

DSS Enterprises Website Master File

Website Structure

1. **Home**

- 2. Mission statement
- 3. Quick intro to DSS Enterprises
- 4. Call-to-action (CTA)

5. **About Us**

- 6. Company story (formation, mission, compliance-driven values)
- 7. Leadership bio (Derek S. Steinmetz)
- 8. Ethical/Christ-like values statement

9. **Services**

- 10. Credit education (DIY toolkits, guides)
- 11. Coaching (second-chance credit, financial literacy)
- 12. Advocacy & compliance education (CROA/FTC-aligned)

13. **Resources**

- 14. Blog (financial literacy, recovery & reentry finance, compliance tips)
- 15. Downloadable templates (budget sheets, dispute letters)
- 16. External links (FTC, CFPB, Florida resources)

17. **Contact**

- 18. Secure contact form
- 19. Email (Derek.DSS.LLC@gmail.com)
- 20. Phone (561-827-3158)
- 21. Mailing address: 1985 SW 24th Circle, Boynton Beach, FL 33426

22. **Legal / Compliance**

- 23. Disclaimers: Educational only, not legal or financial advice
- 24. Terms of Service
- 25. Privacy Policy
- 26. CROA & FTC Compliance Statement



Branding Recommendations

- **Colors:** Blue/gray palette → professional, trustworthy, neutral
 - **Fonts:** Sans serif (modern readability) + Serif accent for headers
 - **Logo:** Clean initials-based ("DSS") with shield/bridge icon (stability + second chances)
 - **Tone:** Professional, transparent, values-driven
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Compliance Anchors

- All services framed as **education + coaching**, not credit repair
 - Avoid promises ("we will fix your credit") → use **empowerment framing**
 - Disclosures:
 - "Results vary by individual circumstances"
 - "We do not provide legal or financial advice"
 - Include **Privacy Policy** with handling of client data
 - Adhere to **CROA, FTC guidelines, and Florida law**
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Growth & Future Features

- Member login portal for premium resources
 - Online course modules (credit literacy, budgeting)
 - Payment integration (Stripe/PayPal for toolkits)
 - Affiliate partnerships (Kiva, Ascendus, financial literacy nonprofits)
 - Newsletter for continuous engagement
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Running Update Log

- **09/01/25** – Created Website Master File framework
 - **Next Step** – Draft Home & About page copy
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Recommendations Correlating With DSS Goal

- **Mission Alignment:** Keep every page tied back to DSS Enterprises' core – second chances, ethical guidance, compliance, and education.
- **Client Accessibility:** Use simple language, visuals, and downloadable tools to aid those in recovery or reentry.
- **Audit-Ready:** Maintain transparency logs, disclaimers, and compliance anchors visible.
- **Scalability:** Build site with growth in mind (start with basic content, expand to courses, memberships, and coaching).