



**ONLINE BUSINESS PROPOSAL**  
**Sin Sally / Dean Richards**  
**August 10th, 2018**

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Flawless Website Design  
Mario Salazar

Sin Sally  
ATTN: Dean Richards

Dear Dean,

Thanks for taking the time to meet with me and share your vision for the Sin Sally website. I enjoy the company of passionate entrepreneurs and would be enthused to partner with you on this website.

In my proposals, I try to ensure that I address each of your needs with a solution. From our discussions, these are the five that seem to have emerged and are the most important to solve for you:

1. Develop an investor-focused web strategy to promote Sin Sally.
2. Design the website so it is professional, engaging, and matches the brand vision.
3. Create an name, email address, and phone number opt-in program to be able to connect with potential investors.
4. A powerful server with advanced performance and enhanced website security
5. Timely turnaround and reasonable budget.

Dean, please let me know if these issues are in alignment with your concerns. After you go through the proposal, let me know where you would like to go from here.

Warmest Regards,

Mario Salazar  
*Flawless Website Design, CEO*

## PROJECT SCOPE OF WORK & DELIVERABLES

	<b>WEBSITE</b>
<b>PLANNING</b>	<p>Your website begins with a thorough, up-front process of discovery. Through interviews and surveys, we develop a series of deliverables that allows us to work efficiently through the duration of production.</p> <p>Your projects success depends on a solid foundation, this work is crucial.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• Project setup</li> <li>• Timeline &amp; milestone setup</li> <li>• Business objectives survey</li> <li>• Design objectives survey</li> <li>• Conversion workflow</li> </ul>
<b>CONVERSION CONTENT</b>	<p>Your website needs to convert traffic into qualified leads. We will help develop and design your site layout into several deliverables that will be used to convert traffic into leads.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• Homepage design &amp; development           <ul style="list-style-type: none"> <li>◦ Homepage showcasing Products, About, &amp; Contact</li> </ul> </li> </ul>
<b>ADDITIONAL CONTENT</b>	<p>We know that you will have additional content that is supporting to the primary conversion pages that we are helping you with. We will help you organize and load this content into the content management system when ready. You will have the ability to change content in our system as often as you like, but we will provide the initial proofing and loading of up to five (5) pages.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• Content inventory</li> <li>• Load content into CMS and format</li> </ul>
<b>DESIGN</b>	<p>We will create a custom website design based on your branding, colors, functionality requirements, and best usability practices. Your design will be unique to your company and setup for maximum conversion.</p> <p>Your website will consist of a combination of convention and creativity to make sure that your visitors can find the content they need and inquire about investing. We design and code to the highest of standards and always keep up with industry trends.</p> <p>DELIVERABLES:</p>

	<ul style="list-style-type: none"> <li>• 1 Custom website design concepts</li> <li>• 2 Rounds of revisions</li> <li>• Templates &amp; interface code for: <ul style="list-style-type: none"> <li>◦ Homepage</li> <li>◦ Dashboard &amp; Admin panel pages</li> <li>◦ Standard page elements (headers, paragraphs, images, videos, links, etc)</li> <li>◦ Form elements</li> </ul> </li> <li>• Cross-browser tested in Internet Explorer 6+, Firefox 2+, Safari, &amp; Google Chrome</li> </ul>
<b>MOBILE DESIGN</b>	<p>Visitors browsing your site from other device types account for up to 50% of your website traffic. We will create a mobile and tablet design of your site that will make browsing from these platforms an enjoyable experience. We will accomplish this by making your site "responsive" to various browser sizes.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• 1 mobile concept</li> <li>• 1 tablet concept</li> <li>• Device testing - iPhone, iPad, Android, &amp; Blackberry</li> </ul>
<b>WEBSITE</b>	<p>Content will be created and provided by you. Content can range from text, pictures, galleries, PDF/PPT/DOC downloadable files, embedded video, forms, and any element supported by our Platform. All of our websites include dynamic menus as well as sitemaps to control site navigation.</p> <p>CUSTOM MODULES: We will create the following custom modules as part of your website...</p> <ul style="list-style-type: none"> <li>• <b>Non-Disclosure Agreement:</b> We will develop the custom non-disclosure agreement signing section prior to any visitors having access to the website. Every person that signs the NDA will be logged in the system and the data can be retrieved at any time.</li> <li>• <b>Investors contact form:</b> After a visitor has browsed the investment opportunity, they will be presented with a form to enter their name, phone number, and email address so that you can contact and schedule a meeting with your potential investors.</li> </ul> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• Fully functional website</li> <li>• Google Analytics install</li> </ul>
<b>COMPLETION</b>	<p>Before your website goes live we will do a quality assurance review of each web page to make it meets scope specification. Also, we will help you transfer your DNS to point to your new website.</p>

<b>TRAINING</b>	<p>Included in this initial project will be a one hour system webinar trainings covering the following topics:</p> <ul style="list-style-type: none"><li>• Basic website management</li><li>• Contact management</li><li>• Analytics</li></ul> <p>Each of these trainings may be recorded and presented for future use. Additional screencast trainings might be delivered to support specific processes included in your website project. Sometimes pre-recorded videos or documentation are opted in place of webinar trainings for certain backend processes.</p>
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## PROJECT INVESTMENT

