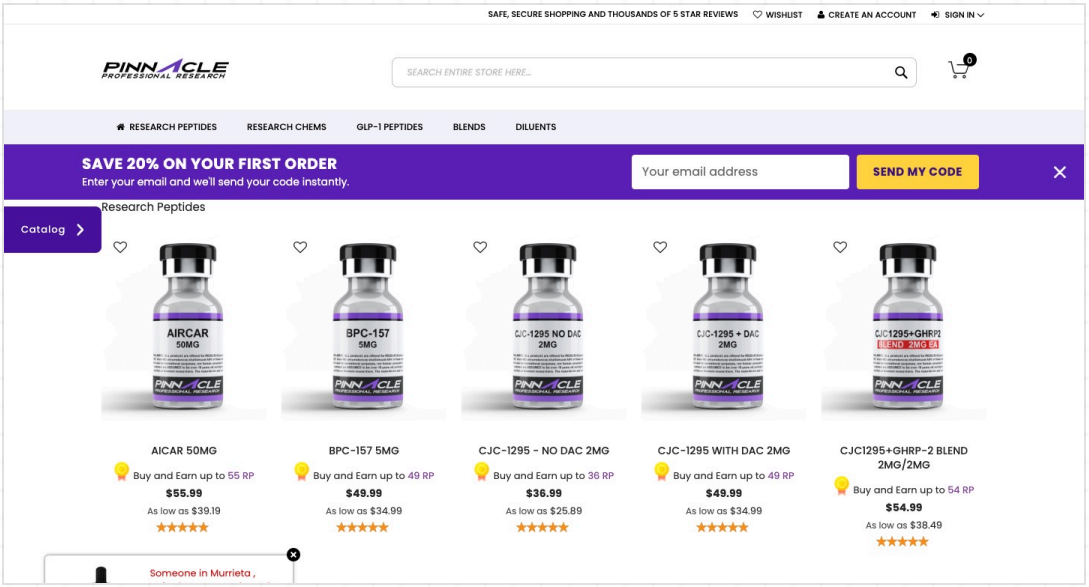
From AICAR to Tesamorelin.

The first and last names on your research-peptide list. Option 2 puts a thumb index on the catalogue: tap a letter and its compounds slide out with their prices.

03

10% back on every order.

From your Pinnacle Rewards page. Option 3 prints a real order as a till receipt and counts the points as vials are added.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new theme for your Magento store: the homepage, category and product pages, rewards, cart and checkout pages, built out from the top you've just seen, on your real catalogue and checkout. Live on your domain within a week of saying go.	$2,500
02	**A launch promo** A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	$140
03	**A launch email** Designed and written for your customer list, so the researchers who already order from you hear about the new site from you.	$350
04	**A launch ad set** 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** From Hire Whoever, our sister company: a voice assistant that answers a store phone line for you, so customers who'd rather call still get an answer, and every call becomes a short written record you can read after.	$105
06	**30 days of changes** 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** We set up the launch email in your store and line it up for your customer list, 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 add us as an admin user on your Magento store. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

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

LAUNCH

It goes live

The new theme 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 — $250/mo

Site care and hosting, unlimited edits live the next business day, your Google listing kept current.

Grow — $500/mo

Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.

Growth Partner — $1,000/mo

Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.

05 WHAT YOU OWN

- The theme and every file, in your Magento store and your name.
- Your products, orders, customers, rewards and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme 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. The new theme is built lean, with no page builder and no extra extensions added, and we test it on a copy of your store before anything goes live. Your checkout and payments stay exactly as they are.

03

Who owns it?

You do. The theme and every file sit in your Magento store, in your name. Your hosting, domain and checkout stay with you, and 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.

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