

INITIATION PHASE			
	Basic	Professional	Advanced
Project Plan Development: Project Plan that includes all the details on each item to be delivered & Basic Includes up to 2 * 60 min preparation calls Professional Includes up to 3 * preparation 60 min calls Advanced Includes up to 4 * preparation 60 min calls	\$600	\$900	\$1200
SALES PHASE			
DESIGN: Branding Guidelines	\$500	\$500	\$500
DESIGN & CREATE: Social Media Graphics - Cover Art & Icons & Campaign assets (Instagram - Facebook - Pinterest - Your Tube - Google+ - LinkedIn - Twitter - Snapchat) see notes for details	\$300	\$500	\$1000
DESIGN & CREATE: Sales Slide Decks (4 Maximum)	\$500	\$500	\$500
DESIGN & CREATE: Launch Sequence	\$500	\$500	\$500
DESIGN & CREATE: Client Experience Sequence	\$800	\$1200	\$1200
DESIGN & CREATE: Sales Pages (Proven Formula Provided for copywriting)	\$500	\$500	\$500
SETUP: Lead Generation Opt-in & Thank you Pages	\$500	\$500	\$500
SETUP: Launch Video Series (PLF style Jeff Walker - 4 videos, includes opt-in process, dripped video release, and email sequence)		\$1000	\$1000
Sales Phase completion 40 minute call	NA	NA	NA
COURSE DESIGN PHASE			
DESIGN & CREATE: Course Slide Decks (12 Modules Maximum)	\$200	\$200	\$200
DESIGN & CREATE: Workbooks (12 Workbooks Maximum)	\$1200	\$1200	\$1200
DESIGN & CREATE: Course Email Sequence based on 12 modules	\$400	\$400	\$400
DESIGN & CREATE: Course Pages & Graphics (Icons, Buttons, Dividers-Dashboard, Individual Course Pages, FAQs, Resource Pages etc ...)	\$1000	\$1000	\$1000
CREATE: Stand Alone Course Type	\$200	\$200	\$200
CREATE: Stage Release Course Type			\$1000
Course Design completion 40 minute call	NA	NA	NA
COURSE SETUP PHASE			
SETUP: CRM	\$200	\$200	\$900
SETUP: Course Hosting	\$200	\$200	\$500
SETUP: Payment Processing	\$200	\$200	\$200
SETUP: Affiliate Management			\$900
DESIGN & CREATE: Progress Tracking triggerd emails etc ... (includes gamification)			\$300
SETUP: Video Bookmarks			\$200
DESIGN & CREATE: Member Directory			\$500
DESIGN & CREATE: Quizzes ** (12 Maximum one per Module)			\$400
DESIGN & CREATE: Certificates of Completion			\$200
SETUP: Ability to create notes and upload homework			\$200
Course Setup completion 40 minute call	NA	NA	NA
COURSE DELIVERY PHASE			
Maintenance Video Tutorials	\$300	\$400	\$800
Project completion 40 minute call	NA	NA	NA
Support Package (Basic 10 hours - Professional 20 hours - Advanced 40 hours)	\$800	\$1500	\$2800
PHASE DELIVERY PAYMENT SCHEDULE			
PAYMENT 1 - Initiation Phase	\$600	\$900	\$1200
PAYMENT 2 - Sales Phase	\$3600	\$5200	\$5700
PAYMENT 3 - Course Design Phase	\$3000	\$3000	\$4000
PAYMENT 4 - Course Setup Phase	\$600	\$600	\$4300
PAYMENT 5 - Course Delivery Phase	\$800	\$1500	\$2800
Total	\$8600	\$11200	\$18000
	Basic	Professional	Advanced

Tools Required	Wordpress Hosting (Under 100\$ a month) Pay Pal Pro (Under 100\$ a month) CRM System (like Mailchimp, aWeber, Constant Contact etc... Under 100\$ a month)	Wordpress Hosting (Under 100\$ a month) Pay Pal Pro (Under 100\$ a month) Ontraport (150\$ - 300\$ a month apx)	Wordpress Hosting (Under 100\$ a month) Pay Pal Pro (Under 100\$ a month) Ontraport (150\$ - 300\$ a month apx) Access Ally (Under 100\$ a month)
LMS (Learning management System) Course hosting supported tools BASIC self hosted on Wordpress PROFESSIONAL - Third Party LMS (Thinkfic - Teachable - Kajabi - Udemy) ADVANCED self hosted on Word Press with Access Ally	Self hosted on Wordpress Keep all the profits!	Self hosted on Wordpress Share the profits with your LMS!	Self hosted on Wordpress Keep all the profits!
Notes			
All copywriting is provided by the client (a copy writer can be proposed if required)			
All Photography is provided by the client			
The tools listed are the ones I use, other tools can be considered TBD			
If branding guidelines already exists 500\$ can be credited.			
	Basic	Professional	Advanced
Social Media Graphics All Chanel mentioned	Just Profile Graphics	Profile Graphics & Social Media Campaign 10 designs	Profile Graphics & Social Media Campaign 30 designs