<u>Deliverable</u>	<u>Timeframe</u>	<u>Cost</u>
<b>WEBSITE</b>		
<b>Planning</b>	<b>2 days</b>	<b>\$100</b>
<b>Conversion Content</b>	<b>3 days</b>	<b>\$100</b>
<b>Additional Content</b>	<b>2 weeks*</b>	<b>Included</b>
<b>Design</b>	<b>5-7 days</b>	<b>\$200</b>
<b>Mobile Design</b>	<b>3 days</b>	<b>\$200</b>
<b>Website Build</b>	<b>5-7 days*</b>	<b>\$150</b>
<ul style="list-style-type: none"><li>• Pages, code, setup</li><li>• Forms</li></ul>		\$100 \$50
<b>Completion, Quality Assurance, &amp; Warranty</b>	<b>4 weeks*</b>	<b>Included</b>
<b>Training</b>	<b>1 day*</b>	<b>\$100</b>
<b>Total</b>	<b>3 weeks</b>	<b>\$850</b>

\* These phases happen concurrently with others

## ADDITIONAL BILLABLE

Unplanned components, ideas, revisions, and project scope happen - when there is an unexpected event that will incur a cost, we will notify you ahead of time and will not produce unless we receive clear approval for increased budget and timeline.

Hourly rate: \$75/hour, billed to the half of an hour through our online billing Client Portal. However, most additional projects and/or project modifications will be scoped and bid on fix-price basis.

## OUR TEAM & ABOUT US

We have built over 300 online business projects since 2014. Our business is owned fully by Mario Salazar. Your project will be managed by Mario and several of our team members will play a part in the build over the duration of your project.

Each of our projects are taken through an innovative process that we have designed over the last 4 years, yet continue to refine to create the best possible experience. We use a combination of online tools, customer interactions, and milestones to ensure that your project goes from execution to completion within the allotted time & budget with the best end product.

## METHODOLOGY

### **How it Works**

Let's start off by looking at the steps we'll be taking to get your project from start to finish.

1. *Discovery* - through a process of surveys and meetings we'll gather all the information we need to have the best understanding of your business and goals.
2. *Architecture* - just like a building, a website needs a solid blueprint. Together we'll determine the best way to organize your website and sketch out a rough outline.
3. *Content* - with a solid blueprint in place it will be your job to collect, organize, edit, and deliver to us content for each page of the website.
4. *Design* - at the same time you are working on content our team will be creating non-functioning comprehensive layouts showing possible design directions.
5. *Development* - with all the necessary architecture, content, and design elements in hand we'll create the first working version of your website.
6. *Launch* - getting your website "go live" ready will inevitably require several rounds of revisions and polish. Once the website is ready, we'll go through the final launch checklist.
7. *Warranty* - your site is now live! Over the next several weeks our team will be training you on how to manage the website and helping you solve any issues.

### **Communicating Effectively**

During your project communication will be non-stop with emails, phone calls, and online meetings. Here is how we make it happen.

- *Email* - [support@flawlesswebsitedesign.com](mailto:support@flawlesswebsitedesign.com) is the only email you need to remember. Everyone here regularly checks this account and the person best suited to reply will always do so quickly.
- *Phone* - (303)558-6592 is the office line and (303)351-3346 is the direct line of your project manager, Mario. Your calls are always welcome between 8am and 6pm MST, Monday through Friday.



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- *Meetings* - we use [Google Hangouts](#) for online meetings to review milestones and deliverables. Make sure you have access to the software before our first online meeting.

## The Flawless Platform

When you are paying monthly fees for web hosting, email marketing, CRM and a web developer to build it all, you're spending a lot of money. With **The Flawless Platform** you can spend much less, while getting much more. We offer an integrated system that runs all of your Online Business in one place while growing your database automatically.

**PACKAGE** The Diamond Plan

**MANAGEMENT TOOLS** Custom Wordpress Platform & Divi Theme by Elegant Themes

**STORAGE** 20GB Pure SSD Disk Space

**BANDWIDTH** Unmetered bandwidth

**TERMS** The Flawless Platform is offered on a month-to-month basis with no long term contract.

**RETAINER** Fifty dollars (\$50) is the ongoing monthly fee for the platform per site.

**FEATURES**

- Up to 4 hours of updates & development
- Weekly Off-Site Backups
- Security Scans
- Uptime Monitoring
- Performance Checks
- Statistics & Analytics
- Monthly Reports





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## PROJECT AGREEMENT

### VENDOR *(us, we, our)*

Flawless Website Design

Phone: (303) 558-6592

Fax: (720) 555-5555

Email: [support@flawlesswebsitedesign.com](mailto:support@flawlesswebsitedesign.com)

### CUSTOMER *(you, your)*

Sin Sally

ATTN: Dean Richards

## INVOICES

Payment is due upon receipt of invoice. You may not withhold any amounts due and we reserves the right to cease work without prejudice if amounts are not paid when due.

## PAYMENT

Payments are due upon completion of deliverables. If you delayed the execution or performance of a deliverable we reserve the right to make payments due upon the estimated due date.

<u>Deliverable</u>	<u>Amount (\$)</u>	<u>Estimated Due Date</u>
Agreement Signing	425.00	August 17th, 2018
Design Approval	212.50	August 31st, 2018
Sign Off	212.50	September 7th, 2018
First Monthly Payment	50.00	September 17th, 2018

## TERMS & CONDITIONS

This website proposal incorporates the website proposal terms and conditions provided online at <https://www.flawlesswebsitedesign.com/website-maintenance-updates/> and form a binding part of this agreement. You acknowledge you read, understood and agree to the terms and conditions.

## ENTIRE AGREEMENT

This document together with any attachments, as well as any new, different or additional terms, conditions or policies which we may establish from time to time, and any agreement that we are currently bound by or will be bound by in the future, constitutes the complete and exclusive agreement between you and us concerning your engagement of us on this project, and supersede and govern all prior written and verbal communications.

## SIGNATURE

By signing this document you represent to us that you are a duly authorized representative of your organization and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorize the commencement and payment for the project described above.