

**WHAT HAPPENS
AFTER I ORDER**
a
**PRODUCT
ACCELERATOR?**



**GRAPHIC
RHYTHM**



THANK YOU FOR YOUR BUSINESS

This guide is intended to help you understand what happens after you purchase one of our Amazon seller related services through our website.

If you have a special project with us which you purchased outside of the retail website, then we will provide you with a scope of work agreement which covers your particular project.



TIMELINE

The timeline for your project will depend on several factors including what exactly you ordered from us, and how complete the information is.

We've tailored our systems and processes over the years to be as thorough as possible and to try and reduce revisions by paying careful attention to details.

Below are the individual timelines for each of our services, and then we provide examples that consider different variables.



01

ACCELERATOR PLUS

Accelerator Plus is our listing images service that includes **research, copywriting, sequencing** and **design** for the 8 images at the top of an Amazon listings.

After you've sent your complete intake form the project will follow the following timeline **(in business days)**

Start



PROPOSAL & SHOOTING INSTRUCTIONS



Getting Started

We start by doing some research on your brand and product as well as your competitors. We compile this information into a proposal that we send to you for approval after about **2 days**.

The proposal always includes:

- **A summary of our research**
- **Our proposed image sequence**

The image sequence lists the goal and description of each of the 8 images in the set - it does not include the finalized copy.

Optionally your proposal may include:

- **Photography shooting instructions (if you've requested them)**
- **Invoices for variations, photography or other misc. services**

After you accept the proposal and pay any outstanding balance, we move your project into the **pre-design phase**.

PRE- DESIGN



Getting into groove

During pre-design we write the copy for your images and have the photography taken or renderings created depending on what you've chosen.

If you don't need photography or renderings...

Then the pre-design stage takes about **2 business days** and you do not get notified when it moves into the design phase.

If you DO need photography or renderings...

Then the pre-design stage can take up to **10 business days** depending on who is taking the photographs, how quickly you ship the product and the turn around time of the photography studio.

If you elect to use our partner photographer, POW photography then you should expect a **7 business day turn around** after they receive the product.

Product renderings can take up to **5 business days** to complete

End

DESIGN

After we have the photography or renderings and the copywriting has been completed your project moves into the design phase.

This is where our design team puts together your branding and visual identity along with all of the components we've gathered already into a set of **8 images** designed to convert.



VARIATIONS

If your project has variations we will work on them **AFTER** we have an approval from you on the initial set of images.

Variations typically take about 3 days to produce but please use common sense when anticipating the timeline - if you have 10 variations for instance, it will take longer than 3 days.





02

A+ **ACCELERATOR**

This is our A+ content service that includes copywriting for all of the text areas of the content as well as the image areas.

You may have ordered both the Listing and A+ accelerator. If so, then some of the phases will be concurrent with the Listing Accelerator, but some wait on it.

We will demonstrate a complete timeline in a section below.

Start



PROPOSAL



During this phase, as in the listing accelerator, we do research about your products and brand as well as competitors and unique selling proposition.

The proposal that we deliver will include the research that we've done, the A+ content template that we've chosen and the copywriting we would like to include.

If you asked for photography shooting instructions, we will include that in this phase.

This happens concurrently with the Listing Accelerator.



3 days
ETA

PRE-DESIGN



The pre-design phase is where we write the copy for your A+ content, have renderings made and photography shot.

The length of time it takes is dependent on the amount of time it takes to have the photography and renderings completed.

In general, Photography takes up to 10 business days, and renderings take up to 5.



3-10 days
ETA

DESIGN



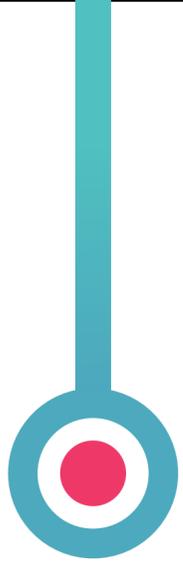
The Nitty Gritty

After we have the copywriting and photography or renderings then we begin designing your A+ Content.

If you have a listing accelerator with us, we will **NOT** design your A+ content until we have an approved set of images - this is to ensure we don't do double work in case we need to revise the design heavily.

At the end of this phase we will deliver your A+ content mockup, the individual image components, and the copywriting.





End

VARIATIONS

If your project has variations we will work on them AFTER we have an approval from you on the initial set of images.

Variations typically take about 3 days to produce but please use common sense when anticipating the timeline - if you have 10 variations for instance, it will take **longer than 3 days.**



How long does photography take?

If you choose to work with our photography partner: POW Photography, then you should expect the photography to take **7 business days** after they have received it.

How long do renderings take?

Renderings take up to **5 business days.**

How long do revisions take?

We encourage you to submit all of your revisions at one time. Every time you request a revision you should expect it to take **24 hours** to return the revision to you.

Example Delivery Schedules

03

The following examples are intended to help illustrate the timeline for different project configurations.

The timelines assume that it takes you 2 business days to approve the deliverables. Please keep in mind that a lot of things can affect the project timeline including shipping delays, holidays etc.

Example 1

Accelerator and A+ Accelerator,
No Photography

- Monday Oct 26th**
You submit the project to us
- Tuesday Oct 27th**
We begin working on it (Day one)
- Wednesday October 28th**
Proposal Delivery (Accelerator Plus)
- Thursday October 29th**
Proposal Delivery (A+ Accelerator)
- Friday October 30th**
You Approve the Accelerator Proposal
- Monday Nov 2nd**
You approve the A+ Proposal
- Friday Nov 6th**
Accelerator Plus Design Delivery
- Friday Nov 13th**
A+ Design Delivery

**Total Days
for Project
Completion**

18 days

Example 2

Accelerator Plus with
Photography and Variations

- Monday Oct 26th**
You submit the project to us
- Tuesday Oct 27th**
We begin working on it (Day one)
- Wednesday October 28th**
Proposal Delivery
- Friday October 30th**
You approve the proposal and ship the product to the photographer
- Wednesday Nov 4th**
The photographer receives the product
- Friday Nov 13th**
Photography is completed
- Wednesday Nov 18th**
Accelerator Plus Design Delivery
- Friday Nov 20th**
You approve the designs
- Wednesday Nov 25th**
Variation Design delivery



Total Days
for Project
Completion

30 days

Example 3

A+ Accelerator with Renderings



Monday Oct 26th
You submit the project to us

Tuesday Oct 27th
We begin working on it (Day one)

Wednesday October 29th
Proposal Delivery

Monday Nov 2nd
You approve the proposal

Monday Nov 9th
We complete the renderings and copywriting

Thursday Nov 12th
We deliver the image designs

**Total Days
for Project
Completion**

17 days