

**Proposal** 149SCG-2

**Date** 31.1.07

**To** **Belinda Corcoran**  
Strategies Coaching Group

Mobile 0410 595 582  
Email bellacorcoran@bigpond.com



Gday Belinda

I enjoyed our recent skype-conference, it helped me to get up to speed on your current business direction, and was a great opportunity to do some training in the BareBones CMS (the BareBones).

**Briefing and requirements**

My role is to provide you with a website whose visual design is an extension of your newly created corporate identity, and which is easily maintained using my content management system, the BareBones CMS.

From our discussions I learnt about your marketing plans and the intended targets of your coaching: successful people who wish to be more successful, more focussed, efficient, goal-fulfilling and so on.

Your market will consist of both men and women, so the website must appeal to both. Since the corporate identity has very bright and colourful palette, I think it is going to be very important to create a visual balance so as not to alienate the male market, who generally are not attracted by such colour palettes. However, within your corporate identity it is a strong element so it must be represented to remain identifiably consistent.the seeding function of the business.

The website will be a small business information site, which is made up of a collection of text pages, photos, galleries (eventually), downloadable PDFs, an electronic contact form, and a method for email address collection.

Several website were cited as interesting visual designs, and two which belonged to equivalent competitive businesses in your direct market.

It is possible that a 'Flash' introduction be used as the entry to your website. Personally I feel that these are a hindrance to users wishing to obtain information. I did mention that the logo suggests the potential for animated effects, but I hadn't actually meant as a website introduction. I was thinking more along the lines of your presentations at training sessions, where you may be projecting some type of introduction 'cinematically' so to speak. In addition, I'd seen it as a role of your logo designer to create the animation :) but we can talk more about how to do it if you'd like it on the website.

Photographic images can play an important role in the website, the most important of which is a personal portrait of yourself, and the Vogue photographic studio looks very capable of producing an excellent portrait of you. Since your industry is so people-oriented, and decisions of your market can also be based on 'feel' or intuition, I feel it is vital to take care with the most influential represent of you. You will best know the feeling that you would like to convey about

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you in your business, but it will be the blend of friendliness and approachability with a relaxed and confident professionalism.

You have already drafted the website content, and you aim to have it entered into the website today using the BareBones. From then on, all editing will be carried out within the BareBones.

I would like to suggest that we differentiate your website by making it even more 'personal' than the others by including the audio aspect, so that visitors to your site can hear a spoken intro, and you'll have a powerful opportunity to encourage them to book for the free coaching session.

### **Content management and maintenance of your website**

There are many Content Management Systems (CMS) that enable website owners to author their content—with minimal training and no need for specialist web programming knowledge. However, many of these systems are unnecessarily complex, and my decision to build the BareBones CMS was to fulfil the most common web authoring requirements, yet be flexible enough to add extra features and functions on a customised basis as required.

Examples of customisation are the addition of an events calendar, member database, or a subscription service, or a shopping cart, and so on. So in future, we can custom-program any additional components for you if the need arises.

Such deeper programming is subcontracted to a third party, Matt Purcell (aka The Silicon Kid <http://www.siliconkid.com.au>), and project-managed under my direction. Should any such modules arise during our development phases I will get Matt involved and provide you with any further documentation and pricing.

The only extension you required was the email capture. Matt and I have built one of these in the past, so I should be able to adapt it to yours at no charge. I'll keep you posted about that one.

Some standard features and abilities of the BareBones CMS are:

#### **Content Manager/Administrator:**

- Create, edit and remove pages
- Add text and images to pages
- Create links between pages, external sites, and internal documents (eg. PDF, Word Docs, jpegs)
- Reorder sections and pages to restructure the site
- Create Photo Galleries with thumbnails and larger images
- Manage automated email responses from website contact form
- Make backups of your site text for offsite reading
- Make backups of your site content for SQL data protection (for reinstatement if required)

#### **Website Viewer/User:**

- View standard web pages
- Download file types, eg. PDF, Word Docs, Excel spreadsheets, and so on.
- View Photo Galleries
- Use Contact form and obtain an email record of the liaison
- Text Search tool to find information based on keywords



## **Additional technical information**

### **Training**

I have found 6 hours training in the core BareBones CMS is substantial. We recently did about 2 hours, and you proved to be a quick learner. We can learn some of the more complicated things as the need arises.

