



**Terri Hankins Consulting** is a minority-owned business which provides Management Consulting to for-profit and non-profit organizations in the areas of Strategic Planning, Program/Project Management, Process Improvement and Brand Management.

**Contract**

**Client Name** (“Client”) has retained **Terri Hankins Consulting** (“Service Provider”) to proceed with brand management services and agrees to the terms and conditions as set forth in this Agreement.

The Client has chosen the following services: *[Insert Plans]*

The Cost associated with the above services are: *[Insert Cost]*

The scope of the services that will be provided to the client includes:

- 1. Service #1
- 2. Service #2
- 3. Service #3

Any services not explicitly listed above, the Service Provider will obtain approval from the Client in advance. Work will begin upon receipt of signed contract & payment via the Service Providers website. This agreement may be terminated with 30 days’ written notice to either Service Provider or Client. In case of termination, Service Provider shall make a reasonable attempt to finish work in progress.

By signing this agreement, you give Terri Hankins Consulting permission to include the work/product rendered in future marketing campaigns done by either Terri Hankins Consulting or Battle Hankins LLP.

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Client Name #1  
(Client company)

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Client Name #2  
(Client company)

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Terri L. Hankins  
(Owner – Terri Hankins’ Consulting)

### **Company Profile/Questionnaire**

1. What does your company do?
2. Who is your target audience?
3. What's your competitive advantage?
4. What services does your company offer?

### **Website Design Questionnaire**

5. Do you want to improve an existing website, or create a website from scratch?
6. Do you want your website to be optimized for SEO? Do you have a list of keywords you'd like to target?
7. What is the URL of your existing website (if any)? What do you like and dislike about your existing website?
8. What is the URL of 2-3 reference websites that you like? What do you like about these websites?

9. What pages do you need on your website?
  
10. What features do you need on your website?
  
11. What's the underlying goal of your website?
  
12. Do you have the content ready for your site?
  
13. Does your company have branding - logo, colors and fonts?
  
14. When would you like to launch your new site?
  
15. Do you need help updating and maintaining your website?
  
16. Do you need help with blogging and content marketing?
  
17. Do you want to have a social media presence? Which Platforms?
  
18. Do you need help with social media content management?



Terri Hankins

www.terrihankins.com

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Website Development		
<b>Consultation Services</b>	Prospective Client's Business Overview - Expertise - Capabilities - Differentiators Initial Needs Assessment Overview of Services that align with Business Review Portfolio of Satisfied Clients	
	1st Hour Free Additional Hours - \$100/hr	
<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
<b>Basic Website Design</b> \$350*	<b>Advanced Website Design</b> \$950*	<b>Additional ala carte Services</b> \$100 per Service
<ul style="list-style-type: none"> <li>- (2) 1 hr Consultation</li> <li>- Tier 1 Marketing Material Package</li> <li>- 3 Mini Prototypes</li> <li>- Personal Domain/Email Setup <b>(additional fees apply)</b></li> <li>- Up to 5 Pages with full content</li> <li>- Up to 15 stock photos</li> <li>- Web &amp; Mobile Display Optimization</li> <li>- Establish Social Media Presence</li> <li>- Blog Site</li> <li>- Search Engine Optimization</li> <li>- 1 week turn around (once materials received from client)</li> <li>- 30 days Free Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>- Basic Website Design +</li> <li>- (2) 1 hr Consultation</li> <li>- Up to 10 pages</li> <li>- Up to 50 stock photos</li> <li>- eCommerce Store</li> <li>- 2 week turn around (once materials received from client)</li> </ul>	<ul style="list-style-type: none"> <li>- Upload CRM Database</li> <li>- Establish Document Library</li> <li>- Digital Portfolio</li> </ul>
<b>Maintenance Options*</b>		
<b>Basic Website Maintenance</b> Tier 1a - \$50/month Tier 1b - \$450/annually	<b>Advanced Website Maintenance</b> Tier 1a - \$150/month Tier 1b - \$1200/annually	<b>ala carte Services Maint</b> Tier 1a - Additional \$10 per Service Tier 1b - Additional \$75 per Service
<ul style="list-style-type: none"> <li>- Add, remove or change content</li> <li>- Continued Web &amp; Mobile Display Optimization</li> <li>- Continued SEO</li> <li>- Fixing Broken Links</li> <li>- Monitor Domain Registrations &amp; Hosting Plan</li> <li>- Monthly Consultation to discuss any proposed changes</li> </ul>	<ul style="list-style-type: none"> <li>- Basic Website Maintenance +</li> <li>- Product Updates/Maintenance</li> <li>- Add New Products</li> <li>- Bi-weekly Consultation to discuss any proposed changes</li> </ul>	<ul style="list-style-type: none"> <li>- Aligns to Base Maintenance Plan</li> </ul>

## Marketing Materials

Tier 1	Tier 2	Tier 3	
<b>Logo Only</b>	<b>Social Media Kit</b>	<b>Marketing Material</b>	<b>Marketing Material Plus</b>
<ul style="list-style-type: none"> <li>• Main, Secondary and Submark logos</li> <li>• White + Black Watermark files for each logo (transparent background)</li> <li>• Color hex codes + Font Information</li> <li>• 2-3 Day Delivery</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Material Tier 1 +</li> <li>• Square Logo Icon</li> <li>• Circle Logo Icon</li> <li>• Social Media Banner (Facebook unless requested otherwise)</li> <li>• 5 Matching Story Highlight Covers</li> <li>• Instagram Story Overlay</li> <li>• 2-3 Day Delivery</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Material Tier 2 +</li> <li>• Business Card Design</li> <li>• Postcard Design</li> <li>• QR code (Annual Fees Apply)</li> <li>• 2-3 Day Delivery</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Material Tier 3 +</li> <li>• Digital Portfolio</li> </ul>
\$45	\$75	\$105	\$250

## Social Media Content

Tier 1	Tier 2
<ul style="list-style-type: none"> <li>• 1-year Social Media Calendar Template</li> </ul>	<ul style="list-style-type: none"> <li>• 1-year Customized Social Media Calendar</li> <li>• 52 Custom Social Media Digital Post</li> </ul>
\$30	\$150

## Social Media Management

Tier 1	Tier 2
<ul style="list-style-type: none"> <li>• Tier-2 Social Media Content</li> <li>• 2-3 Posts Per Week on (2) Social Media Platforms (Choose between Twitter, Facebook, Instagram, Pintrest &amp; LinkedIn)</li> <li>• Curated Content</li> </ul>	<ul style="list-style-type: none"> <li>• Tier-2 Social Media Content</li> <li>• 7 Posts Per Week to up to 5 Social Media Platforms (Choose between Twitter, Facebook, Instagram, Pintrest &amp; LinkedIn)</li> <li>• Curated Content</li> <li>• Growth Booster</li> <li>• Moderate follower growth rate (follow/unfollow users that match your target audience)</li> <li>• Targeting by similar profiles</li> <li>• Targeting by hashtags</li> </ul>
\$150/month	\$250/month

## Website Hosting Fees

	Monthly	Annual Cost
Hosting Cost	\$18	\$14/month = \$168
Domain Cost	\$15	Free First Year \$15.00 afterwards per year
Mailbox	\$6.50	\$6.50/month
<b>Total Cost Today</b>	<b>\$39.50</b>	<b>\$174.50</b>