

Knowtizmnt™

Design & Consulting

capabilities & services

2021

CO-FOUNDERS

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Antioch, TN



*Be known, not just noticed.*TM



knowtizmnt

know·tiz·mnt | \ 'nō-tə-smənt \

a state of being known, not just noticed.

promoting awareness while creating an enduring connection.

(to have deep knowledge, meaningful experience or engaging relationship.)

Hi there!

We are KNOWTIZMNT™.

Creating value through service is our mission. We take entrepreneurs, business owners, and organizations to new levels by designing immersive, meaningful experiences that bring their brands to life in culturally cognizant yet personal ways.

Our goal is to provide A+ services while partnering to develop customized solutions that generate enduring value and help businesses be known and not just noticed.

Knowtizmnt

about us

Our reason for forming KNOWTIZMNT™ is pretty simple... Too many good companies and good people were struggling to gain and maintain a firm foothold in their respective markets.

No matter the industry, they lacked compelling branding and easily maneuverable websites. Point blank...consumers were unable to genuinely connect with their unique story. Potential customers were running to their competitors and the businesses were barely surviving.

These business owners were bringing value to others through their products and services. What they needed were strategic solutions to their problems and challenges. Knowing we could make a difference, we launched KNOWTIZMNT™ Design & Consulting.



No work is insignificant. All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence.

MARTIN LUTHER KING JR.

clients

We've been at the rodeo a few times... Here are some of the clients we're honored to have helped become known.



services & rates

We love promoting awareness and creating lasting connections for clients by crafting beautiful, smart, inspired, and impactful work that focuses on the business' goals and customers.

CONSULTING

- Strategy
- Business Consultation
- Discovery & Research
- Brand Development
- Brand Strategy
- UX Consulting
- Website Audit
- Brand Audit

BRANDING & DESIGN

- Website Design & Development
- Brand Identity & Rebranding
- Logo & ID Systems
- Social Media
- Messaging & Copywriting
- Brand Style Guides
- Templates
- Wireframing

PRINT DESIGN

- Brochures
- Books & Book Covers
- Flyers & Posters
- Packaging
- Journals & Planners
- Business Cards & Stationery
- Invitations & Thank You Cards

Business Consultation \$2-15k

Brand Strategy \$3-20k

Brand Identity & Development \$3-25k

Logo Design \$2-15k

Website Design & Development \$4-30k

Social Media \$3-15k

Brand Style Guide \$2-15k

Collaterals, Print & Packaging \$1-30k

Templates \$1-10k

Hourly \$75/hour

creative services retainer

With our Creative Services Retainer packages, clients have their very own “in-house” design team with priority access to our design and consulting services, and a guaranteed amount of time exclusively reserved each week.

OPTION #1

STARTER RETAINER

- 4 hours per month (1 hour per week)
- 5% discount
- Priority service in projects
- Up to 2 calls per month to review project load

\$285/month*

OPTION #2

BASIC RETAINER

- 10 hours per month (2.5 hours per week)
- 8% discount
- Priority service in projects
- Up to 3 calls per month to review project load

\$690/month*

OPTION #3

DELUXE RETAINER

- 20 hours per month (5 hours per week)
- 15% discount
- Priority service in projects
- Up to 4 calls per month to review project load

\$1275/month*

OPTION #4

PREMIUM RETAINER

- 30 hours per month (7.5 hours per week)
- 20% discount
- Priority service in projects
- Up to 6 calls per month to review project load

\$1800/month*

Creative Services Retainer details:

- 3-month minimum commitment required. At the end of 3 months, we will re-evaluate the program to ensure the number of hours align to your business needs. After that, we can move to 6, 9, or 12-month commitments.
- Each retainer includes a set number of hours per week. Any overage in hours each week will be billed at the contracted hourly rate.
- Unused hours expire at the end of each week. This is to ensure that time is appropriately allocated for your projects each week and our workload is planned accordingly.
- An invoice will be sent on the first day of each month. Invoices will include the monthly retainer rate for that month and any additional charges from the previous month.

