

From: Jeanette @ SnazzyLittleThings.com Jeanette@snazzylittlethings.com
Subject: Proposal for your website - Snazzy Design Services
Date: May 15, 2017 at 3:15 PM
To: Janet Cole jmaxcole@yahoo.com

JS

Hi Janet!

I hope you had a nice weekend and I hope my last email to you wasn't too overwhelming, I know it's a lot of information! Getting back to you on the quote, I would be able to do the full set up of the Market or Refined theme for \$350. If you would like a basic header like the one we discussed (with a topiary) I can include that for \$50 (versus my normal \$250 logo rate). And a Mailchimp RSS automatic email feed would be \$100. So my total quote to you, including the add-ons is \$500.

Your down payment would already be applied, so the remaining balance is \$450 and I typically arrange a payment schedule in 1/3 phases of the project. My estimated date of completion is about 2 weeks from the start date, and I'd be happy to start anytime towards the end of this week, so I would have no issues making your deadline.

BASIC WORDPRESS THEME SETUP – starts at \$350

- *Basic Wordpress theme setup*
 - **NOTE:** *Theme purchases are not included in the base price. [Click here to see which themes I support.](#)*
- *Out-of-the-box color palette*
- *Out-of-the-box font*
- *Basic placement of header*
- *Basic placement of social media icons*
- *Basic sidebar placement or cleanup*
- *Basic menu setup with dropdowns*
- *Client will provide all artwork & logos, otherwise I use fonts for placement*
- *A \$50 deposit holds a place on my calendar*
- *All clients receive access to a private [project management portal](#)*
- *Please fill out a [design request form](#) to get started!*

Not included: the Market theme purchase, additional customization services including graphic design work, structural theme edits, plugin purchases, theme upgrades, any stock images that are purchased as part of the final design.

Thank you for your consideration - let me know if this all works for you!



Email: Jeanette@snazzylittlethings.com

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On May 11, 2017, at 1:42 PM, Jeanette @ SnazzyLittleThings.com <Jeanette@snazzylittlethings.com> wrote:

Hi Janet!

It was so great to meet you today, thanks for taking the time this morning! And thank you so much for sharing the story about your sweet daughter. I forgot to ask her name? My stepson's name was Dustin but we called him "Dusty".

Here are some of the links and follow up I mentioned on the phone. Many of which will have affiliate links as well. These are the things I can't live without as a blogger:

- Market Theme: <http://shrsi.com/?hwom>

- [Mailchimp](#) - this is preferred by me for setting up pretty newsletters and auto-RSS email to your mailing list (each time you post). It has more features than Mad Mimi and my newsletters have come out very clean and simple.
- Canva - great for creating social media images or quick, free \$1 stock images
- Picmonkey - quick and easy compared to Photoshop.
- My test site link: <http://demo3.snazzylittlethings.com/wp-admin> Your login: Janet Password: SlhKI06x^d5KxGoTO*d3nex
- Buffer App (for scheduling posts) - In a single click you can share your content to Pinterest, Facebook, Twitter, Google+ and schedules on Instagram.
- [Boardbooster](#) - I know every bloggers' content is on Pinterest. This is my secret weapon: I share once to my own ["// snazzy " Pinterest boards](#) then Boardbooster actually shares my content across Pinterest for me. You would never know that I'm auto-pinning! This has been so helpful growing my blog traffic
- [Building a Framework for Bloggers](#) (eBook with videos) - I've taken many classes on how to blog, but I highly recommend this book. It's one of the BEST out there.
- Creative Market - to search and download images (like the topiary)
- Etsy — a great stop for purchasing original images for your blog design elements as well.

I will also check to see how flexible the fonts are for Market theme, and will get you a quote within the next day or so. Thanks so much for reaching out to me and I look forward to working with you! I could start mid-week next week and anticipate this site being finished within 2 weeks from my start date!

Content will be key - choosing some stock photos may be helpful for your slider as we get it up and running!

Jeanette

Email: Jeanette@snazzylittlethings.com

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On May 11, 2017, at 12:04 AM, Janet Cole <jmaxcole@yahoo.com> wrote:

Got it -thanks!

Janet Cole

From: "Jeanette @ SnazzylittleThings.com" <Jeanette@snazzylittlethings.com>

To: Janet Cole <jmaxcole@yahoo.com>
Sent: Wednesday, May 10, 2017 8:06 PM
Subject: Re: Thank you Janet!

I'll email you a link tomorrow in reply to this email, here is what you'll do:

Click the link (in the email)
Activate Video so we can see each other (camera icon)

Jeanette

Email: Jeanette@snazzylittlethings.com

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On May 10, 2017, at 6:40 PM, Janet Cole <jmaxcole@yahoo.com> wrote:

Wonderful! 11 am Eastern works for me - you'll have to excuse my tech "un-saviness," but would a video conference be via Skype? or some other face-to-face program?

Janet Cole

From: "Jeanette @ SnazzyLittleThings.com" <Jeanette@snazzylittlethings.com>
To: Janet Cole <jmaxcole@yahoo.com>
Sent: Wednesday, May 10, 2017 2:19 PM
Subject: Re: Thank you Janet!

KariAnne is a blogging rockstar, I've met her several times in person and I also had a consult with her years ago when I was a new blogger. She is so talented!!!

I am free at 11am Eastern if that works for you? If you're up for it we can venture a video chat if you like face-to-face, and I can do screen shares / etc. This is easy for me to walk you through some of the sites that you like and you can point out specific features you're looking to emulate on your blog.

Let me know if that time works for you. Usually a phone chat + video works best!

Jeanette

Email: Jeanette@snazzylittlethings.com

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On May 10, 2017, at 12:48 PM, Janet Cole <jmaxcole@yahoo.com> wrote:

She is my best friend from childhood...she now has a successful blog and has been encouraging me to give blogging a try! She gave me your site as one to check out and contact for web design. I love, love, love you site, and your packaging/rate sheet seemed easiest to understand and "friendliest."

Yes, I would love to speak tomorrow morning; I am in Texas (Central time zone). What time is good for you? Happy washer hunting!

Janet Cole

From: "Jeanette @ SnazzyLittlethings" <jeanette@snazzylittlethings.com>

To: jmaxcole@yahoo.com

Sent: Wednesday, May 10, 2017 11:37 AM

Subject: Thank you Janet!

Hi Janet!

Thank you so much for your email! I am currently out with my husband choosing a new washing machine (fun!) but just looked over your requirements. I see you just set up your domain as a brand new blog, congratulations!

I also see KariAnne referred you to me. That's great! How did my name come up, I'd like to thank her with a referral gift.

Do you have time to speak tomorrow morning? This will give me a chance to study your form submission and we can chat in more detail. I'm wrapping up some client work this week so your timing is perfect!

Thanks again!

Jeanette

216.224.7088

Sent from my iPhone

