

Scale **faster**  
with **less stress**

## Service Menu | 2018



*Pricing valid through September 30, 2018*



# Introduction

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You're a visionary entrepreneur or health care professional who is ready to make a greater impact with your gifts. Whether your presence is already established or you've only just begun, you're ready to take your business to the next level.

For help creating your unique brand, building impactful programs, or setting up successful funnels, you've come to the right place.

We'll help you formulate the right strategy and execute it, while making this as hands-off as possible for you.

We treat our clients' businesses like they're our own. You can rely on us to help you make the right choices and to never miss a crucial deadline.

For details about our services, please review to our menu below. If you have any questions or want to discuss how we can best be of service, please contact our team at [support@frontspace.com](mailto:support@frontspace.com).

We look forward to helping you bring your vision to life!

*Sharon Hayes*

Sharon Hayes, CEO



# Overview of Core Services

# Standard Packages

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*We offer a variety of flat-rate packages with optional add-ons.*

## BRANDING

- Find the perfect domain
- Develop your brand Identity
- Website design / redesign
- Optional: Social media graphics
- Optional: Branded templates

## LEAD GENERATION

- Assorted funnel options
- Optional: Sales page design
- Optional: Autoresponder sequence copy
- Optional: Facebook ads

## PROGRAMS

- Custom-designed members area
- Optional: Billing integration
- Optional: Sales page design
- Optional: Audio/video editing
- Optional: Branded templates



**Branding**

# Domain Name Research \$900

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## OVERVIEW

First impressions count and it all starts with having the right domain name. Coming up with the perfect domain for a new product, service, or organization - or rebranding an existing one - can be quite a challenge.

Our team has helped thousands of entrepreneurs and organizations find the right domain at the right price.

## WHAT YOU GET

- A list of 10-30 options to choose from
- Memorable, pronounceable, and easy to spell
- Conveys the impression you want to leave your visitors with
- Will not be confusing in the market
- Within your budget
- Trademark-free within the U.S. (or trademark rights are transferable)

## BRANDS WE'VE HELPED NAME:



EVERCOACH

ZENWARD

adskills

# Branding

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*At the heart of your business is a style that represents you.*

## BRANDING PACKAGE \$1,200

- 2 initial custom logo concepts to choose from and 2 revisions
- Final logo files for both web and print
- Color Palette reflecting your brand's visual identity
- 3-font Typography palette reflecting your brand's visual identity
- Branding guide

## BRANDING ADD-ONS \$250

- Social media graphics (Facebook & Twitter)
- Double-sided business card design
- Custom document template
- Custom Powerpoint template (3 slides)
- Basic video intro/outro
- Email template

# Website Design

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*We create custom-designed templates for WordPress that are responsive for mobile visitors.*

## ONE-PAGE WEBSITE (\$2,500-\$3,700)

- Stunning, image-rich designs to captivate your visitors
- 2 Concepts + 3 revisions
- Lead magnet/opt-in form integration
- Contact us form
- Up to 6 panels
- Optional: Blog template \$900
- Additional panels: \$400

## FULL WEBSITE (\$4,500-\$5,700)

- 2 Concepts + 3 revisions
- Lead magnet/opt-in form integration
- Blog template
- Contact us form
- Up to 3 additional pages

## SITE DEVELOPMENT PLAN (\$1,500)

If it's time to upgrade or create a more elaborate website, our site development plan is for you.

We'll familiarize ourselves with your goals and processes and create a custom plan, including pricing to implement.

Add-on: Automation/Systems Review  
\$1,000

\*All Website Design packages include installation of WordPress, plug-ins and Google Analytics configuration.

Copywriting is not included.





# Lead Generation

# Lead Generation Packages

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*Put your lead generation on auto-pilot with one or more of our funnel packages. Not sure what method is right for you? Order our Lead Gen Strategy option!*

## LEAD GEN STRATEGY (\$2,500)

- Discovery call to learn more about your goals, your business, your products/services, and existing lead magnets/funnels.
- Written recommendations
- Call to review report and answer questions

## WEBINAR FUNNEL (\$3,200)

- Opt-in page design and copy
- Post opt-in page
- Replay page
- Configuration of follow-up sequences (excluding copy)
- Integration of webinar
- Webinar plug-and-play scripting blueprint
- Optional: Custom follow-up emails \$900
- Optional: Evergreen integration: \$500

