

MAIN SITE TITLE

Subtitle that serves as elevator pitch

Products

About Us

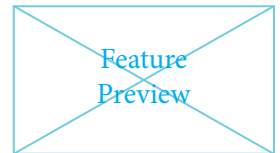
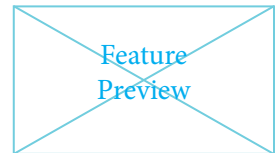
Contact Us

Links

Feature Description

Contextual description of each product will change to reflect whatever product is being featured in the slider.

In this way you will have every product on the homepage as well as their detailed description on the product pages.



Get Our Newsletter



Testimonials



Avatar Name
Location

"La aut magnatus est fuga.
Laces ad quasped magnatqui
di quam commima est"



Avatar Name
Location

"La aut magnatus est fuga.
Laces ad quasped magnatqui
di quam commima est"

Article About The MENTOR'S Goals



La aut magnatus est fuga. Laces ad quasped magnatqui di quam commima volupta ius, venimagnat pore volo est volenist dolorem expero expero omnisitis a sam qui illautaque doluptur?

Velignatem fugia volorum eum escimax imuscid estis quam, saepreratium dolessit aut eumqui aliat. Gita con nonsenda sequibusae. Vide nones sum exeri blam hilic totae recitameni con praturest, vel molor aut quisquas experumqui restiumquae volorem oloris velis que dipsani.

Social Media

This are could be used for Twitter or Facebook. Some social media presence would be very helpful in growing your visibility.



Blog Feed Titles

Descriptive Blog Title
From Your Live Feed
09/12/2010

Descriptive Blog Title
From Your Live Feed
09/11/2010

Descriptive Blog Title
From Your Live Feed
09/09/2010

Descriptive Blog Title
From Your Live Feed
09/12/2010

Mentor

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Tax Educators

Project: eCommerce Site

Design & Development: Giovanni DiFeterici

Client: 1-561-542-5417

Designer: 1-803-206-2161

Requirements:

1. Logo and Branding
2. Book Typesetting
3. Site Map
4. Wireframe
5. Design
 - Homepage
 - Subpage
6. Development
 - Front-End Dev
 - Third Party Integration
 - CMS
7. Content Entry
8. Training
9. Maintenance

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Third Party Services:

MailChimp <http://www.mailchimp.com/>

This is the service I'm recommending for the newsletter e-mails.
Their basic account is free and will accommodate 1,000 addresses and 6,000 e-mails per month.

PayPal <https://www.paypal.com/>

We can use PayPal for the e-commerce requirements. I've also found a plugin for PayPal that will allow you to offer your e-book only through secure download. As we discussed, this doesn't protect your book from being shared but it does mean that people will have to pay to get access to the download.

Authorize.net <http://www.merchantexpress.com>

To sell product and make credit card transactions you will need an Authorized Merchant Account. This will give you access to a secure gateway for processing purchases. It is an additional monthly cost, separate from paypal. If you want discreet credit card payments as well as paypal you will need both services. This gives us access to the ecommerce gateway. Includes a monthly fee as well as a small transaction fee.

FoxyCart <http://wiki.foxcart.com>

This provides the shopping cart system as well as the secure download of our content.

WuFoo <http://wufoo.com/>

WuFoo is a service for managing the forms on your site. We can use their service to capture visitors' e-mail addresses and name for use in the e-mail newsletter. Their basic service is also free and will allow three forms with ten fields each, as well as 100 entries per month.

These services will suffice until traffic has picked up and you need to accommodate more data entry per month. WuFoo's next level accommodates five times the data and is \$15 per month. Mail Chimp will work until you have 1000 people subscribed to your newsletter, after which the next level is \$30 per month and will allow unlimited e-mails and 2,500 users.

Excluding Authorize.net and FoxyCart (each about \$20 per month), we can get these services running for free. As your business scales, these too can scale very easily. Check out their sites if you want more information about the services that they provide. WuFoo and Mail Chimp top their respective fields. They are great services that are really easy to use and incredibly reliable.

I'd also like to note that it may be possible to work exclusively through PayPal as they now have methods for processing credit card transactions, however PayPal holds processed funds like a

bank until you manually transfer them. This is normally not a problem but it is important to note that PayPal is not regulated like a bank and is notorious for freezing funds for undisclosed reasons and for transfers taking much longer than expected. i don't say this as a deterrent but it looks like going through PayPal would require that all of your money goes through them too. Also, we would still need a system to create our secure downloads so another proprietary system would have to be introduced anyway.

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Estimated Expenses:

<u>Deliverable</u>	<u>Est. Hours</u>	<u>Est. Cost (\$)</u>
1. Logo and Branding	10	300.00
2. Book Typesetting	8	300.00
3. Site Map	1	50.00
4. Wireframe	2	100.00
5. Design		
-Homepage	10	500.00
-Subpage	5	250.00
6. Development		
-Front-End	15	750.00
-Third Party Integration	12	600.00
-CMS	8	400.00
7. Content Entry	8	400.00
-Video		
-Pages		
-Samples		
-Products		
8. Training	3	150.00
Subtotal:		3,800.00

Third Party Costs:

(Estimating the most basic service provided)

<u>Deliverable</u>	<u>Initial Cost (\$)</u>	<u>Monthly Cost (\$)</u>
1. MailChimp	0.00	0.00
2. PayPal	**?	**?
3. WuFoo	0.00	0.00
4. Vimeo (or YouTube)	0.00	0.00
5. Authorize.net	99.00	19.99
6. FoxyCart	0.00	19.99
Subtotal:		138.98

Grand Total: \$3,988.98

I am still researching the various gateway, cart, purchase, secure download combinations. If I find a more elegant solution (or hopefully an integrated solution) I will let you know. The more it can be simplified the faster the development cycle. Also, the Grand Total includes the cost of each third party service for the first month.

This document represents only an estimate of the itemized and total expenses of the above-mentioned project. All expenses are subject to change as agreed upon by the project client and designer. Expansion of the project parameters, edits, redesign, development concerns, etc.

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Maintenance:

I will be integrating a Content Management System for easy updates that you can do yourselves. Three hours of training are included in my project estimate so I'll get you up and running on how to manage the admin section of your site. Once the site is complete we will still need to determine a maintenance schedule to handle the development related issues that may crop up over the months. This can be handled in a couple ways.

We can agree on a certain number of hours per month that I will spend searching for and solving problems on your site.

Does not include extensive redesign or development related issues. This is a fairly uncommon method for handling the maintenance of a site. My hope is that I can get you guys up to speed on how to troubleshoot any problems that you experience. If you have to pay me a monthly fee then I'm essentially your site admin and that's not really the role I want to play.

We can agree that I will be on call for debugging sessions whenever you experience any problems.

Does cover the possibility of adding new functionality to the site and extensive redesign and development cycles. I think this is probably the best solution if we want to keep this relationship going after the site is launched. Because you will essentially come to me and say "Hey, we have a problem, how many hours will it take to fix?" I can accommodate any problems that you may have, even if you want to create more content or redesign sections of the site to handle new, unforeseen situations. Essentially, each debugging (or design) problem will be a new billable session just like this one, with itemized expense and task lists.

Rates:

Page Updates and Content Changes

\$30.00/hour *calculated by quarter hour*

example:

3 hours =	\$90.00
3.25 hours =	\$97.50
3.5 hours =	\$105.00
3.75 hours =	\$112.50

Redesign or Development Related Issues

\$50.00/hour *calculated by quarter hour*

example:

3 hours =	\$150.00
3.25 hours =	\$162.50
3.5 hours =	\$175.00
3.75 hours =	\$187.50