### **Support**

First year support of the core BareBones CMS is included within the pricing. Thereafter, software upgrades and support are available for a fee on an annual basis (documented on pricing page). A BareBones CMS user manual is also provided within the CMS itself (this is constantly in development as the software versions increment).

Support for any customised modules is dependent upon the extent of any customised work that we may eventually do.

### **Web hosting**

The BareBones CMS uses a very popular but specific set of technologies known as L.A.M.P. technologies (Linux Server, Apache web server, MySQL database, and PHP scripting) and support for this setup is a prerequisite for the hosting environment.

As discussed, I personally host with [www.hostingmatters.com](http://www.hostingmatters.com) in the U.S. I am not a reseller, nor do I receive a commission, I simply have found them to be the best and most reliable host I have experienced. They are priced well, coming in at about \$6 US per month for a basic plan. I usually pay 12 months at a time, which currently amounts to about \$110 AUD.

Should you opt for hosting with 'Hosting Matters', due to my familiarity with their systems I can provide ad hoc help to you. Also, if they have a glitch I can help solve it, and I can document the process I use to deal with problems as/if they arrive.



**Project stages**

The website will be produced in these stages:

- Stage One** *Planning.* Determine website goals and content requirements. Assign roles to people responsible for the content, and determine requirements for third-party supply, eg. photographers, etc.
- Stage Two** *Structuring and Input.* You have provided the information architecture and are inputting content.
- Stage Three** *Visual Concepts.* Visual Design of the known content and structure. These visuals will take the form of Adobe Photoshop graphics, saved as JPEGs, and uploaded to the Wipit.
- Stage Four** *Production.* Converting visual design across into HTML and cascading Style Sheets (CSS), and integration with the BareBones system.
- Stage Five** *Evaluation.* As the website is produced, an iterative evaluation > design > production > evaluation cycle begins, to ensure all content is accurate and complete.
- Stage Six** *Installation.* The site is installed in the hosting environment. Domain name delegation and other technical tasks carried out, and the site goes 'live'.
- Stage Six** *Training and maintenance.* Schedule any further training requirements. An ongoing relationship begins where both content and technical maintenance duties are carried out by each of us.



**PRICING**

**Website and BareBones CMS**

Website Design and Production, BareBones CMS integration, CMS license, installation onto a hosted server, 6 hours training, 12 months phone and email support \$ 3000.00

**Programming and visual design of future customised work**

Should you require any customised programming in the future, such as extra forms, creation of custom Membership database, and so on. Such work including any visual design work associated with the changes will be carried out under a rate of \$100 per hour plus GST. \$ if required

**Exchange**

Your expertise in guiding my website content, eg. assisting with writing, interviewing me/drawing out what I want to say, content reviews, etc. \$ (2100.00)

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*Subtotal design and production* \$ 900.00

*GST* \$ 100.00

**Total (inc GST) \$ 1000.00**

**Please note** *The first 3 hours of author corrections are complementary. Thereafter, author corrections will be charged at \$100.00 per hour plus GST. Author corrections are wholesale changes of the original briefing, changes to original project size and scope, and so on.*

**Hourly rates**

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- Sometimes a project will require additional work to be done under an hourly rate, eg.
- Sourcing material from third-party providers, such as photography or video, 3D artists, etc.
  - Project managing of third-party suppliers
  - Additional illustrations, image-editing or optimising, creating animations, charts, and such.
  - Arranging your web hosting, if required, anticipate approx 2 hours (\*\*NO CHARGE for Bella\*\*)

Hourly Rates are \$100 plus GST.