## PDF DOWNLOAD (\$1,800)

- Opt-in page design and copy
- Post opt-in page
- Configuration of follow-up sequences (excluding copy)
- Optional: Post opt-in with video and webinar sign-up/integration \$1,250
- Optional: Custom follow-up emails \$900

# Lead Generation Packages

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*Put your lead generation on auto-pilot with one or more of our funnel packages. Not sure what method is right for you? Order our Lead Gen Strategy option!*

## 3-4 VIDEO SERIES (\$3,200)

- Opt-in page design and copy
- Post opt-in page
- Design and configuration of video display pages
- Integration of Facebook commenting
- Configuration of follow-up sequences (excluding copy)
- Optional: Custom follow-up emails \$900
- Optional: Multipath for up to 5 segmenting options \$1,200

## CHALLENGES (\$2,500)

- Opt-in page design and copy
- Post opt-in page
- Configuration of follow-up sequences (excluding copy)
- Optional: Webinar sign-up/integration \$1,250

## QUIZ STRATEGY (\$2,500)

- Discovery call to learn more about your target audience, what you'd like your quiz to accomplish, and any assets you can incorporate into it
- Written recommendations
- Call to review report and answer questions

# Facebook Advertising

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## FACEBOOK ADVERTISING STRATEGY & SETUP(\$1,200)

- Develop Facebook advertising plans and determine threshold target for maximum CPL and CPC
- Prepare strategic plan including research for targeting and determining images to use
- Set up Facebook ad campaigns
- Create custom audiences (for existing subscribers) and lookalike audiences (for expanded reach)
- Install Facebook conversion tracking on site

## FACEBOOK RETARGETING SETUP & CAMPAIGNS (\$900)

- Set up Facebook retargeting tracking on site
- Revise privacy policy on site
- Set up all necessary retargeting audiences in Facebook (visitors, opt-ins, buyers, etc.)
- Create campaigns targeted to retargeting audiences

## ONGOING FACEBOOK CAMPAIGN MANAGEMENT

- Management fee: \$1,500 for up to \$10,000 ad spend per month, then 10% for ad spend beyond that
- For the purpose of calculating billing threshold, all advertising spend (including retargeting) is calculated per platform
- Continually test and refine ads to minimize cost per customer acquisition and/or cost per lead

*Management fee is calculated on total spend per platform on a monthly basis.*





# Programs

# Programs

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## BASE PACKAGE (\$3,200)

- Custom-designed dashboard to match the look and feel of your site
- 1 sub-page design template
- Configuration and protection of pages
- Integration with shopping cart
- Set up of autoresponder messages

## ADD-ONS

- Populating content \$250 per page
- Video/audio editing varies
- Sales page design/copy \$1,500-10,000



## **Additional Services**

# Strategy Consultations

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## MINI-CONSULTS (\$500)

90 minute consults for 1 of:

- Facebook Ads & Landing Page
- Program Creation
- Lead Magnet Strategy
- Funnel Strategy

## FULL FUNNEL AUDIT (\$2,500)

- Review of funnel, website, order process & email system
- 1 prep call
- Written recommendations
- 1 call to review report



# A La Carte Services

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*We offer à la carte services on a retainer basis starting at \$2,000 when ordered alone or \$500 in conjunction with package orders.*

- General WordPress/Technical: \$100 per hour
- Design: \$100 per hour
- Project Management: \$100 per hour
- Systems: \$150 per hour
- Strategy - Creative/Branding: \$150 per hour
- Strategy - Marketing/Conversion Rate Optimization (CRO): \$300 per hour
- Strategy - FB Ads: \$300 per hour



# Getting Started

# Next Steps

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## STEP 1: PACKAGE CONFIRMATION

Contact us at [support@frontspace.com](mailto:support@frontspace.com) with which package(s) you'd like to get started with or ask us to schedule a call.

## STEP 2: WRITTEN PROPOSAL

We'll send you a written proposal providing a breakdown of what is included and pricing information. Kindly note that a 50% rush fee may apply to projects needing to start within 5-10 days depending on availability.

## STEP 3: PROPOSAL ACCEPTANCE

Once you've accepted the proposal and agreement, we'll invoice you. Payment must be prepaid for all services rendered.

## ACCEPTANCE OF PROPOSAL & PAYMENT TERMS

Upon acceptance of proposal, an invoice covering the desired services will be sent via email. Invoice must be paid in full for work to commence.