Creative Services Retainer packages include the following:

- Print design – brochures, flyers, posters, business cards, stationery, direct mailers, thank you cards, invitations, event programs, sales sheets, and signage.
- Digital Materials – presentations, email templates, email signatures, social media graphics, mockups, blog banners, and other web graphics. Does not include web design or re-design.
- Social Media– profile images, header design changes, or services images for social media accounts. Does not include social media management or related activities.
- Ad Design - print, social, and web ads.
- Image and font procurement not included. Services do not cover logo design and branding.
- Additional services are available upon request.

* Price includes the offered discount

website maintenance

We offer plans to keep websites maintained and updated so our clients can spend more time focusing on running their business and less on worrying about their site's upkeep.

OPTION #1

ESSENTIAL MAINTENANCE

- Quarterly website backup
- Plugin, extension, and theme updates
- Uptime and security monitoring¹
- Performance optimization
- Broken link scans and fixes
- Integration of client provided content and updates²
- 2 hours for consultation, content updates, and website optimizations³
- 72-hour support response time⁴

\$250/month*

OPTION #2

DELUXE MAINTENANCE

- Monthly website backup
- Plugin, extension, and theme updates
- Uptime and security monitoring¹
- Performance optimization
- Broken link scans and fixes
- Monthly maintenance report
- Integration of client provided content and updates²
- Add new pages (1-page limit)
- 4 hours for consultation, content updates, and website optimizations³
- 48-hour support response time⁴

\$400/month*

OPTION #3

PREMIUM MAINTENANCE

- Monthly website backup
- Plugin, extension, and theme updates
- Uptime and security monitoring¹
- Performance optimization
- Broken link scans and fixes
- Monthly maintenance report
- Integration of client provided content and updates²
- Add new pages (2-page limit)
- 6 hours for consultation, content updates, and website optimizations³
- Google My Business support
- 24-hour support response time⁴

\$550/month*

1. If restoration is needed, the website will be restored to the latest viable back up available.
2. Content updates include editing, adding or removing copy, images, graphics, charts, or testimonials. Advanced or custom features, functionality changes, and graphic design tasks are not covered.
3. Hours do not carry over month-to-month if not used in the current month. Additional work requested outside of the monthly website maintenance package allotments will be billed at the contracted hourly rate.
4. Response time in normal operating business hours.

* 3-month minimum commitment required. At the end of 3 months, we will re-evaluate the program to ensure the number of hours align to your business needs. After that, we can move to 6, 9, or 12-month commitments.

our approach

Our services go beyond simple design and development. We utilize detailed procedures and are committed to providing value. Clients enjoy open, honest, professional, and transparent communication, interaction, collaboration, and engagement with the KNOWTIZMNT™ team.

Employing a user-centric and facilitated framework, we form a partnership to define and prioritize user needs, surface actionable insights, make strategic recommendations, and produce tangible results. This information then becomes the foundation upon which we build solutions (for the brand, logo, website, social media, etc.) through cycles of ideation, execution, and validation.

The result is an effective, beautiful, and beloved solution designed for intended users.



the process

We recognize that our clients are making a sizeable investment in their business's future, and we aim to provide a professional, effective and supportive experience. Each project and client is unique and rightfully deserves a high level of expert service.

1 INSIGHT

Beginning with a discovery meeting, we obtain clarity and understanding into the "why" and unique selling points of the business, as well as its competitors, patrons, and values. This information is distilled into a concise strategy that will serve as a guide for our work during the project.

