

# LIVEYOURMESSAGE

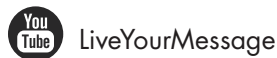
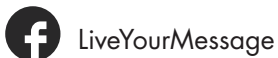
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Become the #1 Authority in Your Field

**Client:** Law Business Mentors

**Subject:** Project Agreement & Schedule

**Date:** April 5, 2012





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## STANDARD PACKAGE INVESTMENT & DELIVERABLES

The Supersize Me Package includes strategy in all 7 pillars of the LYM system PLUS 16 weeks of coaching and support and the following key deliverables:

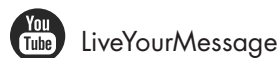
- Live Your Message Deep Dive Day
- Master Plan for World Domination
- Fourteen 60-Minute Make-It-Happen Calls
- Key Branding Elements (logo, color palette, font system, business card)
- Complete Site Wireframes
- Content Review
- Custom Website with Blog (custom theme development; layout up to a 15 pages using 4 page templates)
- Squeeze Page and Sales Page Templates
- Full Integration with Email Marketing, Shopping Cart, Social Media and Essential Plug-Ins
- On-Site SEO (keywords identification, URLs, page titles, page descriptions)
- Website User Guide + Training Video + Training Call
- 1 Month & 3 Month Performance Reviews

**Investment:** \$12500

## ESSENTIAL UPGRADES (INCLUDED)

- Additional Program-Branded Banners, Opt-In & Sales Page Systems - \$1500 (3 @ \$500)
- Custom Newsletter Header Programming in Infusionft (using pre-built template) + Testing - \$300  
(NOTE: a custom e-newsletter template costs \$1000)
- Infusionsoft Integration for additional sales funnels and order forms; Customer Hub set-up, skinning & guide your team to transfer content - \$3200
- custom eBook cover design, interior page layout & branded template (30 pages) - \$500

**Investment:** \$5500





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## INVESTMENT & PAYMENT SCHEDULE\*

**Investment:** \$18000

**Payment Schedule:** \$5000 up-front + 3 monthly payments

Payment 1 (\$5550) - Paid March 31, 2012 (includes \$550 travel reimbursement)

Payment 2 (\$5550) - Due May 1, 2012 (includes \$550 travel reimbursement)

Payment 3 (\$5000) - Due June 15, 2012

Payment 4 (\$3000) - Due July 31, 2012

\*This package does not include costs for domain purchases, hosting, stock imagery or any third party themes, software, plug-ins and services.

\*If the scope of work expands, additional project fees could apply. Client will be asked to approve any additional expenses before the work is done or before third-party products and services are purchased on client's behalf.

## OPTIONAL UPGRADES (NOT INCLUDED)

- documentation of Infusionsoft & Customer Hub systems for team - \$500
- Facebook fan page customization - \$750
- custom Twitter background & programming - \$300
- custom YouTube background & programming - \$300
- digital letterhead design - \$150

## 6-MONTH GUARANTEE

We will fix any technical problems due to issues with the original development of the site. This does not include additions to the site; design, layout or content changes; problems caused by user error; or incompatibility with technology introduced after site development begins.





## PROJECT SCHEDULE COLOR KEY

- BLACK = Calls & Sessions**
- TEAL = LBM's Deadlines**
- DK ORANGE = LYM Process**
- LT Orange = Marisa's Deadlines**
- BT. GREEN = Cindy's Deadlines**
- CHARTREUSE = Development Deadlines**

## PROJECT SCHEDULE

**Live Your Message Deep Dive Day.....03/23/12**

### Week 01

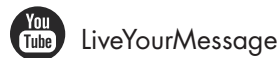
- Master Plan for World Domination + Project Schedule Due.....04/08/12
- Round 1 Home Page Wireframes Due.....04/08/12
- Begin Round 1 Logo Comps.....04/08/12

### Week 02

- Round 1 Logo Comps Due.....04/15/12
- Call 01.....04/17/12 (11:30am pst)
- Feedback on Home Page Wireframes Due.....04/17/12
- Feedback on Round 1 Logo Comps Due.....04/17/12
- Begin Round 2 Logo Comps Due.....04/17/12
- Round 1 Home Page Content Due.....04/20/12

### Week 03

- Round 2 Logo Design Comps Due.....04/22/12
- Round 2 Home Page Wireframes Due.....04/23/12
- Call 02.....04/24/12 (11:30am pst)
- Feedback on Round 1 Home Page Content Due.....04/24/12





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Feedback on Round 2 Logo Comps Due.....04/24/12  
 Approval of Home Page Wireframes Due.....04/24/12  
 Begin Round 3 Logo Comps.....04/24/12  
 Round 2 Home Page Content Due.....04/27/00

## Week 04

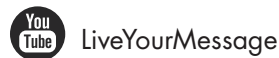
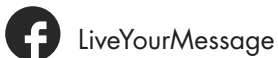
Round 3 Logo Design Comps Due.....04/29/12  
 Round 1 Site Wireframes Due.....04/30/12  
 Call 03.....05/01/12 (time TBD)  
 Feedback on Round 2 Home Page Content Due.....05/01/12  
 Feedback on Round 1 Site Wireframes Due.....05/01/12  
 Final Approval on Logo Due.....05/01/12  
 Begin Round 1 Home Page Designs.....05/01/12  
 Final Home Page Content Due.....05/04/00

