ATELIER

erfstuk

Unlock your legacy



DE WERKWIJZE · THE WAY I WORK

How an erfstuk *is made.*

From the first conversation to the day you hold the key: what happens, in what order, what it costs, and what I ask of you along the way.

NICOLA VAN DER WALT · ATELIER ERFSTUK · FIRST EDITION · NOVEMBER 2026

A NOTE FROM THE ATELIER

An atelier, *not an agency.*

An atelier makes one thing at a time, by hand. So what follows is not a funnel and not a framework. It is simply the order in which I sit with someone until their story is clear enough to draw, and then make everything that has to carry it.

I work in pieces, not in hours on call. Every piece has a beginning, an end and a fixed price, and the end is the point: you leave holding it. I will not quietly become your part-time employee, and you will never wonder what you are paying for this month.

What I will do is ask more questions than you expect, keep the odd bits other people would sand off, and hand you something you can run without me. I stay within knocking distance afterwards, should you want me there.

— *Nicola*

INSIDE

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ONE PERSON

Start to finish

You talk to the person who makes it. Nobody is passed down a corridor.

CLEAR EDGES

Pieces, not hours

Every piece has a scope, a date and one price, agreed before anything begins.

HANDED OVER

Yours to keep

Files, logins, templates and a handbook. It runs without me, and that is on purpose.

> The brand is not "this person has a voice". It is *the whole of someone,* in everything they put out.

THE FOUR TURNS OF THE KEY

Four turns, *seven moments.*

The lock on my door takes four turns. Each turn is a stage of the work, and each holds one or two moments where something is decided, made or handed to you.

01 Luisteren

LISTEN

The first days

01
The first conversation
Free, about 45 minutes

02
De inventaris
Your list, ten minutes

03
The proposal
Within two working days

YOU RECEIVE
A proposal with one fixed price

02 Graven

DIG

Usually the week after

04
The First Turn and the workshop
Sixteen questions, then about two and a half hours together

YOU RECEIVE
Your story, found and spoken out loud

03 Weven

WEAVE

The making

05
The Heirloom
Your identity on paper, signed

06
The making
Brand, pieces, house, market

YOU RECEIVE
Your signed Heirloom, then every piece in turn

04 Doorgeven

HAND DOWN

The last day

07
The handover
Everything yours, plus thirty days of aftercare

YOU RECEIVE
The key, and everything it opens

and after

Het bewaren, the keeping. If you would like me nearby once it is yours, there is a monthly way to keep me, with clear edges. Or simply knock when you need me.

USUALLY — two to eight weeks, from the workshop to the handover

TURN 01 · LUISTEREN · LISTEN

First, *I listen.*



You talk. I ask why you do what you do, and then I ask again, because the first answer is rarely the real one.

01 The first *conversation*

FREE · ABOUT 45 MINUTES · A PHONE CALL OR TEAMS

We meet properly before anyone talks about logos. You tell me what you do, who it is for and what is not working yet. I listen for the things you mention in passing; they are usually the point.

You bring yourself, and whatever keeps you up at night about your brand. I bring questions, and the honesty to say so if I am not the right person for it.

02 De *inventaris*

ABOUT TEN MINUTES · A PERSONAL LINK · WORKS ON YOUR PHONE

The same day, I send you a list made for you, with what we spoke about already marked, together with this document. You tick what you would like: your brand, the pieces it is carried on, a website, marketing, and whether you would like me to keep the house afterwards. Every option shows where its price begins, so nothing in the proposal is a surprise.

03 The *proposal*

WITHIN TWO WORKING DAYS · ONE FIXED PRICE · A DATE FOR EVERYTHING

What I will make, in what order, by when, and one fixed price for all of it. If something on your list is better left out, or would cost more than it gives you, I say so here.

> **To begin:** you sign the proposal and pay the first part. Your chest opens, we choose a date for your workshop, and the first turn is complete.

> Nothing is decided until you sign. Until then it is *a conversation and a list,* and you are welcome to keep both.

TURN 02 · GRAVEN · DIG

Then *we dig.*



Down to the core. Who you are underneath the job, what you love, where you came from, and the odd things you would normally leave out. Those are usually the best bits.

04 The First Turn, *then the workshop*

SIXTEEN QUESTIONS, A FEW DAYS BEFORE · ABOUT TWO AND A HALF HOURS TOGETHER

A few days before we meet, I send you The First Turn: sixteen questions to sit with. Answer in sentences, bullet points or voice notes on a walk. Spelling does not count; honesty does.

Then we spend a morning or an afternoon together. It feels more like a long conversation than a meeting, with paper on the table.

WHAT WE COVER

- **Your story:** why you do it, where it comes from
- **Your people:** who you are for, and who you are not
- **Your voice:** how you sound on a good day
- **Your look:** what it should feel like, and what it must never be

WHERE AND WHO

- At your office or home, at a café near you, or online
- Everyone who decides, ideally no more than three people
- If we meet at a café, the coffee is on me

One request: bring an object you would rescue from a fire. You will see why.