**Ongoing support costs**

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The core BareBones CMS has incremental upgrades, and after the first year these cost \$250 per annum plus GST. If there are no upgrades there will be no fees.

**Third-party costs**

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All financial arrangements for third-party work will be directly between your business and the third-part. I will project manage their supply where appropriate, so I can facilitate quotes, but otherwise any financial relationships do not involve Itchybrain.

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**Additional Information**

**Payment terms - 14 days**

Startup - \$350 plus GST to begin the project.  
Midway- \$350 plus GST.  
Final - Balance after launch of final website.

I will send an invoice at the time of this proposal, and then each month thereafter on the last day of the month.

**Timing**

It is usually a 10 working day period for developing the initial visual designs. Thereafter is dependent upon the level of acceptance or changes required. However, I will aim to have the visuals done while you attend your week of NLP training, and send them to you via the Wipit.

Once the Photoshop visuals are approved I can begin integrating the look-and-feel into the HTML code and Cascading Style sheets (CSS). At this same time you may be finalising written content, and sourcing the photography. I would like to have the visuals integrated into your website on my development server (its' current location) before you go away, so I'll aim for the 12th or 13th.

During the timespan between the 10th and the 14th we will need to arrange and purchase a hosting plan for you, so that it does not have to wait until you return.

When the integration is complete and all pages and content are ready, I can upload the site to the hosting server, and configure it for use on the internet.

Even though it will be set up, I will not let it 'go live' until you return from your holiday, unless you instruct me otherwise.

**License**

The primary license condition is that the BareBones CMS is not to be distributed, whether commercially or non-commercially. You may use it for a 'different' website in the future, eg. if you change the nature of your business. It may not be sold as part of a business sale without prior discussion and planning with Itchybrain, so that I can ensure there is proper communication during the changeover, and to be on hand if any changes are required.

The system is designed for producing a single website only, and it will be registered to you. The BareBones CMS license is also embedded within the software for future viewing.

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## Support

I offer the BareBones CMS more as a service to my clients, not ever as a distinct product. I do not sell it 'standalone', only as an integrated part of a visual and structural website design that I create on behalf of a client.

Support is available by phone and email, and is offered for the **first 12 months inclusive** in this proposal. Thereafter, a once-annual fee of \$250 plus GST will apply for any upgrades.

If you report a glitch in the technical operation of the BareBones CMS I will aim to have the problem solved within 24 hours. There are no fees for any labour associated with these type of problems.

Should you require maintenance work to be performed by Itchybrain, eg. creating pages, typesetting of pages, image optimisation, gallery creation and so forth, this will be charged at the hourly rate of that period. Currently my hourly rate is \$100 plus GST.

## Copyright and usage

Itchybrain is relaxed about copyright of visual design, and assuming all parts of the project are accepted and paid for, you have open usage rights of any visual design created and accepted within your project. You are free to reproduce the visuals in any way required in the operation of your organisation's self-promotion.

Copyright related to third-party materials (such as photography or writing) is arranged between the supplier and you.

Visual designs not accepted as part of the final project remain copyright Itchybrain Productions. I may on occasion refer to your project in my business self-promotion, as a case study or portfolio sample of my design work.

Unless otherwise indicated in writing from Itchybrain Productions, your copyright does not include any usage rights to reproduce, distribute or sell to any third party any of the PHP programming and/or MySQL scripts created by Itchybrain Productions within the BareBones CMS and any customised modules.

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**Conclusion/acceptance**

*Please email me or call my mobile with any queries, comments, or if we need to discuss things further.*

Thanks again Belinda for all that you have already done with me. I really look forward to the rest of this project with you.

Kind regards

Darryl Butler  
Director  
**Itchybrain Productions**

**Your acceptance signature**

Your signature instructs Itchybrain to proceed with your project.

I have read and accept all general information related to this proposal.

I have read and accept the license conditions of the BareBones CMS.

Client Signature.....

Client name (please print) .....Date.....

\*\*Please email your acceptance and follow-up with a copy of this page via fax or post.

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