Michael Fortier

Ideas Document

Week 1

Ideas

When the day starts I get a phone call from an advertisement that my girlfriend has done for me. I speak with an upcoming client and ask what his or her needs are. This gives me a feeling as to how much work that the individual needs. I ask a variety of questions from; do they have a domain name; do they have an existing site; do you have hosting; what would you like to be done with an existing site or if you need a new site what would you like it to look like; Do you have any sites that you like that I can look at to get an idea of the design that you would like; Would you like to meet with me or should we do this in a meeting; I can meet with you. When people are out of state I set up a dropbox folder for the people and show them how to use it. I also tell the clients that there is no meet up fee, but once we start working I do charge for phone calls when they need something done. I also charge for email when a client ask me to do something if it is extra from what they have told me. Anything over email that I need to do is a higher price per hour than phone. The phone is hard to speak and tell how to tell someone how to navigate. I have a spread sheet for the people when I do meet with them. This I will include. I show the people how much the website cost, how much a domain cost, how much hosting is, how much social networking is. My business is Electrifying Design (web design, marketing, social networking, and anything else that you need). I always tell my upcoming clients that I can do anything for them. If they need networking or anything out of my field of expertise I get a new employee on the spot and make it happen. I want that when my new client calls they understand that they need to go nowhere else. I do everything with my business. I make this very clear when people call. “I am a one stop shop”; You will never need to talk to anyone else!

Pricing

Spreadsheet June 2012

Web Design

5 pages

7 -10 pages

$ 400.00

11-14 pages

15-20 pages

$ 1,100.00

$ 1,600.00

$ 750.00

Hosting

1 month

6 moth

$ 50.00

1 year

$ 240.00

$ 360.00

Seo

1 time 5 page

1 time 7-10

1 time 11-14

1 time 15-20

$ 250.00

$ 360.00

$ 550.00

$ 800.00

monthly

5 page

7-10 page

$ 130.00

11-14 page

$ 170.00

15-20 page

$ 245.00

$ 410.00

Phone conference

hourly

$ 35.00

Bloging

Sarah Thomsen

monthly

$ 1,200.00

yealry

$ 8,500.00