2 DESIGN

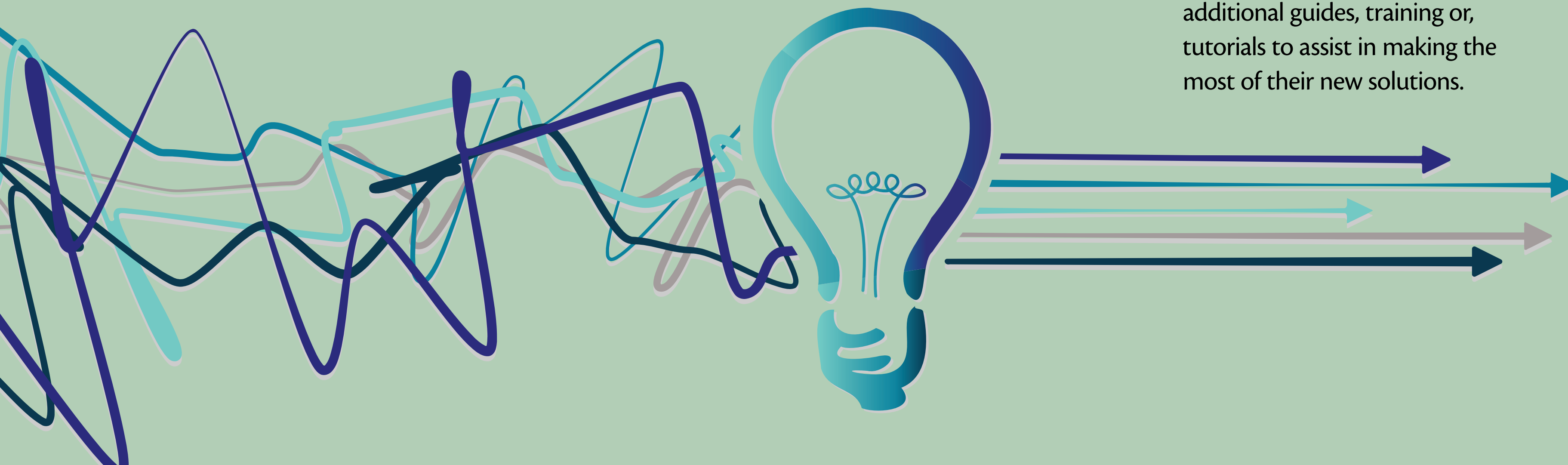
Then we translate and transform the strategy into concepts and solutions tailored to the business' distinct needs. We collaborate with the client to identify refinements to the designs and ensure accurate representation of the business and goals.

3 TRANSFER

After completion of all design work, we hand over the final deliverables. Depending on the project, clients will receive additional guides, training or, tutorials to assist in making the most of their new solutions.

4 SUPPORT

The project may have concluded, but we don't just disappear into the night. We are here to help in any way we can, and encourage clients to reach out to us. Seeing everyone succeed and be known is our ultimate goal!



case studies

The following pages cover a few case studies that demonstrate our process and work. These projects cover a range of our services, including brand identity design, website design and development, collaterals, and print design.



case studies

ÄLDRE SENIOR LIVING NAVIGATORS

As a new startup, Äldre needed help with its branding, website, and marketing. KNOWTIZMNT™ was hired to develop an identity system, design and build their website, and create print/marketing collaterals to connect customers to the business.

DELIVERABLES

- Strategy
- Branding & Identity
- Messaging
- Website Design & Development
- Collateral Design

OUTCOME

A new brand identity and website, along with stationery and marketing materials that launched Äldre to success.



case studies

ÄLDRE SENIOR LIVING NAVIGATORS

Brand Objectives

Assuring

Dispels doubts

Empathy

Demonstrates the ability to understand and share the feelings of another

Compassionate

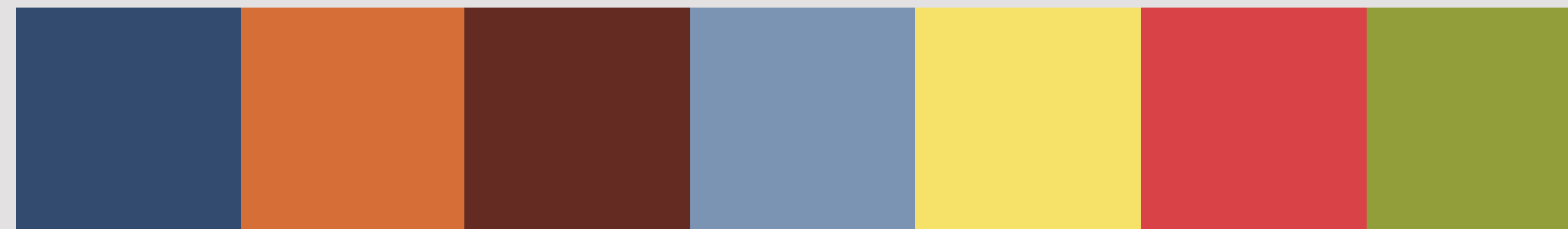
Feeling or showing sympathy and concern

Caring

Displaying kindness and concern

Knowledgeable

Intelligent and well informed



 **Senior Living Navigators**
Guidance with a personal touch.

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Minnetonka, MN 55345

September 15, 2019

1234 Graphic Drive
City, ST 01357

Dear Lorem,

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Sincerely,

Company Owner
Company Owner

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Guidance with a personal touch.