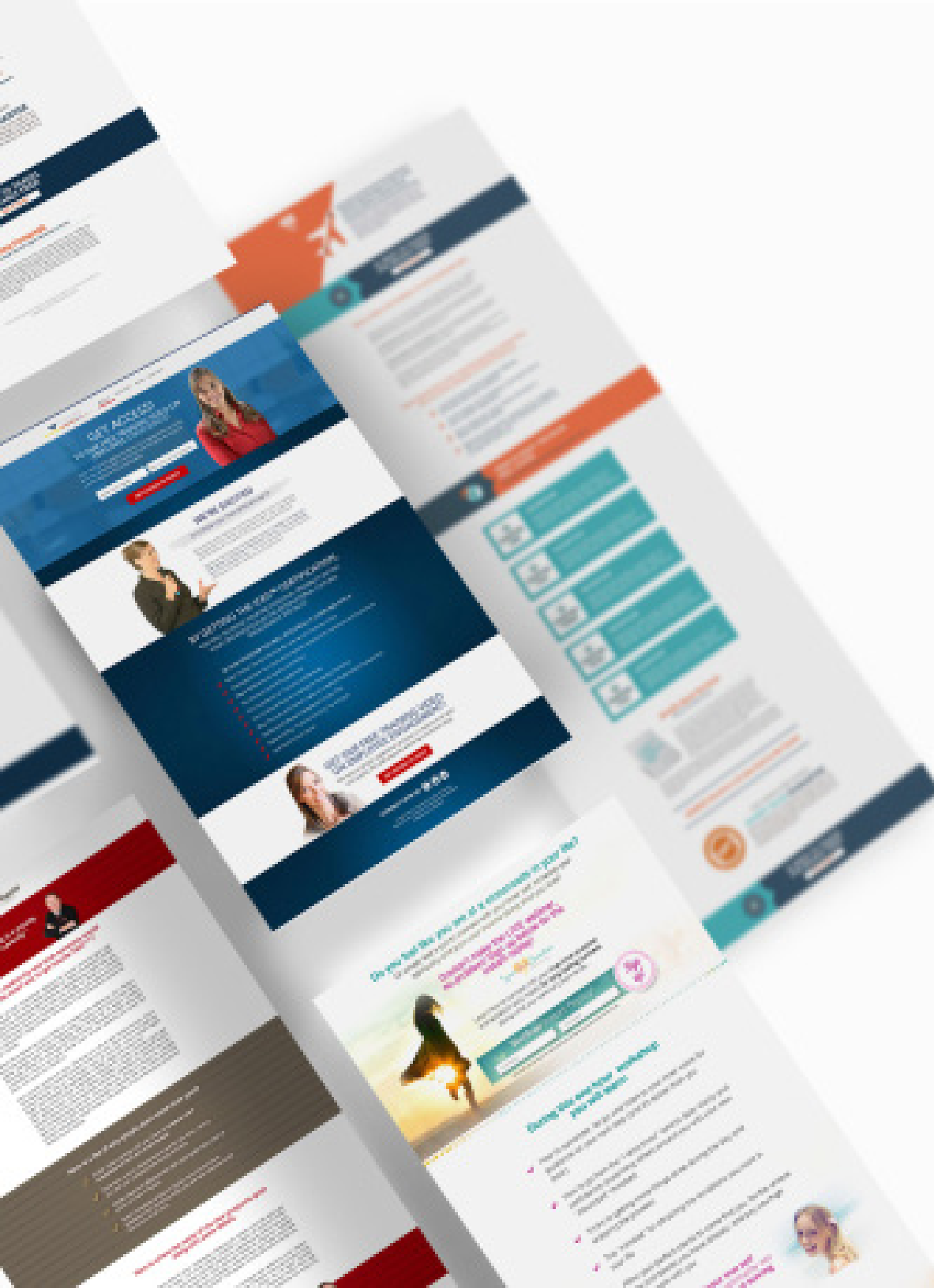
# How WOM Can Help You Get Your Services For Less - or Even Free

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Our agency has grown because our clients rave to others and our word-of-mouth reputation is very strong. We trust you'll be so tickled with the level of service we provide that you'll want to do the same.

We offer a referral program where you receive 10% credit on your account on the gross billing of any connections you send our way for 6 months from the time of the introduction.

To take advantage of this, all you need to do is email the person and us at [support@frontspace.com](mailto:support@frontspace.com) and let them know that as a special favor to you, we'll give them a free one hour consultation. If we close the deal, you benefit!





# Our Executive Team

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Steve Jones  
**COO**



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 [support@frontspace.com](mailto:support@frontspace.com)



Sharon Hayes  
**CEO**

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