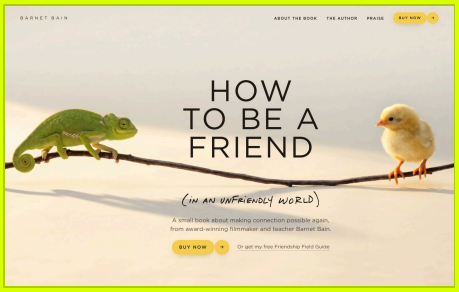
A new website for Barnet Bain.

Prepared for Barnet by Eric Berg, Crush



01 The cover



02 Sunlit wall



03 The camera

Your number

$2,200

Paid once.

Half at go, half at launch

$1,100 when you say go, $1,100 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.

How to be a friend.

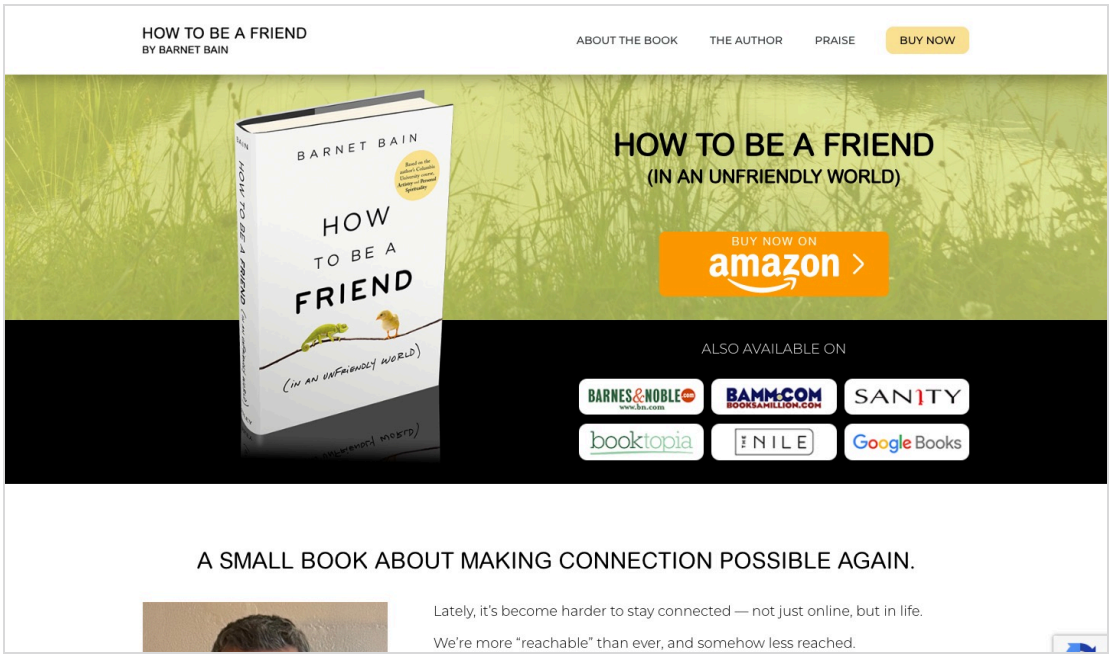
Your new book, so option 1 lives inside its cover: the chameleon and the chick shot as a real photograph, meeting on one twig across the whole screen, with your own hand lettering under the title.

Friendship is the art of staying interested.

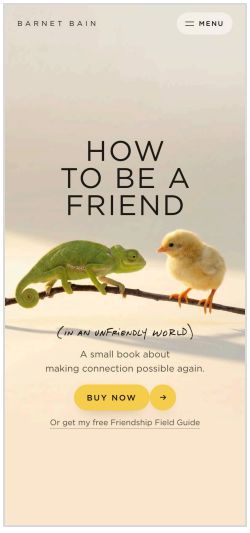
Your own signed line. Option 2 is light and open: your wall in afternoon sun becomes the page, the line runs across it over your head, and your signature writes itself in underneath.

Every story is a love story.

Also signed by you. Option 3 is a 1970s screening room: you at your 16mm camera, with your films and books billed beside it like a movie poster.



Today



New, on a phone

All in the price of your website.

The website

A new site for Barnet Bain: the homepage, the new book and your earlier ones, your films, your story, praise in readers' own words, and a clear path to buy the book, get the Field Guide or ask about working with you, 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 readers who took the Friendship Field Guide hear about the book and what's next from you first.

Twelve ads

Twelve launch graphics for the book on 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 the book, speaking and working with you while you're teaching or writing, 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 3 December 2026

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

$2,200, 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 books, films, photos, praise and contact details carry over.

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

What you pay

Your website	$2,200
When you say go (50%)	$1,100
When the site is live	$1,100

All prices in US dollars.
This proposal holds until 26 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 ($1,100) when you say go, the rest ($1,100) when the site is live. You've seen the homepage before paying anything.

Do my book links change?

No. Every Buy button still goes to Amazon and the other stores you list today, and the Field Guide sign-up keeps going to your list, so nothing about how readers buy or sign up breaks.

What about the next book or film?

Then the site changes with it. A new book, a podcast episode or a screening is easy to add, and I'll load your current books, films and podcast into it as part of the build.

Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
This proposal holds until 26 December 2026.

Say go by email ↗

See the looks again: barnetbain.crushhh.co



Eric Berg
Crush Digital Atelier
eric@crushhh.co · crushhh.co