

A NOTE FROM JORGE AMAYA

For Vega's Pets Grooming

I built you something. Here is the why, the what, and the how.

Hi, and congratulations on opening. You take such good care of Ziggy that I wanted to do something for you in return. Here is the honest truth: you are excellent at grooming, but online, your business looks like a template, like every other groomer out there. That gap bothered me. So I went ahead and built you what I think your work actually deserves, and I would love to show it to you.

The why

People decide whether to trust a groomer in about ten seconds, and they make that decision online, from your website, your photos, and your reviews. Right now, that first impression undersells the real experience you give. A premium, easy-to-find, bilingual presence turns more of those visitors into booked appointments, and keeps them coming back. That is the whole point: more of the right customers, with less effort from you.

What you get (the offer)

- A complete brand identity: logo, colors, and a polished, consistent look.
- A premium website, fully mobile, with a one-tap English and Spanish toggle so your Spanish-speaking clients get the whole site in their language.
- Business cards and a grand-opening social media kit.
- Your Google Business Profile and local SEO set up, so people searching nearby find you first.
- Real photography of your dogs, your team, and your van. That part is my craft.
- Your own private Client Portal (more on that below).

The how (and the part that matters most)

You keep everything you already use. Your Vagaro booking, your calendar, and your client list all stay exactly where they are. I simply place a beautiful, high-performing website on top that feeds right into your Vagaro booking. Nothing moves, nothing breaks, and there is nothing new for you to learn.

Your custom Client Portal

This is what makes working with me different. You get a private, simple dashboard where you can see how your business is doing and request anything you need: change a price, swap a photo, run a promotion, or upload pictures and videos from your day. It all comes straight to me. No texting, no phone tag. You focus on the dogs, and I handle everything in the background. (I build this portion out for you as part of the service.)

The investment

One-time setup, starting at \$1,800. The recommended Launch package, which includes everything above, is \$3,500. This is your brand, your website, your collateral, and your full online presence, done right the first time.

Monthly care plan, starting at \$150 per month, or \$650 per month for the full growth plan that includes your ongoing content and posting. This covers hosting, security, updates, your Client Portal, your monthly content, and me on call to keep everything running and growing. You are not buying a website once and getting left on your own. You are getting a partner who keeps it working.

Why me

I am local, I am a photographer, and I run a modern studio that delivers agency-quality work without agency prices or delays. And honestly, I already trust you with Ziggy. I would be proud to make you my first showcase client, and I will treat your business like it is my own.

Take a look at everything I built for you. If it feels right, let us make it official before your grand-opening rush. Either way, thank you for taking such good care of my dog.

Warmly,
Jorge Amaya

Draft for review. Final pricing and details confirmed by Jorge before sending.