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Company Owner 
Certified Senior Advisor
Owner 



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**YOUR GUIDE
IN THE
TRANSITION TO
SENIOR HOUSING**

case studies

ÄLDRE SENIOR LIVING NAVIGATORS

“ Use Knowtizmnt because they listen and are super savvy with current development trends in business and technical digital applications, as well as the marketing sector to make you successful. As my business grows, I will be hiring them for additional projects.

GAIL CONROY
OWNER
ÄLDRE SENIOR LIVING NAVIGATORS

[Click to view the website.](#)



case studies

UNCAGED PHOENIX ACADEMY

UnCaged Phoenix Academy is a platform that provides female entrepreneurs an outlet and community where they can express and be themselves. Through the offered tools, resources, courses, and products, individuals can obtain skills, knowledge, inspiration, motivation, and encouragement to aid in growing themselves and their businesses.

DELIVERABLES

- Branding & Identity Design
- Messaging
- Website Design & Development
- Journal & Magazine
- Courses & Forum

OUTCOME

KNOWTIZMNT™ developed the branding, website, courses, and print media, which is allowing UnCaged Phoenix Academy to build a community where entrepreneurs receive actionable knowledge.



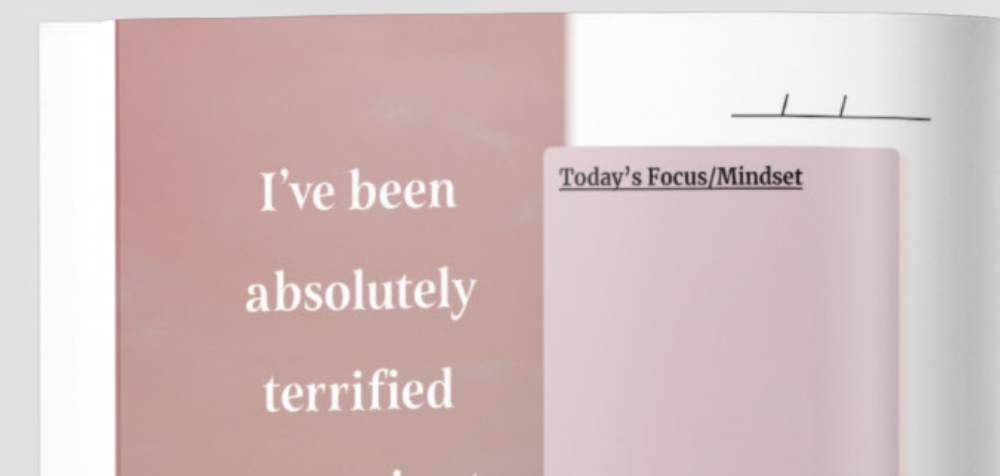
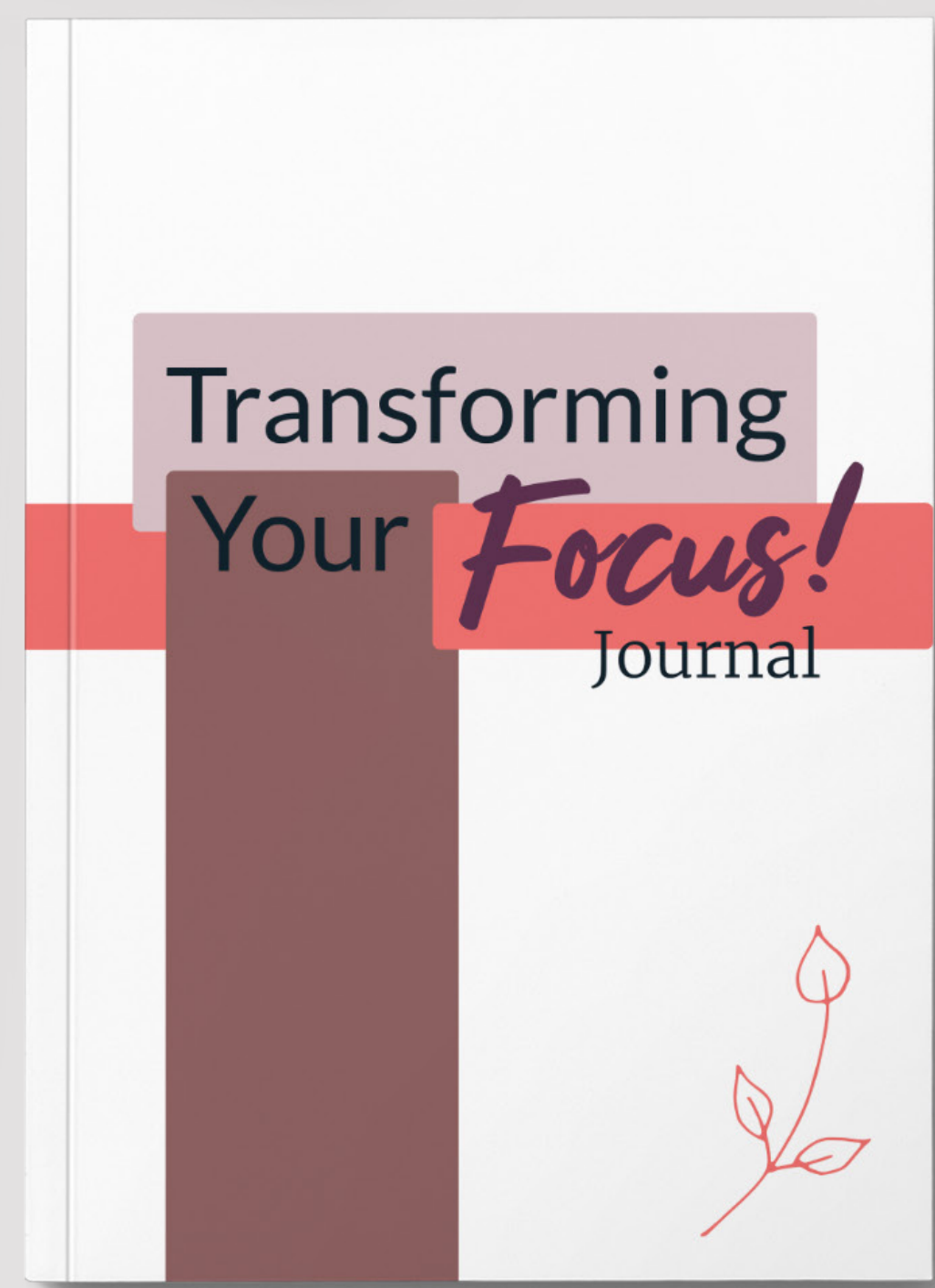
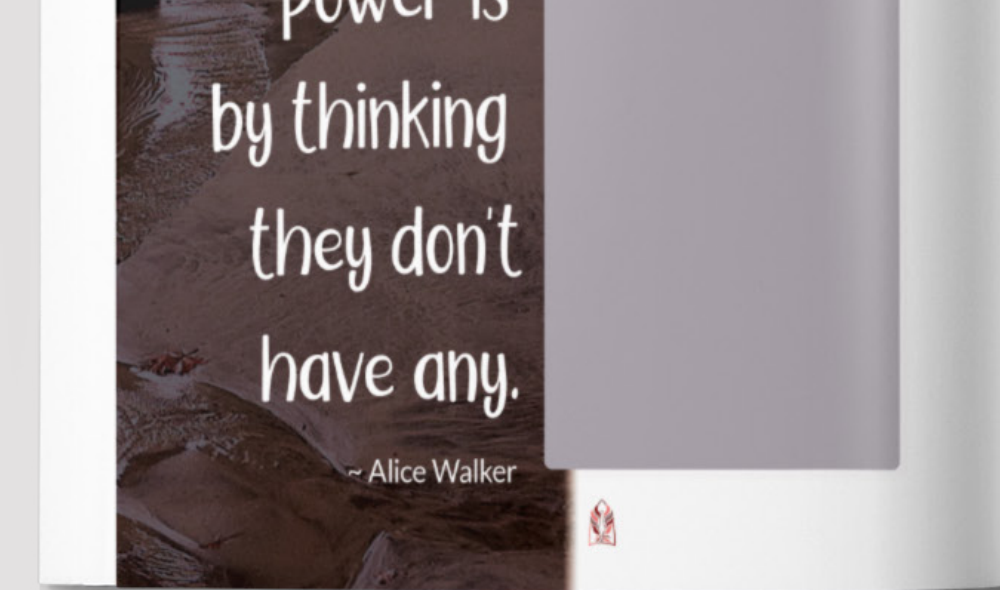
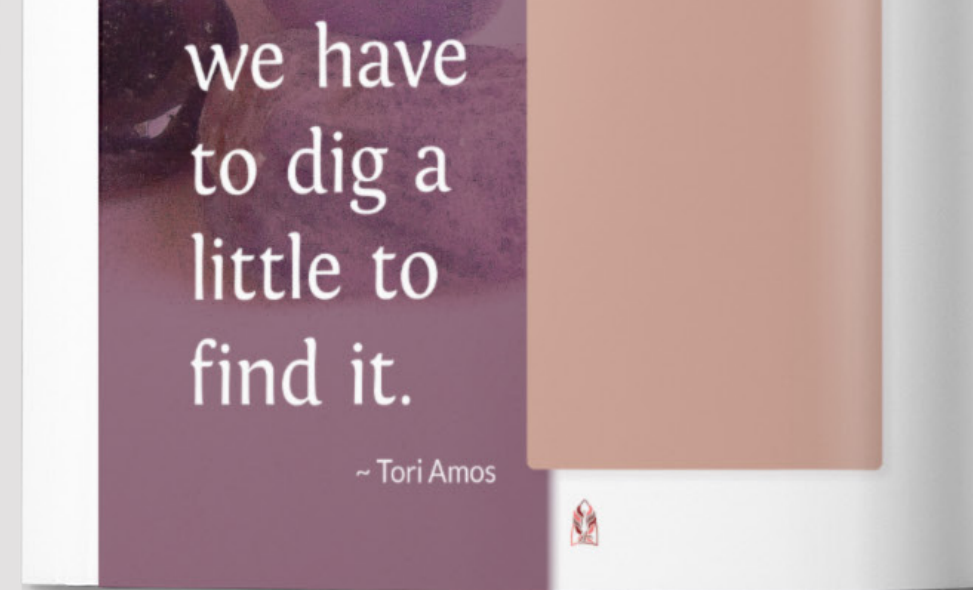
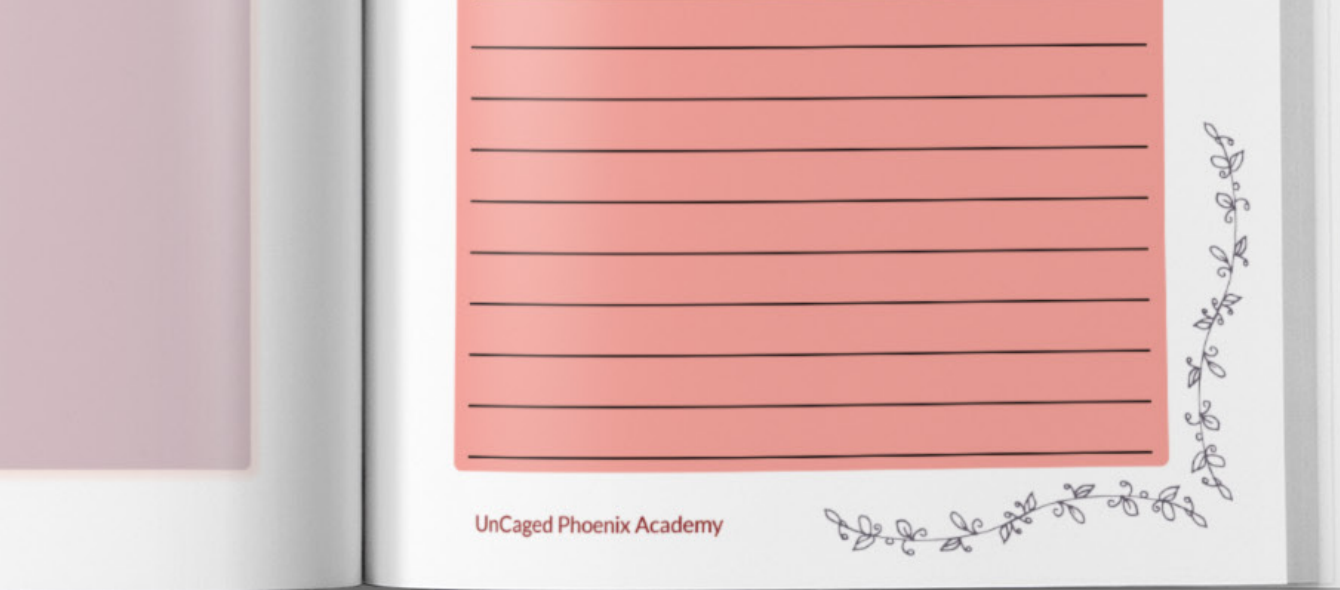
*UnCaged
Phoenix
Academy*

