

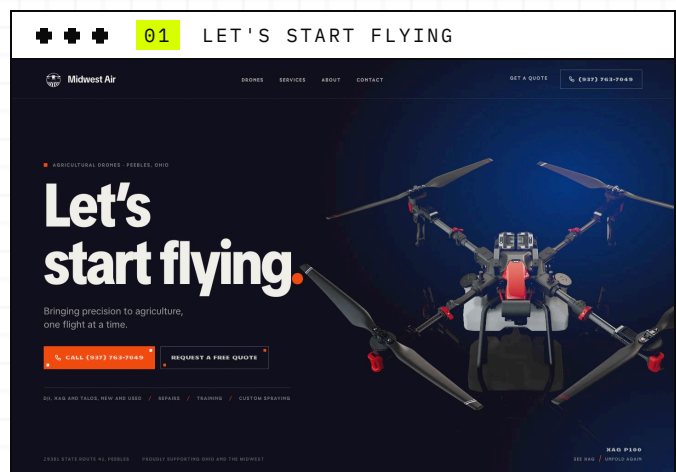
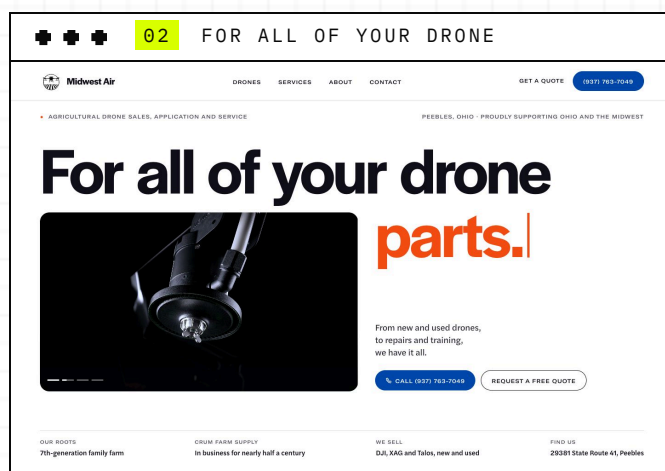
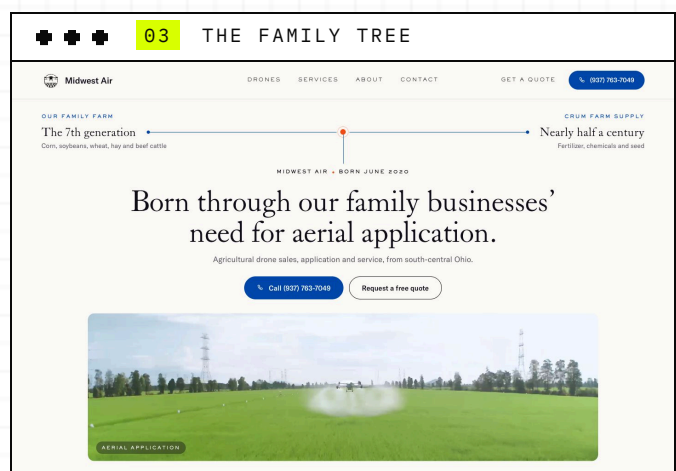


# A new website for Midwest Air.

PREPARED FOR THE MIDWEST AIR TEAM • BY ERIC BERG, CRUSH

## THE TOP OF YOUR HOMEPAGE

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



THE LAUNCH

**\$2,500**

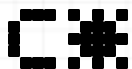
for \$3,660 of work, one time

LIVE

Within a week  
of saying go

YOURS

Yours to keep  
site and domain in your name



01 WHERE WE STARTED

# What we built it around.

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01 Let's start flying.

The heading from your Contact page. Option 1 unfolds an XAG P100 against your dark page with a cobalt glow, with Call in your orange and new and used, repairs and training underneath.

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02 For all of your drone needs.

Your own typed line. Option 2 puts a picture inside the sentence, and it changes as the word types: needs, parts, services, questions.