## Week 05

Round 1 Home Page Design Comps Due.....05/06/12  
 Round 2 Site Wireframes Due.....05/07/12  
 Call 04.....05/08/12 (12pm pst)  
 Feedback on Round 1 Home Page Design Comps Due.....05/08/12  
 Feedback on Round 2 Site Wireframes Due.....05/08/12  
 Begin Round 2 Home Page Designs.....05/08/12  
 Round 1 Site Content Due.....05/11/12

## Week 06

Round 2 Home Page Design Comps Due.....05/13/12  
 Round 3 Site Wireframes Due.....05/14/12  
 Call 05.....05/15/12 (11:30am pst)  
 Feedback on Round 1 Site Content Due.....05/15/12  
 Feedback on Round 2 Design Comps Due.....05/15/12  
 Approval of Site Wireframes Due.....05/15/12





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Begin Round 3 Home Page Designs.....05/15/12  
Begin Round 1 Product Page Banners.....05/15/12  
Round 2 Site Content Due.....05/18/12

## Week 07

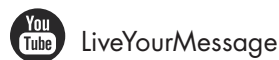
Round 3 Home Page Design Comps Due.....05/20/12  
Round 1 Product Page Banner Comps Due.....05/20/12  
Call 06.....05/22/12 (11:30am pst)  
Approval of Home Page Design Due.....05/22/12  
Feedback on Round 1 Product Page Banners Due.....05/22/12  
Feedback on Round 2 Site Content Due.....05/22/12  
Begin Round 1 Sub-Page Designs.....05/22/12  
Begin Round 1 Product Page Banners.....05/22/12  
Round 1 Sub-Page Design Comps Due.....05/24/12  
Round 2 Product Page Banner Comps Due.....05/24/12  
Round 3 Site Content Due.....05/25/12

## Week 08

SEO Keyword Research Due.....05/28/12  
Call 07.....05/29/12 (11:30am pst)  
Feedback on SEO Research.....05/29/12  
Feedback on Round 1 Sub-Page Designs.....05/29/12  
Feedback on Round 2 Product Page Banners Due.....05/29/12  
Feedback on Round 3 Site Content Due.....05/29/12  
Begin Round 2 Sub-Page Designs.....05/31/12  
Begin Round 3 Product Page Banners.....05/31/12  
Round 4 Site Content Due.....06/01/12

## Week 09

Round 2 Sub-Page Design Comps Due.....06/03/12  
Round 3 Product Page Banner Comps Due.....06/03/12






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Round 2 SEO Keyword Research Due.....	06/04/12
Call 08.....	06/05/12 (11:30am pst/London)
Approval of Round 2 Sub-Page Designs.....	06/05/12
Approval of Product Page Banners Due.....	06/05/12
Approval of Keyword Research Due.....	06/05/12
Feedback on Round 3 Site Content Due.....	06/05/12
Begin Additional Sub-Page Designs.....	06/05/12
Begin Product Page Designs.....	06/05/12
Round 1 SEO Metadata Due.....	06/08/12

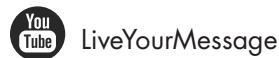
**Week 10**

Round 1 Additional Sub-Page Design Comps Due.....	06/10/12
Round 1 Product Page Design Comps Due.....	06/10/12
Call 09.....	06/12/12 (11:30am pst/Paris)
Feedback on Round 1 Additional Sub-Page Designs.....	06/12/12
Feedback on Round 1 Product Page Designs.....	06/12/12
Feedback on SEO Metadata Due.....	06/12/12
Begin Round 2 Additional Sub-Page Designs.....	06/12/12
Begin Round 2 Product Page Designs.....	06/12/12
Round 2 SEO Metadata Due.....	06/15/12
Round 5 Site Content Due.....	06/15/12

**Week 10**

Round 2 Additional Sub-Page Design Comps Due.....	06/17/12
Round 2 Product Page Design Comps Due.....	06/17/12
Call 10.....	06/19/12 (11:30am pst/Copen)
Feedback on Round 2 Additional Sub-Page Designs.....	06/19/12
Feedback on Round 2 Product Page Designs.....	06/19/12
Feedback on SEO Metadata Due.....	06/19/12
Feedback on Round 5 Site Content Due.....	06/19/12
Begin Round 3 Additional Sub-Page Designs.....	06/19/12

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Begin Round 3 Product Page Designs.....06/19/12  
 Final SEO Metadata Due.....06/22/12  
 Round 6 Site Content Due.....06/22/12

**Week 11**

Round 3 Additional Sub-Page Design Comps Due.....06/24/12  
 Round 3 Product Page Design Comps Due.....06/24/12  
 Call 11.....06/26/12 (11:30am pst/Barcel)  
 Approval of Additional Sub-Page Designs.....06/26/12  
 Approval of Product Page Designs.....06/26/12  
 Final Design Change Requests Due.....06/26/12  
 Begin Final Design Changes.....06/26/12  
 All Final Content Due.....06/29/12

