



*Do you spend more time on “stuff” that you dislike or don’t know how to do than you do on the work you love? Do you want to find, initiate or expand your connection with your community? Does technology or messaging prevent you from effectively reaching the level you believe you should attain? **I can help.***

Ignoring the practical, organizational, administrative, or promotional work for your business or organization carries an **extremely high cost** that limits your ability to fulfill your mission and do the work you love.

For many people, technology is a huge barrier – you might know just enough to get frustrated. For others, messaging in a simple concise manner is like going to the dentist – it may be a lack of knowledge or resources or next steps.

I often hear from small businesses or organizations that they just want to do the work of helping people – not administrative, organizational or promotional tasks. What most people really want is reassurance that their vision is doable, support to walk through the tough spots and a system so they can spend most of their time on the work they love.

I provide all of this and the confidence that comes from knowing that you have a competent, accessible partner whenever you want your business to reach higher, or whenever you get stuck in a day.

Services

- **Project Consultation** – Need to brainstorm or get next steps for a project – increase attendance or membership? Together we can quickly distill your priorities and action steps to reach those goals. *Starting at \$300*
- **Framework Analysis** – Running in circles trying to manage your technology or scheduling? Feel you are spending more time than you should on operations rather than the work you love? This will streamline processes, give you a list of recommendations and tools so you can work smarter. *Investment \$500*
- **Support Package Options** – Whether it’s a recurring technical hiccup that drives you nuts or trouble planning next steps, get peace of mind knowing you have a reliable resource dedicated to making your business run seamlessly *Starting at \$350 monthly*
- **Branding, Web and Social Media Packages** – You love the work you do, you’re amazing at it – we’ll make sure that you present as well on and offline as the product and services you provide *Starting at \$500 flat fee*

I can simplify your life and business so you can move your good forward. Get in touch today via email or online at Jennifer@jennifertewell.com or www.jennifertewell.com.



Consulting Options

Project Consultation – 1.5 hours Includes: Phone consultation to discuss one project, determine goals, priorities and action steps for successful outcomes. **Investment: \$300**

Infrastructure Audit – 2 sessions Includes: Brainstorming session to review what you have in place in terms of systems/processes, technology, communications etc., determine what is working and what isn't, presentation of recommended tools to implement to make your work run efficiently and smoothly. **Investment: \$500**

Support Package Options

MINI Support Pack – 1 year Includes: up to 5 hour per month of technical and/or project support, making sure your site and plugins are up-to- date, comment and spam monitoring – *this offering is primarily for keeping your WordPress website up to date or very minimal project support*

Investment: \$200/month - \$2,400 total

2 payments of \$1,200

Basic Support Pack – 1 year Includes: up to 8 hours per month of technical and/or project support, making sure your site and plugins are up-to- date, comment and spam monitoring; social media scheduling, event or training support, formatting, reports etc.

Investment: \$350/month - \$4,200 total

12 payments of \$350

Premium Support Pack – 1 year Includes: up to 14 hours per month of technical and/or project support, making sure your site, hosting, domains and plugins are up-to-date, comment and spam monitoring, up to 1 monthly consult by phone (brainstorming, project planning, etc. – as requested by client), branding consistency (document and collateral updates), up to 2 project management support annually (*e.g., implementing a membership forum on your site, implementing an e-commerce site, story-telling and messaging session, etc.*), 2 monthly check-in calls (as requested by client)

Investment: \$550/month - \$6,600 total

12 payments of \$550

Exclusive Support Pack – 1 year Includes: priority service and response time, up to 20 hours per month of technical and/or project support, making sure your site, hosting, domains and plugins are up-to-date, comment and spam monitoring, up to 2 monthly consults by phone (brainstorming, project/planning, etc. – as requested/scheduled by client), branding consistency (document and collateral updates), up to 2 project management supports annually (*e.g., implementing a membership forum on your site, implementing an e-commerce site, story-telling and messaging session, etc.*), bi-weekly check-in calls (as requested by client)

Investment: \$650/month - \$7,800 total

12 payments of \$650



Note about the support packages: Due to the ongoing nature of the packages and natural busy/slow cycles of business, there is some flexibility in using the benefits for each package. You don't lose it if you don't use it...however, if a project or scope is out of the original package parameters, an hourly fee or separate project proposal would apply.

