

Custom Ebooks and Gift Guides



SHARE INSPIRING CONTENT, BOOST SALES,
AND GROW YOUR COMMUNITY WHILE
EFFORTLESSLY PROMOTING YOUR BRAND.

MEET YOUR CREATIVE GUIDES

This collaborative service is offered by Stephanie Pavelko and Hannah Lasorsa. We're botanically inspired creatives who interweave herbalism, nature, and soulful living into all of the content we create. We work closely with herbalists, gardeners, authors, and health practitioners who want to promote their products or services in a way that's rooted, authentic, and inspired.



Favorite herb: Rose

Favorite place: Mushroom foraging

Instagram: [@mytinylagunakitchen](https://www.instagram.com/mytinylagunakitchen)

Stephanie is a graphic designer, artist, gardener, folk herbalist, photographer, and videographer. Through her blog, [My Tiny Laguna Kitchen](https://www.instagram.com/mytinylagunakitchen), and partnerships with like-minded brands, she creates and shares nourishing, seasonal herbal recipes for health and beauty. As the lead designer and creator behind this service, Stephanie will envision and bring to life the layout of your digital publication, weaving in elements of your brand every step of the way, including your brand colors, fonts, and photographs.



Favorite herb: Tulsi

Favorite place: A wildflower meadow

Instagram: [@Hannah_aften](https://www.instagram.com/Hannah_aften)

Hannah is a writer, photographer, folk herbalist, and owner of [Herbal Content Cottage](https://www.instagram.com/herbalcontentcottage) - a marketing studio that supports the green thumbs and medicine makers of our world. Hannah and her team of herb-loving wordsmiths will help you craft original, clear, and inspiring copy to use throughout your digital publication. With a background in magazine production, Hannah ensures all copy meets the highest standards.

***Both Stephanie and Hannah are professional photographers who can help you capture additional imagery for your digital publication, if needed.*

Learn more on Page 8.

1

CUSTOM EBOOKS & GIFT GUIDES

In this done-for-you service, we will create a custom ebook, gift guide, or digital magazine from start to finish, including branded design, original copy, and project coordination.

Digital publications are a visually stunning way to share your content with the world - growing your email list and generating income in the process!

Small ebooks can be offered as a freebie on your website to encourage newsletter subscribers and grow your email list. They can also be shared as part of a marketing campaign to generate buzz around a new product or service launch.

Gift Guides are an uplifting, time-tested way to promote sales and grow your community any time of the year, but especially during the holiday season.

Larger ebooks, including recipe-based publications, can be sold in your online shop to expand your offerings and help you generate passive income for years to come.

Your custom digital publication will be 100% unique to you. It will include your brand colors and fonts paired with custom copy written specifically for this project. We can use your existing brand photography, find free stock images and illustrations, or coordinate brand or lifestyle photoshoot(s) as an add-on to your package.





OUR OFFERINGS

Your product or service will be elegantly promoted throughout your publication in a way that feels inspiring and editorial - never salesy! All digital publications are created and shared as PDFs that you can easily add to your website or marketing materials. Prices include up to 3 rounds of revisions to ensure you love your finished content.

You will have full rights to use these digital magazines anywhere and anyhow you choose. Make sure to share them in newsletters and social media posts to get the most bang for your buck!

OFFERING 1: THE SEED

FEATURING 3 RECIPES, PROJECTS, OR GIFT GUIDE PAGES

A great starting point, this small ebook is perfect to use as a small gift guide or freebie that encourages newsletter subscribers and grows your email list. You can also use it to **plant the seed** of a marketing campaign - generating excitement over a new product, course, or service launch.

Example themes could be: “My 3 Favorite Rose Recipes for Summer” or “3 Sustainable Brands for Herbal Gift Giving”

Includes design & copy for:

- 1 cover page
- 1 introductory page/letter from the owner
- 3 recipes, projects, or gift guide pages
- 1 closing page with CTA, website and social links, etc.

Investment: starting at \$875.00

*Custom photography available at an additional cost, see Page 8 for details.



Ready to bloom?

OFFERING 2: THE BLOSSOM

FEATURING 6 RECIPES, PROJECTS, OR
GIFT GUIDE PAGES

Our medium publication doubles the number of recipes, projects, or features included in your digital publication. Compared to the small ebook, you'll have even more content to help your sales and community blossom.

