

1.) Services available: (✓ Check off all desired.)

	Rates (until 5/15/16)
<input type="checkbox"/> 5-page website: simple, beautiful, concise, accessible. Includes contact form. Includes 1 template pass, and 1 review pass*.	480
<input type="checkbox"/> Copy buddy: I interview and transcribe your staggering moments of brilliance, then convert into appealing, accessible text on your website. (No homework!)	50/hr
<input type="checkbox"/> Graphic design	1 hr included, 50/hr addtl
<input type="checkbox"/> Each additional page (blogs = 2 pages)	80 each
<input type="checkbox"/> Follow-up Training (30 min)	included
<input type="checkbox"/> Online Payments / Calendar	180 each
<input type="checkbox"/> Online Client Booking / Community Forum	120 each
<input type="checkbox"/> Embedded Photo or Video gallery	1 included, 80 each
<input type="checkbox"/> SEO (basic search engine optimization)	80
<input type="checkbox"/> Newsletter Campaigns: install Constant Contact or MailChimp etc, template creation, import contacts, and 20" training.	450
<input type="checkbox"/> LinkedIn/Facebook: setup public pages, includes copy writing, image uploading, and 20" training if needed	120 each
<input type="checkbox"/> Yelp/Pinterest/Instagram/Twitter: setup organization pages, includes 20" training if needed	80 each
<input type="checkbox"/> Web Video: your passion in action includes on-site coaching and shoot prep, I edit 2-3 min. video, and upload to your website	380

*A review pass is one (1) email with a bulleted list detailing all items to be changed, with replacement images and html links attached.

Total costs: _____

2.) How this works: Launch by _____

- By XX**, email 3-5 websites you like / don't like, reasons why, and your logo or key design images.
- By XX**, submit all finalized text and images in one (1) email **at least 2 weeks** before launch. Give me login/password access to your domain name, and purchase a SquareSpace or Wix.com monthly membership (\$9-18/mo).
- By XX**, in one (1) email (bulleted · list) send all final edits. You give final approval.
- On your launch date __/__/__, come to my house with a friend, publish and toast with champagne (non-alcohol available)! (You can receive your training at this time, if desired.)

3.) Payment Terms

- To secure Verna's time at the above rates: 25% deposit of total costs must be received before XX. MOU must be fully executed (signed and completed by both parties). Remaining 75% due upon day of completion.
- Make checks to Verna Lim, or if Paypal, include 3% transaction fee to verna.lim@gmail.com.
- Upon signing and full execution of this agreement, this MOU (with desired services checked) serves as invoice.

Terms of Agreement

Upon receipt of deposit and full execution of this MOU, Verna Lim will begin work on the above at rates listed above. Client agrees to submit all materials by dates above, in order to meet desired launch date and to secure Verna's time at above rates. Verna Lim is not responsible for delays caused by client. If delays by client cause the site to be launched after the above date, Verna will continue to deliver above services but at whatever her current market rate is. Client agrees to above rates and payment methods, and agrees that the above are legally binding.

XX (Client, XX)

Date

Verna Lim

Date