

To: [REDACTED]

From: Angela J. Holden

Date: November 17, 2016

Re: Membership and Front End Posting for [REDACTED].com



Dear [REDACTED],

Thank you for inviting me to propose a membership solution for your website, [REDACTED].com. What follows are the details for your project that we discussed.

- You will need an SSL certificate to accept payments on your website. You should be able to purchase and install an SSL through your hosting provider.
- I recommend s2Members plugin for WordPress to handle user membership part of your project. I think the free version would work well for you, but the paid version has additional features you might like to have and is a one-time purchase. You can review the plugin here: <http://s2member.com/>.
- **THE PREMIUM VERSION IS ON SALE THIS WEEK FOR 25% OFF**
- The s2Members plugin makes it very easy to restrict content for users whether they are free or paid members.
- I recommend you create at least 2 types of memberships: Free and Premium (or something like that).
 - Create a Free option to collect information from your users for a mailing list. These members get something for signing up, but not as much as the Premium members.
 - Create a Premium option to collect information, charge for access to premium content, and allow premium members to submit guest blog posts.
- For guest blog posts, I will install a free plugin for front end submissions.
- I will install a plugin for users to register, login, and manage their profile on the front end. This means access to the backend will be restricted for anyone who isn't an Administrator.
 - This plugin also comes with the ability to create custom emails for registration, password resets, etc.
- I will install a plugin that automatically sends user information to your newsletter app (Mailchimp, etc) when a user registers.

- I recommend you use PayPal to collect payments from Premium members. PayPal is the default payment gateway that comes with s2Members plugin.
- I'll make sure you have a complete walk-through of the backend of your website so you can comfortably manage your users and Premium content.
- I mentioned that you might consider switching to Soundcloud for your podcast hosting. The player is easy to embed in your blog posts, and Soundcloud has become a podcast industry standard.
- Premium episodes cannot be excluded from your podcast feed, so I recommend having two feeds (accounts). One is public and available in iTunes, the second is private and only available on your website. This means premium users will only have access to premium content on your website.
- Plugin audit and recommendation: I will review your plugins and remove the ones you don't need.

What I've outlined is straightforward and easily achievable. Before we proceed, you need to make some decisions about the types of memberships, the types of content, and how you want to proceed with premium episodes that cannot be included in your public podcast feed.

I can install the plugins and configure their settings in a few days, then teach you to manage the functionality. We'll also need to test several scenarios to make sure every situation is considered, and how the site will respond.

My Cost: \$600.00

Terms: 50% upfront (\$300.00), and 50% upon completion (\$300.00)

Timeline: December 1st – 15th