Example themes could be: "6 Herbs for Summer Skin" or "Healthy, Warming Drink Recipes for Winter."

Includes design & copy for:

- 1 cover page
- 1 introductory page/letter from the owner
- 6 recipes, projects, or gift guide pages
- 1 closing page with CTA, website and social links, etc.

Investment: starting at \$1,700.00

*Custom photography available at an additional cost, see Page 8 for details.



OFFERING 3: THE FLOWER

FEATURING 10 RECIPES, PROJECTS, OR GIFT GUIDE PAGES

With space for 10 one-page recipes, projects, or features, this publication enters the realm of a digital magazine that's brimming with value. Consider selling this beautiful publication in your online store so you can sit back and generate passive income for years to come. Your business is in full flower.

Includes design & copy for:

- 1 cover page
- 1 introductory page/letter from the owner
- 1 table of contents
- 10 recipes, projects, or gift guide pages
- 1 closing page with CTA, website and social links, etc.

Investment: starting at \$2,800.00

*Custom photography available at an additional cost, see Page 8 for details.



*Want to work on
a bigger project
together??*

Contact Herbal Content Cottage
to share your vision and receive a
custom quote.

[CONTACT US](#)

BRAND & LIFESTYLE PHOTOGRAPHY

Do you need fresh brand photography to use in your publication? We've got you covered!

Both Stephanie and Hannah are experienced photographers who weave seasonal botanicals and a natural aesthetic into everything they create. If you resonate with one style over another, then feel free to request that photographer for your project. Otherwise, we'll divide up the project amongst ourselves, based on our time and availability.

Photography rates start at \$800/recipe or project.
Contact us for a custom quote.



Hannah's Aesthetic

Hannah's visual style is bright and airy with lots of white and warm wood tones. In her prop selection, she leans toward natural, handcrafted items, including stone-washed linens, hand-carved spoons, and fresh botanicals. Hannah regularly contributes photography to the Herbal Academy, *Willow & Sage* magazine, and other herb-focused brands.

[View her online portfolio, here.](#)



Stephanie's Aesthetic

Stephanie's visual style is slightly moodier, with vibrant botanicals often layered over rich blue and gray backgrounds. She also leans toward natural materials in her prop selection, including ceramic dishes, glass jars, and beeswax candles. Stephanie regularly contributes photos and videos to Grow Forage Cook Ferment, Mountain Rose Herbs, Kami McBride, and other Earth-centered brands. View more of Stephanie's work on her blog, [My Tiny Laguna Kitchen](#).

Stephanie is also a videographer who can create video clips or reels to feature within your publication. [Contact her](#) for a custom quote!



EXAMPLE RECIPE OR PROJECT LAYOUT #1

Your layouts are endlessly customizable, but here's one example of the type of design we could use for a recipe page. We would swap in your brand colors, fonts, and brand photography and we would also write original copy on your behalf.



IMMUNITY BOOSTING WINTER TEA RECIPE

One of my favorite parts of creating this recipe was I was able to forage for most of the ingredients. This was such a delightful experience that really brought intention into this tea. Using the healing properties that Mother Earth provides is a powerful and healing experience in itself.

Ingredients

- 2 parts dried elder (*Sambucus canadensis* or *S. nigra*) berry
- 2 parts dried rose (*Rosa* spp.) petal
- 1 part dried rose (*Rosa* spp.) hip
- 1 part powdered or chopped dried ginger (*Zingiber officinale*) rhizome
- ½ part reishi (*Ganoderma lucidum*) powdered extract
- ½ part dried yarrow (*Achillea millefolium*) aerial parts

Instructions:

1. Determine how much tea blend you would like to make, and then assign your “parts” accordingly
2. Combine all of the herbs and mix well. If you're making a bulk batch, transfer the blend to a storage container, label, and store in a cool, dark location.
3. To brew a cup of tea, add 3 tablespoons of the tea blend per strainer/mug.
4. Cover with 8-12 fluid ounces of just-boiled water and let steep, covered, for 10 minutes.
5. Remove the tea strainer, sweeten with honey or maple syrup if desired, and enjoy!

EXAMPLE RECIPE OR PROJECT LAYOUT #2

Your layouts are endlessly customizable, but here's another example of the type of design we could use for a recipe page. We would swap in your brand colors, fonts, and brand photography and we would also write original copy on your behalf.