> Most people arrive knowing what they do. Most leave knowing *why.* That is the part a brand is made of.

TURN 03 · WEVEN · WEAVE

Then I weave, *and you sign.*



What you love and who you are, woven into one story that makes sense. First on paper, then in everything I make.

05 The *Heirloom*

WITHIN FIVE WORKING DAYS · ONE ROUND OF CHANGES · SIGNED BY BOTH OF US

After the workshop I write your Heirloom: your identity, kept in one document. The core in a single sentence, your story, the people you are for, your voice, the direction for the look, and the pieces we will make from it. We read it together, change what needs changing, and then we both sign it.

> **Why the signature matters.** Once signed, the Heirloom is the compass. Everything I make afterwards inherits from it, which is why nothing drifts. A change of direction later is always welcome; it simply becomes a new piece of work, quoted before it begins.

06 The *making*

BRAND, PIECES, HOUSE, MARKET · TWO ROUNDS AND A FINAL POLISH

I make things in the order they inherit from each other: the brand first, then the pieces it is carried on, then the house, then the market. Every piece goes the same way:

I	II	III	IV
I show you	**You respond**	**Two rounds**	**You approve**
The piece, and why it is the way it is	Within three working days	Of changes, then a final polish	And it goes in the chest

> **What counts as a round.** One list of changes, gathered from everyone who decides and sent together. After two rounds comes the final polish: the last small touches, a word here, a shade there. Anything I got wrong myself is mended free and never counts. A third round is fine at €70 an hour, agreed before I start.

Every piece arrives in your chest, De kist, where you approve it or ask for changes. More on that over the page. No group chats at midnight; good work needs sleep, and so do I.

> Coloured in, *never painted over.* Whatever I make, your story stays visible underneath it.

DE KIST · YOUR CHEST

Everything, kept in *one place.*



From the day you sign, you have your own chest: a private portal where everything we make together is kept. No lost attachments, no "which version was it?", no digging through email.

FOR YOUR APPROVAL

Every piece arrives here. Pin a note exactly where you mean, ask for changes, or approve it with your signature. Rounds are counted for you.

YOUR JOURNEY

Where we are, what comes next, and anything I am waiting for from you.

YOUR HEIRLOOM AND BRAND KIT

Your signed Heirloom, your brand book and every file in every format, ready to download.

YOUR WEBSITE

Its address, its health, and backups you can download whenever you like.

LETTERS

Questions and requests in one thread, answered by me, not a helpdesk.

INVOICES

Every invoice, paid or open, with a link to pay by iDEAL.

YOUR HOURS

On a care plan, see what is used this month and ask for more in two taps.

KIND WORDS

Leave a review when it feels right, or pass the key to a friend.

Two locks, every time. Your chest opens with a key sent to your email and a six-digit code from your phone. It is stored in Europe, and only you and the people you invite can open it. Your team can see the work; your bookkeeper, only the invoices.

It works on your phone, in English or Dutch. With a care plan, your chest stays open for as long as the plan runs. Without one, it stays open for three months after the handover, and I write a month before it closes. Everything in it is also given to you as files, so nothing you own depends on a login.

TURN 04 · DOORGEVEN · HAND DOWN

Finally, *I hand it down.*



You receive an erfstuk: a piece of you that your website, your profile and your work inherit and carry forward.

07 The *handover*

A 60 TO 90 MINUTE SESSION · RECORDED FOR YOU · THIRTY DAYS OF AFTERCARE

We sit down one last time and I walk you through everything, so you know where it all lives and how to use it. The session is recorded, so nobody has to take notes.

EVERYTHING IS YOURS

- Your brand book and every file, in every format
- Templates you can fill in yourself
- Website logins, with domain and accounts in your name
- A handbook for anything that keeps running
- All of it kept in your chest, and handed to you as files too

THIRTY DAYS OF AFTERCARE

If anything does not work as promised in the first thirty days, I mend it, free. After that, it is yours to run, and I am a knock away.

AND AFTER · HET BEWAREN · THE KEEPING

FOR THE HOUSE

Website care

€39 *a month*

Security first: updates, malware watch and two-step logins. Then hosting, daily backups and repairs.

FOR THE HOUSE

Care and two hours

€149 *a month*

All of website care, plus two hours a month for changes, new pages or simply asking. Hours do not pile up.

FOR THE MARKET

A monthly batch

from €395 *a month*

Around eight designed posts and a newsletter, planned together each month.

Or no plan at all: I am €70 an hour whenever you knock. Plans run month by month and stop with a month's notice. Whichever you choose, security comes first.