Branding, Website, and Social Media Packages

Get Social Includes a basic social media account set-up for desired platforms (Facebook, Twitter, Instagram, LinkedIn, Hootsuite - for scheduling) and/or review of current social media with recommendations and two rounds of edits included – **does not include content creation.**

Investment: \$500 – 2 payments, \$250 upon signing contract, \$250 upon completion

Timeframe: 2.5 weeks

Deliverables:

- Brand discovery and flavor
- 5 professionally designed logo concepts with 3 rounds of edits on the final logo selection (includes all vector files – web/print)
- Present top WordPress template recommendation for layout and design
- Messaging process – what's your story?

Branding Start-Up Includes a professionally designed logo, professionally designed site mock-ups (wireframes/color palette), finalized site copy and messaging (with action statements and offerings), basic social media account set-up – **does not include website.**

Investment: \$1,500 – 2 payments, \$750 upon signing contract, \$750 upon completion

Timeframe: 1.5 months

Deliverables:

- Brand discovery and flavor
- 5 professionally designed logo concepts with 3 rounds of edits on the final logo selection (includes all vector files – web/print)
- Present top WordPress template recommendation for layout and design
- Messaging process – what's your story?
- Copy review, editing and finalizing for consistency
- Basic social media account set-up (Google listing/Facebook/Twitter)
- 1-2 community connecting ideas with implementation plan (e.g., podcasts, tele-calls, tele-class, face-to-face retreat)



Website Refresh Package Includes transferring current site to a new fully customized WordPress site with blog integration, social media account set-up/update*

Investment: \$2,000 – 2 payments, \$1,000 upon signing contract, \$1,000 upon completion

Timeframe: 1.5 months

Deliverables:

- Present top 3 recommended WordPress templates for layout and design
- Website design of home page and interior HTML Kitchen Sink
- Install new site and transfer all files to client host
- Website design and coding of WordPress template
- Input current site content after a design is selected, up to 10 pages
- Upload photos/videos/links
- Includes a tutorial on updating WordPress site
- Basic social media account set-up or update

**Note: This package is for clients with an established brand and website but are looking to update to a more flexible platform or more current “look.” Does not include logo design or extensive template modification.*

Online CV Includes creation of your online portfolio with blog option and social media integration

Investment: \$1,000 – 2 payments, \$500 upon signing contract, \$500 upon completion

Timeframe: 2-3 weeks

Deliverables:

- Present top WordPress template for layout and design with recommendations
- Install new site, HTML Kitchen Sink and transfer all files to client host
- CV design and minimal coding of WordPress template
- Input current site content provided by client includes: About, Resume, Samples, Contact
- Upload photos/videos/links/work samples – format for consistency
- Includes an electronic tutorial on updating WordPress site
- Social media account integration*

**Note: Linking existing social media accounts to your online CV, not the creation or set-up of new social media accounts.*

New Site Build Package Includes a professionally designed logo, fully customized WordPress site, basic social media account set-up

Investment: \$5,000 – 2 payments, \$2,500 upon signing contract, \$2,500 upon completion

Timeframe: 2 months



Deliverables:

- 3-5 logo concepts with 3 rounds of edits on the final logo selection
- All final logo files formatted for print, web, and other applications
- Present top recommendation for WordPress template for layout and design
- Website design of home page and interior HTML Kitchen Sink
- Install new site and transfer all files to client host
- Website design and coding of WordPress template
- Input site content after a design is selected, up to 25 pages
- Upload photos/videos/links
- Includes a tutorial on updating WordPress site
- Basic social media account set-up (Google listing/Facebook/Twitter)

Brand Blueprint Includes a professionally designed logo, fully customized WordPress site, online tools set-up and integration (blogs auto-post to Facebook, Twitter, and LinkedIn), MailChimp account set-up with templates to match your new brand, set-up of social media and planning/scheduling tools for online platforms

Investment: \$7,000 – 2 payments, \$3,500 upon signing contract, \$3,500 upon completion

Timeframe: 3 months

Deliverables:

- 3-5 logo concepts with 3 rounds of edits on the final logo selection
- All final logo files formatted for print, web, and other applications
- Present top WordPress templates recommendation for layout and design
- Website design of home page and interior HTML Kitchen Sink
- Install new site and upload all files to client host
- Website design and coding of WordPress template
- Input site content after a design is selected, up to 40 pages
- Upload photos/videos/links
- Includes a tutorial on updating WordPress site
- Social media account set-up and scheduling/planning tools (Google listing/Facebook/Twitter/LinkedIn)
- Online tools set-up and integration (Twitter feed, hootsuite, MailChimp etc.)
- Template set-up for e-news and other online tools consistent with branding
- Planning templates and support for building/increasing online presence

Discounts

Purchase New Site Build Package or Website Refresh Package, and get \$250 off any support pack when agreed to up front.

Purchase Brand Blueprint, and get \$500 off any support pack when agreed to up front.