

## **Brochure Memo**

**To:** Erin Klein

**From:** Professor Dodge

**Date:** November 16, 2024

**Subject:** HausWitch Home + Healing

### **Marketing Aspects**

**Client:** HausWitch, a spiritual and metaphysical home and healing brand and lifestyle shop based in Salem, MA.

**Purpose:** HausWitch wants to attract Salem visitors to their shop especially during the off season when there is less tourism. They aim to create an inclusive space that is a safe and supportive environment for all.

**Audience:** The broader audience is anyone that is visiting Salem. The more targeted audience are people who are interested in metaphysical lifestyle, crystals and magic. Another audience are people who enjoy interior decorating or are looking for home decor.

## VISITING WITCH CITY? STOP BY HAUSWITCH!

Have your aura read, collect crystals, find potions and make memories with your coven! Immerse yourself in the authentic Salem experience.



# HAUSWITCH

## GET IN TOUCH!

### Flagship Address

HAUSWITCH HOME + HEALING  
144 WASHINGTON ST,  
SALEM, MA 01970

### CONTACT

(978) 594-8950  
@hauswitch

# HAUSWITCH

Home + Healing

SALEM'S BEST METAPHYSICAL  
LIFESTYLE SHOP



## COME SEE WHAT OUR COVENS ABOUT!

## About Us

HausWitch Home + Healing is a modern metaphysical lifestyle brand established in 2015 and is based in Salem, MA.

We combine the principles of earth magic, intentionality, interior decorating and intersectional feminism to bring magic and healing into everyday spaces.

HausWitch is an inclusive space that aims to be a safe, supportive and welcoming environment for all.



## Witchy Wares

- Candles + Incense
- Crystals
- Tarot + Oracle Decks
- Books + Zines
- Witch Wares
- HausWares
- Potions
- Self Care
- Paper Goods + Wall Art
- Accessories

## Events

- Digital Workshops
- Letter Writing Rituals
- Movie Nights
- DIY Nights
- Aerobics
- Tarot Teaching



## Services + Pricing

AURA PHOTOGRAPHY  
INDIVIDUAL **\$50**

AURA PHOTOGRAPHY  
COUPLES PACKAGE **\$125**

TAROT + AKASHIC  
RECORDS READINGS **\$90**

SPIRIT MEDIUM  
READINGS **\$150**

ASTROLOGY  
READINGS **\$75**

PAST LIFE ENERGY  
READINGS **\$150**