THE PIECES, AND WHERE THEIR PRICES BEGIN

What it costs, *roughly.*

These are "from" prices: where a piece begins, not where it ends. Your proposal has one fixed price for everything in it, and it does not grow without your say. All prices exclude BTW.

I Het merk *your brand*

A new heirloom Workshop, Heirloom, mark, palette, type, drawings, brand book	*from* €1,650
Restored A refresh, keeping what you love	*from* €950
A new piece for the set A sub-brand, product line or event	*from* €450
Only the Heirloom Workshop and Heirloom; credited if we go on	*from* €650

II De stukken *brand pieces*

One drawer Business card, letterhead, email signature, quote and invoice, profile and background	*from* €450
Three drawers Plus presentation, social templates, a document and a flyer	*from* €950
The whole cabinet Plus brochure, newsletter, packaging, signage and merchandise	*from* €1,750
One more piece Small, medium or large; any piece can be swapped	*from* €95

III Het huis *your website*

One room A single page	*from* €950
A house Up to six pages	*from* €2,250
A house with a shop Up to six pages and 25 products	*from* €3,450
Extra rooms Journal, bookings, a second language, a little tool	*plus, from* €95

IV De markt *marketing*

A thread One channel, a 90-day plan, twelve posts	*from* €850
A pattern Two or three channels, a campaign, thirty pieces	*from* €1,950
The whole quilt The full pipeline, built and handed over	*from* €3,950

All of it, as one When your brand, your house and your marketing are made together, the projects come with 10% off. They are better for it, too: one story, told everywhere at once.

IN EVERY HOUSE, WHATEVER ITS SIZE

Security first · **SEO**, so search engines find you · **GEO**, so ChatGPT, Gemini and Google's AI answers can name you · contact forms, click-to-call and WhatsApp, maps, link previews, privacy-friendly statistics, a privacy statement · your words in your voice, built for phones first.

Every brand includes the workshop and a signed Heirloom. Every piece includes two rounds of changes and a final polish.

SO THAT NOBODY IS SURPRISED

Time, and the *small print, kindly.*

HOW LONG IT TAKES, FROM THE WORKSHOP

Your Heirloom	*within five working days*
A brand	*two to three weeks*
Brand pieces	*one to three weeks*
A house	*two to four weeks*
Marketing	*two to four weeks*
All of it, as one	*six to eight weeks*

As long as replies come within three working days. If they take longer, the date moves with them.

WHAT I ASK OF YOU

1. Come to the workshop as yourself, not as your LinkedIn profile.
2. Let one person have the final word, even if several have opinions.
3. Respond in your chest within three working days, so the work keeps its warmth.
4. Send photos, texts and logins by the dates we agree.
5. Tell me early if something feels off. Small turns are easy; late ones are not.

THE SMALL PRINT

PAYING

Half to begin, half at handover. For projects over €3,500: 40% to begin, 40% when the Heirloom is signed, 20% at handover. Invoices are due within fourteen days.

CHANGES

Two rounds per piece are included, then a final polish for the last small touches; the Heirloom has one round. A round is one list, sent together. More is fine at €70 an hour, always agreed before I start. A new direction after sign-off is new work, quoted first.

OTHER COSTS

Domains, hosting beyond a care plan, font licences, printing, shop fees and ad budgets are passed on at cost, and agreed beforehand.

MOVING THE WORKSHOP

Free with 48 hours' notice. Later than that, a small fee of €70 and a new date.

PAUSING

Life happens; tell me as soon as you know. If the work waits for more than four weeks, we pause and choose a new slot together.

STOPPING

If you stop halfway, you pay for the work done so far and keep everything that is finished.

OWNERSHIP

Once the last invoice is paid, everything I made for you is yours to use, change and keep.

SHOWING THE WORK

I may show it in my kabinet once it is live. I always ask first.

CREDITS

Your website carries a small, quiet "Made by Atelier Erfstuk" in its footer, linked to my site.

CARE PLANS

Month by month, with a month's notice to stop. Website care is for houses I have built.

YOUR CHEST

Open for as long as a care plan runs; otherwise for three months after the handover, with a month's warning before it closes.

TERMS AND DATA

My general terms come with every proposal. If I host your website, we also sign a processor agreement, so your visitors' data is looked after properly. How I look after your own details: atelier-erfstuk.com/privacy.

WHO I AM

Atelier Erfstuk, Veenendaal. KvK 42215666. Prices exclude BTW.

What I do not do

Sit in your weekly meetings, answer at midnight, or quietly become your marketing department. If you need someone like that, I will help you find them, and hand them the key.



LUCY · BORN AT DAWN

Shall we *begin?*

Start your list at atelier-erfstuk.com/inventaris, or write to me. I answer every letter myself, usually within a day.

Book a first conversation

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Unlock your legacy

PLEASE KEEP. IT IS, AFTER ALL, AN ERFSTUK.