



graphic design & content creation.

S E R V I C E S G U I D E

lucy
klemt.

Many people online know of me as a dietitian and fitness professional who works exclusively in the health and fitness space. However, prior to pursuing a career in health I completed extensive studies in a creative field. As a trained graphic designer, I have found a renewed love for using this skillset to support other professionals in creating a slick, professional and beautiful looking online presence.

I work with you to create resources for your business that reflect your unique visual identity whilst communicating your message clearly and with a bit of pizzazz.

Whilst I can create *pretty much* anything for you, some of the projects I most commonly work on include:

Clinical resources for health professionals.

Recipe book design (including the cooking, styling and photography of recipes if required).

Presentation design for all professionals.

Design of informational or educational documents including eBooks, flyers, info brochures and client workbooks.

Social media content creation including carousel instagram posts, reels, and templates.

Business branding and logo design.



Content Creation Services



**\$80
AUD/hour**

GRAPHIC DESIGN & CONTENT CREATION

- Creation of desired materials, aligning with the style guide and visual identity of your business.
- The content must be provided to me pre-written in a word document or google doc (e.g. copy for social media slides, recipes, eBook copy etc).
- Revisions to initial designs based on client feedback, however this may incur further fees based on additional work required.



**\$100
AUD/hour**

GRAPHIC DESIGN, CONTENT CREATION & COPY WRITING

- Creation of desired materials, aligning with the style guide and visual identity of your business.
- Writing of the content to be used in the designs including (e.g. copy for social media slides, eBook content, recipes etc)
 - *Please note that content needs to be within my area of expertise: nutrition, health and fitness.*
- Revisions to initial designs based on client feedback, however this may incur further fees based on additional work required.

For a personalised quote please fill out the enquiry form on my website. For any further questions or to enquire about how I can best service you, please email me at lucy@lucymcconnell.com.au.