

To: [REDACTED]

From: Angela J. Holden

Date: July 25, 2017

Re: [REDACTED]

Dear [REDACTED],

Thank you for contacting me regarding your new project, [REDACTED].
I'm delighted to propose the following website options for you.

It's understood you're looking for a WordPress website to sell your one on one consulting services with a [REDACTED] audience looking for guidance during their [REDACTED].

The website you showed me, [REDACTED], is a good example of the direction you want to take your website.

The website should demonstrate your ability to [REDACTED], and help them [REDACTED]. You also want a website that will grow with your business, including the ability to add testimonials from [REDACTED] who have benefitted from your services.

[This website will rely on four important pieces of functionality.](#)

1. The ability to collect payments in advance of services being provided.
This will rely on clearly defined packages for each level of pricing.
2. The ability to display a calendar and allow users to book time for a consultation.
 - a. We should discuss whether this functionality is for all users prior to paying for any services.
 - b. Or whether you'll allow users who have already paid to book time.
3. The ability to create detailed forms to survey users prior to meeting with them.



4. The ability to easily create pages and edit content, including adding testimonials as you get them.

Content

XXXX will write content for the site, and Angela will act as a copy editor. If you need help with copy writing, please let me know and I can provide a separate estimate for copy writing services.

The pages we discussed are:

- Homepage – this content is generally a summary or the main points of your overall goals and what you want to communicate to your audience.
- About XXXX – I recommend an image, as well
- Questionnaire – with a detailed form to survey users
- Calendar – to show users your available time and let them sign up for a consultation
- Process – a clearly defined process is the key to attracting new business and getting users excited about their journey
- Testimonials – I will build this functionality knowing you may not have content to fill it initially.
- Contact – This page usually has a simple contact form.

And finally, as we discussed, videos should be used throughout the site to explain the service you provide.

Branding

I will provide branding for the website that includes:

- Web optimized logo
- Logo files you can use for print design assets
- Styleguide – including color scheme and typography

- Image Sourcing – I will provide 10 stock images

Third Party Applications

I encourage my clients to be as self-sufficient as possible in managing the administrative tasks associated with their website. This prevents any so-called “hostage” situations in which I control the master credentials for platforms that maintain the integrity of your site. This means that I will recommend and facilitate third-party services like hosting accounts, SSL certificates and premium plugins, but I will ask you to arrange payment for them separately.

I’ll walk you through these processes as they arise. I look forward to discussing this further at your convenience.

Timeline

August 14 – 24

- Styleguide – typography, logo, images, color scheme

August 28 – September 7

- Mockups – homepage, testimonials, general page template

September 11 – 29

- Website Build

October 1st

- Launch

Estimated Cost

Cost: \$4,000.00

Timeframe: 7 weeks

Terms: 50% upfront and 50% upon completion. A deposit secures your place on my calendar. Completion is upon approval and launch.

Please let me know if you have any questions.