



Anchor Transportation

Anchor Transportation

3108 Blevins Road

Nashville, TN 37189

United States

Reference: 20250212-073349387

Quote created: February 12, 2025

Quote expires: March 14, 2025

Quote created by: Kathryn Good

President

kg@goodcirclemarketing.com

Jared Stancil

jared@anchortransportation.com

+1 615-533-0857

Comments from Kathryn Good

Jared,

Here is the starting agreement that covers the strategy for all external audience buckets and internal communication. Plus, I've added the first month of retainer beginning in March so we can help with summer bookings, set up summer bookings, and start taking over what Margaret is currently doing. Website price and ongoing agreement to come after the Marketing Machine (strategy) is complete.

Please let me know if you have any questions.

Thanks,

Kathryn

Products & Services

| Item & Description | Quantity | Unit Price | Total |
|----------------------|----------|------------|-------|
| Items due now | | | |

| Item & Description | Quantity | Unit Price | Total |
|--|----------|------------|------------|
| Strategy - Marketing Machine A complete marketing foundation designed to clarify your brand, define your audience, and deliver actionable strategies for growth. Includes messaging development, customer profiles, competitive differentiation, a 90-day marketing calendar, and lead generation tools. Perfect for businesses ready to amplify their impact and streamline their marketing efforts. | 1 | \$5,811.00 | \$5,811.00 |
| Internal Communications Add-on Add on to marketing machine for strategy for internal communications | 1 | \$1,820.00 | \$1,820.00 |

Items due later

| | | | |
|--|---|--------------------|--------------------|
| Fractional CMO+Agency 30 Good Circle Marketing's Fractional CMO Packages deliver expert strategy and execution to help you scale without the cost of a full-time CMO. Each month includes 10 consultant hours for strategy and 20 coordinator hours for implementation—covering content creation, SEO, email marketing, ads, website optimization, and more. | 1 | \$2,717.00 / month | \$2,717.00 / month |
|--|---|--------------------|--------------------|

Payment starts: March 1, 2025

| | |
|-------------------|------------|
| One-time subtotal | \$7,631.00 |
| Due now | \$7,631.00 |

Future Payments Summary

| Item | Payment |
|--------------------------|--|
| Fractional CMO+Agency 30 | \$2,717.00 / month starting on March 1, 2025 |

Purchase terms

This Agreement is between Good Circle Marketing Consulting ("Consultant") and Anchor Transportation ("Client"). WHEREAS the Client intends to pay the Consultant for the services provided under the following terms and conditions:

Scope of Services: The Consultant agrees to provide the above services.

Payment: Client agrees to pay Consultant the quoted fee.

Changes: If the scope of the Work changes, Consultant may choose to negotiate an hourly rate with the Client for work performed outside the scope of work defined in the contract.

Term: This contract will conclude when services are complete, and payment is fulfilled.

No Guarantee of Results: Client acknowledges and agrees that the Consultant cannot guarantee the results or effectiveness of any of the Services. Consultant agrees to conduct operations and provide the Services professionally and per good industry practice and all federal, state, and local laws. Consultant will use its best efforts and does not promise or guarantee results. Any projections or predictions that the Consultant may have made are based on estimates, assumptions, and forecasts that may prove incorrect. No assurance is given that the Client's actual results will correspond with any projected results. Client acknowledges that any results obtained by Consultant for other clients are not necessarily typical and are not a guarantee that Client will obtain the same or similar results by using Consultant's services.

Confidentiality: Each party agrees that it shall not disclose to any third party any confidential or proprietary data, reports, or other information or materials concerning any party hereto without the prior written consent of the party whose information is to be disclosed, except as otherwise required by applicable court or administrative order, law or regulation. Upon the termination or expiration of this Agreement, each party shall have the right to retain all of its proprietary information.

Copyrights: Upon creation of any original illustrations, graphic images, or custom code for this project, Federal law grants the creator with Federal Copyright Protection, Ownership, and Intellectual property rights of those elements. The transfer of copyrights of the final deliverables will be assigned to the Client conditioned upon and at the time of receipt of payment in full for the work described and accepted by the signing of this Agreement. This copyright term does not apply to original content provided by the Client.

Publicity: Client agrees that Consultant may use the Client's name, logo, and/or image (but not contact information or personal information) and materials created by Consultant in performance of the Services in Consultant's advertising or promotional literature and may publish articles, blog posts or other advertising and promotional material relating to the Client and the Services. Consultant agrees to limit selection, timing, and method of release of any materials under this section as requested by Client. Client releases Consultant from any and all liability, including but not limited to infringement of any right to privacy or right to publicity relating to or arising out of publicity of Client's name, logo, and/or image as permitted in this section.

Governing Law: This Agreement shall be interpreted under, subject to, and governed by the substantive laws of the State of Tennessee without giving effect to provisions thereof regarding conflict of laws.

Signature

Before you sign this quote, an email must be sent to you to verify your identity. Find your profile below to request a verification email.

Jared Stancil

jared@anchortransportation.com

Jared Stancil

Questions? Contact me



Kathryn Good
President
kg@goodcirclemarketing.com

Good Circle Marketing
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Gallatin, TN 37066
United States

| | |
|-------------------------|---|
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Document History

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|  SENT | 02 / 12 / 2025 23:09:00 UTC | Sent for signature to Jared Stancil (jared@anchortransportation.com) from esign@hubspot.com IP: 54.174.52.20 |
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|  SIGNED | 02 / 12 / 2025 23:12:42 UTC | Signed by Jared Stancil (jared@anchortransportation.com) IP: 174.212.105.203 |
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