A new store for 4:21 Hemp Company.

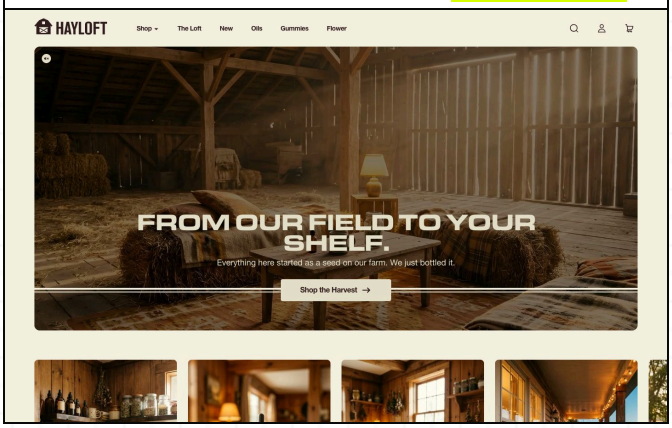
PREPARED FOR THE 4:21 HEMP COMPANY TEAM · BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Two ways it could look. The first is built out as a whole homepage. Pick any one, and we build the rest in it.

01 POOL PARTY WHOLE PAGE

02 HAYLOFT WHOLE PAGE



THE LAUNCH

$2,500

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

design and files in your name

YOUR PRODUCTS

Your products, in each look.

Two of yours, straight from 421hempcompany.com: your photos, names and prices. Only the store around them changes.

4:21 hemp company SHOP LAB RESULTS STORY OF 4:21 CART (0)

1500MG TINCTURE

4:21 Hemp Company

PET TINCTURE

4:21 Hemp Company

01 POOL PARTY

4:21 Hemp Company Shop Lab Results Story of 4:21

1500mg Tincture

$59.99

Pet Tincture

$24.99

02 HAYLOFT

01 WHERE WE STARTED

What you just walked through.

01

Pool Party: a backyard hang in a store.

A playful East Austin shop: a hero that wobbles like jello, bright packs, flavour scales on every product, a journal and a gift guide. Your 1500mg Tincture already sits on its shelf, up above. Click around; the cart works.

02

Hayloft: a family farm, bottled.

A quiet Kentucky farm shop: barn photography, its own labels on every bottle and pouch, collections, filters and search. It tells an Indiana farm story as easily as its own. The cart works here too.

03

Yours, on your real products.

Pick the feel. We build your store in it with your whole range and your lab results page, and you see every page before it goes live.

02 WHAT YOU GET

Pay for the website.
Get the whole launch.

01	**The website** A new store on your real products, flavours and strengths: homepage, shop and collection pages, product pages and cart, in the look you pick from the two you've just walked through. 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 people 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 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 21 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 send us access to your Wix site and domain. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We build your store in the look you picked, on your products. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new store 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, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day	$35/mo
Four animated promos a month, vertical and square	$425/mo
Two custom email designs a month	$280/mo
Twelve unique ads a month	$280/mo

05 WHAT YOU OWN

- The store design and every file, in your account and your name.
- Your products, orders, customers and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the design stays yours.

OPTIONAL ADD-ON

OR ALL FOUR, TOGETHER

$565/mo ~~$1,020~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save $455/mo. No commitment, cancel anytime.

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, with no page builder or extra plugins, and tested on a copy before anything goes live. Your checkout and payments stay exactly as they are.

03

Who owns it?

You do. The design and every file sit in your store, in your name. Hosting, domain and checkout stay 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, then unlimited changes are $35 a month if you want them, 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 if my lineup changes with the new hemp rules?

Then the site changes with it. Products and pages are easy to swap, and if your lineup changes before or after launch, I'll redo the shop pages as part of the build.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 21 November 2026.

Say go by email

See the first look again

Eric Berg

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