**Week 12**

Final Design Revisions Due.....07/01/12  
 Call 12.....07/03/12 (11:30am pst)  
 Final Approval of All Design & Content.....07/03/12  
 Begin All Development.....07/03/12

**Week 13-14**

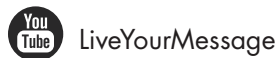
Call 13.....07/09/12 (Monday 11:30am pst)

**Week 15**

Finish All Development.....07/22/12  
 Call 14.....07/24/12 (11:30am pst)  
 Feedback on Live Sites Due.....07/24/12

**Week 16**

Finish Site Changes.....07/29/12  
 Call 15.....07/31/12 (11:30am pst)  
 Final Approval on All Development Due.....07/31/12







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### Week 17

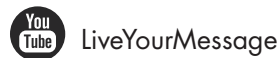
Tech Training Call.....08/07/12 (11:30am pst)

### Week 20

1-Month Site Performance Review & Recommendations.....09/04/12 (11:30am pst)

### Week 28

1-Month Site Performance Review & Recommendations.....11/06/12 (11:30am pst)





## OUR AGREEMENTS (AKA THE FINE PRINT)

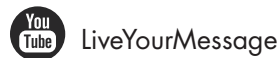
The one thing you can never get more of is time. We take it seriously – both yours and ours – and we need your partnership to move this project forward and keep you on track towards becoming the #1 Authority in Your Field.

Because we give so much one-on-one time and attention to each client, we only take a limited number of clients at any given time. We have a waiting list of clients ready to start when your project finishes. So it's important to keep your project on schedule. This means YOU get your site quicker and we can serve all our clients effectively.

Please review the schedule above carefully, because once you sign this agreement, we need to stay accountable to that timetable. If you need to make any changes in the schedule, please discuss this with us now.

The following guidelines are designed to keep your project moving smoothly – on-time and on-budget – and to make sure we enjoy the process along the way:

- You may reschedule up to 3 sessions with 48 hours notice. (We ask that you also allow us to reschedule up to 3 sessions with 48 hours notice.) Missed sessions or sessions rescheduled with less than 48 hours notice will be forfeited. You will be given the option to pay \$150 to reclaim a forfeited session.
- You will be given a minimum of 24-hours to review each round of deliverables and submit feedback. Any delays in submitting your feedback can cause delays in the overall project schedule.
- We need a minimum of 24 hours to review any of your copy and content prior to our calls with you. We request that you submit all web copy using GoogleDocs (and filed in a Law Business Mentors Web Collection) and upload all additional assets to Dropbox.
- You are encouraged to submit web-ready content and copy to include in the design and development process. If you are unable to provide content within the agreed-upon timeframe, the site will be built with placeholder copy or you can choose to pay a weekly retainer while you fine-tune your content.

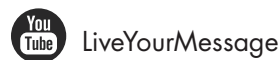




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- If you are unable to submit feedback and content on time and this results in delays in the project timeline, you will be asked to pay a \$300/week retainer to extend the timeline. If you do not wish to pay this retainer, you can choose to have us move forward and build the site without final content. If you choose this option, you will be responsible for adding or updating the content later or paying us \$75/hour to do this for you.
  - You will be required to sign-off on the final design and layout before your site goes into development. Once development starts, design and layout changes become much more difficult and will involve an additional charge of \$75/hour.
  - You will sign up for any necessary 3rd party softwares or plug-ins and submit all username and passwords to us prior to the beginning of development. Failure to give us the necessary passwords and account information can result in delivery delay.s
  - Since we believe your site should set you free, we don't want to own your website or your content or charge you a percentage of your sales. Live Your Message LLC will transfer all rights and access to your website and branding elements once the project is finished and you have paid the full balance due. This includes the right to reuse and modify your site and brand in any way you look.
  - **WEBZILLA ESCAPE CLAUSE:** Because we're a small team, we only work with clients who are committed to putting in the time and resources to becoming the #1 Authority in Their Fields. We love what we do and we can only serve a select clientele. We also believe life is too short to work with disrespectful or needlessly difficult clients. If you turn into a "webzilla" during the design and development process, we reserve the right to terminate this agreement. Of course, we realize everyone has bad days (we have them too), but we work to standards of respect, integrity and excellence in everything we do and we expect to be treated in kind.

If we do have to terminate this agreement, we will maintain any payments made for work that has already done. We will give you ownership of work that has been already paid for. But we are not accountable for finishing the project or doing additional work for you.

- We reserves the right to use your project, results and testimonials for promotional purposes.





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## CONSENTED & AGREED TO

Live Your Message Representative

**Marisa Murgatroyd, Founder**

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Name & Title

**4/5/12**

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Signature

Date

Law Business Mentors Client Representative

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Name & Title

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Signature

Date

*Thank you for choosing Live Your Message. We can't wait to transform your business, brand and online presence and put you on the fast track to becoming the #1 Authority in Your Field.*