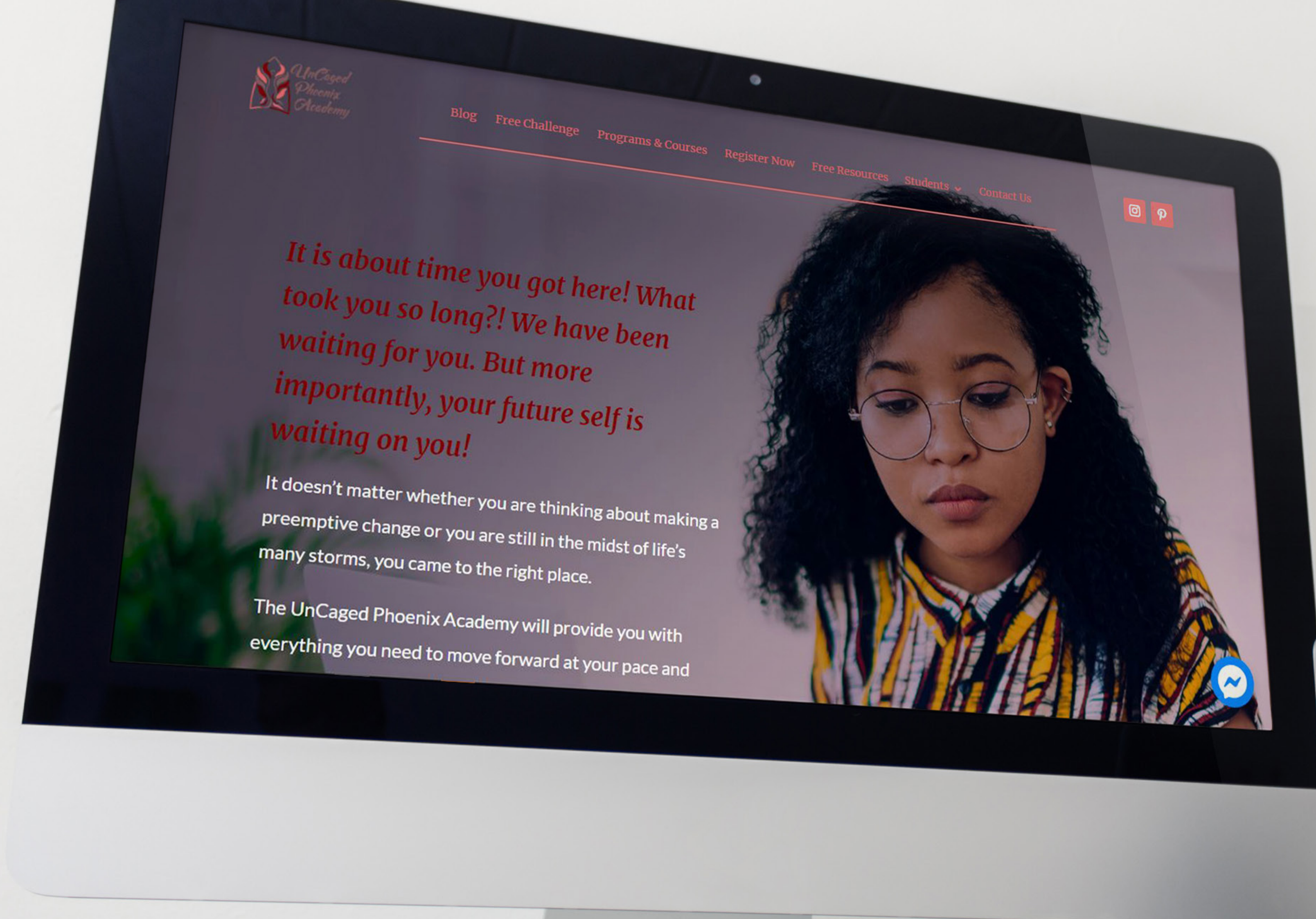


INTERVIEW

It is not everyday you come across someone who practices what she preaches. This month, we have the honor of introducing you to Lenise Williams, the brain behind the MADE Leather brand, whose products have been bought by professional athletes, working professionals and travelers. She is the proud mother of two very active boys and a serial entrepreneur—the personification of the word mompreneur. As a successful attorney, consultant, author, speaker, and owner of MADE Leather Company, Lenise goes out of her way to show women that they can have successful careers and businesses while raising children. In our interview, Lenise reveals, with full transparency, her journey and the hard work it takes to be successful as a mompreneur.

Lenise
 MADE
 Leather Company
 Williams





Click to view the website.



case studies

NIFI'S BREAST CANCER JOURNEY

After being diagnosed with stage 2 breast cancer and learning that she will need to have a mastectomy, Nifi wanted a blog site to share her experiences, challenges, fears and journey.

DELIVERABLES

- Branding & Identity
- Website Design & Development
- Messaging
- Consultation

OUTCOME

KNOWTIZMNT™ developed branding and a website to help Nifi achieve her goal of encouraging and inspiring others to fight for their lives and win.



case studies

NIFI'S BREAST CANCER JOURNEY

Greatful!

Cherish every day like its your last. Learn for your Experiences. Never let anyone take you for granted. Know your worth. Keep a positive mindset on life and always remember that nothing is permanent. Surround yourself with positive people. And last but not least, never change who you are to please anyone....be YOU and only YOU... ONE LOVE PEEPS!