HOMEMADE WINTER FOREST LOTION BARS

Ingredients

- 5 oz of olive oil
- 5 oz of unrefined shea butter
- 5 oz beeswax
- 14-20 drops of frankincense essential oil
- 14-20 drops of black spruce essential oil
- 14-20 drops of scotch pine essential oil
- 14-20 drops of grand fir essential oil

Instructions:

1. In a double boiler, add in all of your ingredients except for the essential oils.
 2. Turn on the heat under the double boiler to medium
 3. Once the ingredients have turned to liquid, use an immersion blender to mix until completely smooth.
 4. Add in the essential oils, and mix well again.
 5. Gently remove the mixture from heat and pour into the silicone molds.
 6. Let the lotion bars set for 1-2 hours or overnight before you try to remove them from the molds.
 7. Gently remove the bars from the molds. Slowly pop them out so they maintain their form.
 8. You can store them using a piece of parchment paper and 4 oz tins from Mountain Rose Herbs.
-

EXAMPLE GIFT GUIDE LAYOUT #1

Your layouts are endlessly customizable, but here's an example of the type of design we could use for a gift guide page. We would swap in your brand colors, fonts, and brand photography and we would also write original copy on your behalf.



PRODUCT #1

PRODUCT NAME
BRAND NAME

Short description (1 sentence) aut ad qui
conseca tibeatem nistior itiationes isti omnisita
nobitiamus esteces sitasin ullutet.

\$XXX



PRODUCT #2

PRODUCT NAME
BRAND NAME

Short description (1 sentence) aut ad qui
conseca tibeatem nistior itiationes isti omnisita
nobitiamus esteces sitasin ullutet.

\$XXX



PRODUCT #3

PRODUCT NAME
BRAND NAME

Short description (1 sentence) aut ad qui
conseca tibeatem nistior itiationes isti omnisita
nobitiamus esteces sitasin ullutet.

\$XXX

EXAMPLE GIFT GUIDE LAYOUT #2

Your layouts are endlessly customizable, but here's an example of another type of design we could use for a gift guide page. This example would be a nice layout option for a smaller ebook with fewer pages because it would allow you to feature a number of products or brands side-by-side. As always, we would swap in your brand colors, fonts, and brand photography and we would also write original copy on your behalf.



PRODUCT #1

Short description (1 sentence)
aut ad qui consecra tibeatem
nistior itiationes.

\$XXX



PRODUCT #2

Short description (1 sentence)
aut ad qui consecra tibeatem
nistior itiationes.

\$XXX



PRODUCT #3

Short description (1 sentence)
aut ad qui consecra tibeatem
nistior itiationes.

\$XXX



PRODUCT #4

Short description (1 sentence)
aut ad qui consecra tibeatem
nistior itiationes.

\$XXX



PRODUCT #5

Short description (1 sentence)
aut ad qui consecra tibeatem
nistior itiationes.

\$XXX



PRODUCT #6

Short description (1 sentence)
aut ad qui consecra tibeatem
nistior itiationes.

\$XXX

A PEEK AT THE PROCESS

I

Contact us to schedule a time to chat in more depth.

2

Stephanie and Hannah will join you on a Discovery Zoom call where we can collectively get to know each other and discuss what you're looking for in your digital publication. We can chat about due dates, design, copy, photoshoots (if needed), your goals, and more.

3

While we wait for your project start date to arrive, you may have some simple workbooks and forms to fill out so we have all the information we need when it's time to get started. These will be shared with you via Google Drive.

4

When we near your due date, you will receive the first draft of your digital publication (*happy dance*). At this point, you'll have the chance to request changes to the design or copy. You can leave comments directly in the Google Doc or PDF, or we can jump on a follow-up call to discuss your requests (whatever you're most comfortable with is fine with us!).

5

We'll send you the 2nd draft when it's complete, and you can either sign off that you love the project, or request a 3rd round of revisions, if needed.

6

When the project is complete, we'll email you the final publication as a PDF to embed on your website to help capture email addresses, increase sales, and inspire your audience.



Ready to Roll?

If you'd love to have an ebook, gift guide, or freebie created specifically for you and your brand, then contact us to discuss next steps!

We'd love to hear from you!

Stephanie and Hannah both tend to have short waiting lists for their services, so please reach out approximately 3 months before you want your finished publication in-hand.