

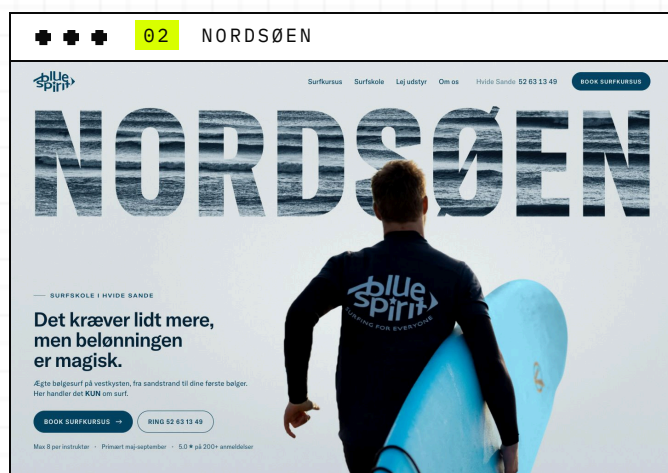
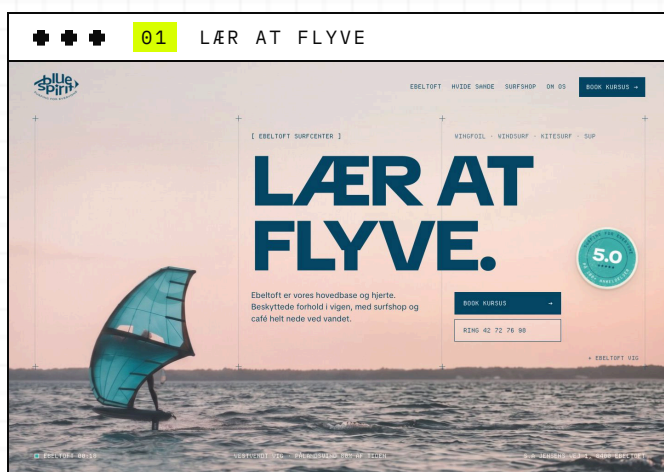


A new website for Blue Spirit.

PREPARED FOR JACOB AND ROBERT · 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

€1,200

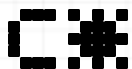
for €3,760 of work, one time

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 Lær at flyve.

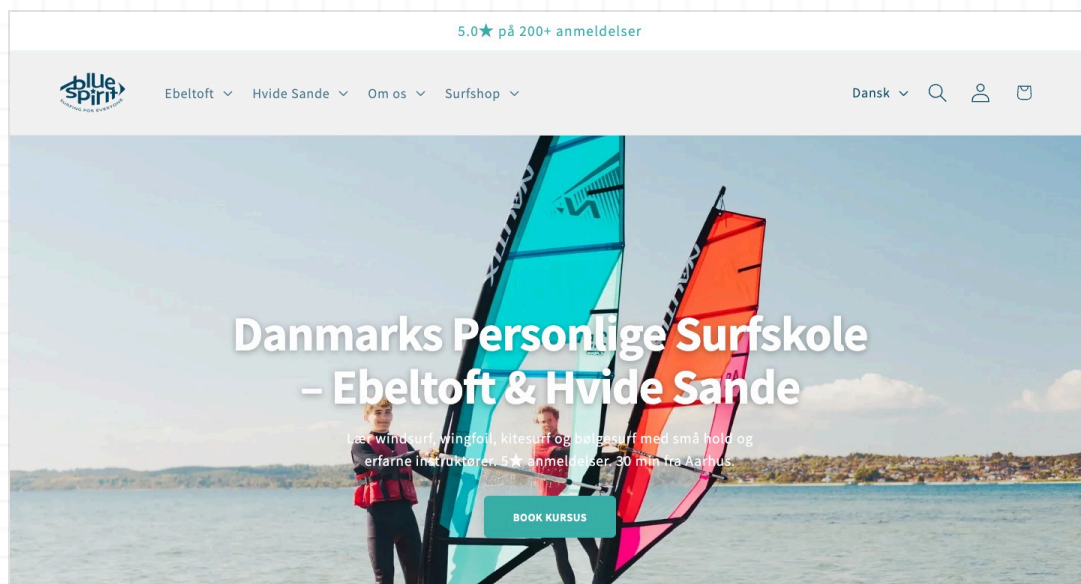
Your own name for Wingfoil Modul 2. Option 1 sets it big over a pale dusk on Ebeltoft Vig, with your wingfoiler up on the foil and your own fact along the bottom: the bay faces west, with onshore wind 80% of the time.

02 Det kræver lidt mere.

Option 2 is Hvide Sande. NORDSØEN is cut out of your own North Sea swell, and your surfer in the Blue Spirit wetsuit walks into it, under your line: Det kræver lidt mere, men belønningen er magisk.

03 Vi spørger aldrig “kan du?”

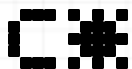
The line from your Om os page. Option 3 strikes out KAN DU? in red over your own parasurfing crew, every arm up, and answers underneath: Hvordan kan vi gøre det muligt for dig? Surfing for Everyone, shown instead of said.



TODAY



ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new theme for your Shopify store, built out from the top you pick: every page you have today, for both centres, every sport, rentals, groups and parasurfing, with your own words and photos, on your real shop, booking and checkout. Live on bluespirit.dk within a week of saying go.	€2,200
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	€125
03	A launch email Designed and written for your past students and customers, so everyone who has been on the water with you hears about the new site from you.	€310
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	€940
05	30 days of changes Text or email us what to change. It's live the next business day.	€30

PLUS, WHEN YOU SAY GO BEFORE 8 NOVEMBER 2026

BONUS	Email setup and list import We set up your email sending and bring your customer list over, ready for the launch email.	€155
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TOTAL VALUE	YOU PAY · FRIEND RATE	THE ONE-WEEK PROMISE
€3,760	€1,200	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN EUROS. 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 a collaborator on your Shopify store. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We build every page of your site into the new Shopify theme. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new theme goes live on bluespirit.dk, and the promo, email and ads 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 (friend rate)

€1,200

To start, when you say go (50%) €600

When the site goes live €600

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day €30/mo

Four animated promos a month, vertical and square €375/mo

Two custom email designs a month €250/mo

Twelve unique ads a month €560/mo

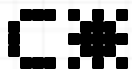
05 WHAT YOU OWN

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

OR ALL FOUR, TOGETHER

**OPTIONAL
ADD-ON****€625/mo** ~~€1,215~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save €590/mo. No commitment, cancel anytime.



06 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 8 November 2026.

Say go by email

See the first look again

Eric Berg

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