Nifi's
Breast Cancer Journey

case studies

NIFI'S BREAST CANCER JOURNEY

“ Lisa and Andrew created this AMAZING website and logo to help me achieve my goal as a blogger. The work they put into the design, creativity and presentation of my website was nothing short of PERFECTION!! I was blown away at the finished product! It was everything and more than what I anticipated. It reflected exactly who I am and what I was trying to accomplish. Highly recommend Knowtizmnt.

MONIFIA HANLEY
NIFI'S BREAST CANCER JOURNEY

[Click to view the website.](#)



our team

Meet the talented people behind KNOWTIZMNT™. We are a husband + wife duo who strive to create collaborative, personable, longterm partnerships with our clients.



our team

Lisa Smithen

CO-FOUNDER

PRINCIPAL DESIGNER

Lisa uses her experience and “out of the box” thinking style to create websites and real business solutions for companies and entrepreneurs. As a web developer, blogger, business consultant, coach, freelance writer, and creative entrepreneur, she thrives on seeing others succeed.



our team

Andrew Smithen

CO-FOUNDER

PRINCIPAL DESIGNER

Andrew is a graphic designer who enjoys complex problem solving and working at the intersection of artistry, business, and technology. He sees design as a reference to the world and applies critical thinking in the creative design process to craft unique, authentic stories.



Knowtizmnt[™]
Design & Consulting

 **in**



Thank you.