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03 Born through our family businesses' need for aerial application.

Your About page. Option 3 draws Midwest Air as the child of your 7th-generation family farm and Crum Farm Supply.



## 02 WHAT YOU GET

# Pay for the website. Get the whole launch.

|    |                                                                                                                                                                                                                                                                                                                        |         |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 01 | <b>The website</b><br>Up to five pages built out from the top you've just seen, in the same look, with your own words, photos and footage: the DJI, XAG and Talos drones you sell new and used, repairs and training, custom spraying and spreading, and your family story. On your domain within a week of saying go. | \$2,500 |
| 02 | <b>A launch promo</b><br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.                                                                                                                                                                         | \$140   |
| 03 | <b>A launch email</b><br>Designed and written for the farmers who already know you, so they hear about the new site, and the next spray season, from you.                                                                                                                                                              | \$350   |
| 04 | <b>A launch ad set</b><br>Twelve ads, each sized for feeds and stories, with moving versions of the best four.                                                                                                                                                                                                         | \$350   |
| 05 | <b>A phone receptionist, first month</b><br>From <u>Hire Whoever</u> , our sister company: a voice assistant built around your business that picks up your line when you can't. You teach it by text, and every call it takes becomes a short written record you can read after.                                       | \$105   |
| 06 | <b>30 days of changes</b><br>Text or email us what to change. It's live the next business day.                                                                                                                                                                                                                         | \$35    |

PLUS, WHEN YOU SAY GO BEFORE 6 NOVEMBER 2026

|              |                                                                                                                                   |       |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>BONUS</b> | <b>Email setup and list import</b><br>We set up your email sending and bring your customer list over, ready for the launch email. | \$180 |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|-------|

|                    |                |                                                                                          |
|--------------------|----------------|------------------------------------------------------------------------------------------|
| TOTAL VALUE        | YOU PAY        | THE ONE-WEEK PROMISE                                                                     |
| <del>\$3,660</del> | <b>\$2,500</b> | 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                                                                                                                                        | DAYS 1 TO 7                                                                                                  | LAUNCH                                                                                                            | 30 DAYS                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>You say go</b><br>You pay the 50% deposit and send us access to your site's hosting and domain. Your current site stays up until you say. | <b>We finish the site</b><br>We build out the remaining pages. You see every page before anything goes live. | <b>It goes live</b><br>The site goes up on your domain, and the promo, email and ads are ready to go out with it. | <b>Changes, next day</b><br>Text or email a change and it is live the next business day. |

04 INVESTMENT

|                                                                                                                  |                |
|------------------------------------------------------------------------------------------------------------------|----------------|
| <b>The launch</b>                                                                                                | <b>\$2,500</b> |
| 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                                                     |                |
| <b>Care</b>                                                                                                      | \$250/mo       |
| Site care and hosting, unlimited edits live the next business day, your Google listing kept current.             |                |
| <b>Grow</b>                                                                                                      | \$500/mo       |
| Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site. |                |
| <b>Growth Partner</b>                                                                                            | \$1,000/mo     |
| Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.                   |                |

05 WHAT YOU OWN

- ☐ The site, the domain and every file, in your name.
- ☐ Hosting is included.
- ☐ No commitment on anything monthly. Cancel anytime; the site stays yours.



## 06 QUESTIONS

# The usual questions.

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## 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.

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## 02 Is it secure?

Yes. No WordPress or plugins to keep patching, modern hosting with SSL, and every version saved, so any change can be rolled back.

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## 03 Who owns it?

You do. The site and the domain are in your name, not ours. Hosting is included and nothing renews unless you ask. If you ever want to move it, you get every file.

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## 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.

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## 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.

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## 06 What if the brands I carry change?

Then the site changes with it. Product pages are built to swap, and I'll redo them before launch if your lineup changes.

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07 NEXT STEP

# Say go.

Reply to this email or write to [eric@crushhh.co](mailto:eric@crushhh.co), and the build starts.  
This proposal holds until 29 November 2026.

Say go by email

See the first look again

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Eric Berg

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