

DesignBound

We do the work so you don't have to!
Client Information

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Welcome to DesignBound

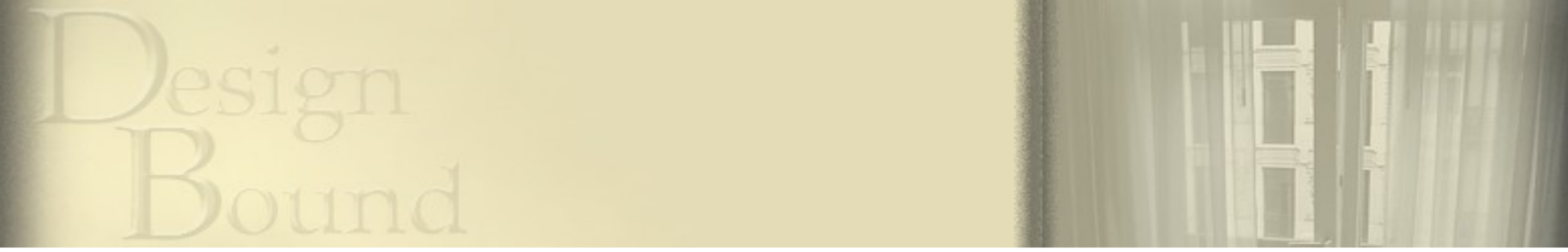
To assist you in understanding how DesignBound will be a valued asset to your company, and give you a little more information about our company, we have prepared this client guide. We hope this will answer any questions or concerns you may have. Please feel free to contact us via email if you need any further information.

Whether or not to outsource to an independent company is a big decision. You may have some reservations about what you can delegate. You may even question if you will lose control of our business. Not to worry, we will make the whole process as pleasant and simple as possible, and you retain full control over what happens with your business.

It is our hope to lower the amount of time you have to focus on the tasks to run your company instead of being the face to your company, create a mutual trust that your site will receive the attention you require, and provide you with sense of security that your business is in great hands. There are many benefits to hiring DesignBound for your business' needs:

1. You gain more time to focus on the tasks that benefit your business best.
2. You choose which projects DesignBound will complete for you.
3. You do not have to be concerned if something is being done on time. For example, if you have a teleseminar coming up, you can feel confident in knowing all the pieces of the puzzle have been completed right on time. You just have to worry about what you're going to say!
4. You do not have to worry about overhead expenses such as office furniture and equipment, additional telephone lines, or salaries and the extra costs involved. We provide our own equipment and expertise. Best of all, you only pay for the actual services we perform.

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About DesignBound

DesignBound has combined expertise in every field needed to operate a successful online venture. Putting your outsourcing needs in DesignBound's capable hands allows you, the business owner, to concentrate on being the face of your company.

DesignBound will lower your cost per conversion(CPC) with proven techniques in pay-per-click, search engine optimization, lead generation, sales and closings. DesignBound will consistently increase your return on investment (ROI) by using creative methods to put your sites on internet users' screens.

Your products, newsletter/email campaigns, and affiliate programs will be automated and easily reported by choosing DesignBound to manage them. We use the KISS method as much as possible. The more automated your sites are, the less time we have to spend (and less money you have to spend) on these types of projects, and the more time we have to dedicate to your other growing business' needs.

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Why DesignBound?

1. We stay up to date on all the latest technological breakthroughs so we may provide the services you know you need, as well as the services you didn't realize would benefit your business. We also offer helpful suggestions we have learned from our years of working with internet businesses. We are here to help your business grow and prosper.
2. The clarification of your project requirements and pricing structure is finalized before the work begins. It's important to you that we understand exactly what you need, the steps involved, and the deadlines you must meet, as well as for you to have a full understanding and approval of all work to be completed.
3. After the initial consultation, work is assigned according to expertise. As with any other workplace, our staff has a wide variety of talents. You are assured that your project is handled by a qualified assistant and done correctly.
4. Your emails and phone calls are answered within hours and not days! Even if we can't give you the answer you need right away, we will at least acknowledge receipt of your email or phone message and ask for any further information or clarification we may need. We do ask that you let us know ahead of time if you need to schedule a telephone conference that will be more than 15 minutes in length to ensure we are not interrupted.
5. Our clients and friends use and recommend us for one main reason – they're satisfied - and you will be as well.
6. While we would love to be everything to everyone, we have realized it's just not feasible. However, we have built up alliances with other excellent service providers. We can handle the complete set up of your project through these alliances, saving you the hassles of dealing with searching for and comparing the various services out there.

For example, you need to record a teleseminar you're conducting, then have the audio edited. We can set this up with someone who has that expertise. If you need fulfillment services that are beyond our capabilities for your products, we have excellent sources we highly recommend and use. Through these alliances, we can coordinate your project and take it from start to finish, thus eliminating your need to search high and low, and then remember who was working on what.

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Services

Information Processing

Newsletter Preparation and Distribution
Article Writing and Submission
Autoresponder Setup and Maintenance
Website Content
Webpage Design and Maintenance

Graphics

Photo Editing
Banners for Marketing and Sites
Logos
Animated Graphics for Site, Banners, and Marketing

Marketing Support

ASK Database™ Campaigns
Follow-up calls and emails
Email Customer Support
Shopping Cart Management
Seminar registration and follow up
Order Processing

Administrative Support

Data entry
Review and answer emails
Data organization
Administrative procedure setup
Editing and Proofreading

Transcription

Teleseminars
Teleconferences
Interviews
Book chapters

Professional Services

ASK Database™
1 Shopping Cart™
Aweber™
Constant Contact™
Audio Generator™
PowWeb WebHosting™

Alliances

Audio recording and/or editing
Order Fulfillment
SEO

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Rates

Whether you need only one of our services or all of them in a package deal, we offer competitive rates for whatever your needs.

Information Processing	\$35.00 per hour
Basic HTML Webpages	\$50.00 per page
Graphics	\$55.00 per hour minimum
Marketing Support	\$35.00 per hour
PayPerClick Campaign Management	<p>Pre-Existing Campaign - \$500 for the first month, \$300 thereafter for maintenance.</p> <p>New Campaign - \$450 for the first month, \$300 thereafter for maintenance.</p> <p>Additional Campaigns –</p> <p>Pre-existing Campaign - \$350 first month, \$200 per month thereafter maintenance</p> <p>New Campaign - \$300 first month, \$200 per month thereafter for maintenance</p>
Administrative Support	\$20.00 - \$35.00 per hour
Shopping Cart Setup	4 minutes per product – this includes associated pages
Transcription	<p>7 to 10 business days - \$75 per audio hour</p> <p>3 to 6 business days - \$85 per audio hour</p> <p>1 to 2 business days - \$95 per audio hour</p> <p>\$5 an audio hour extra for 4 to 5 speakers</p> <p>\$10 an audio hour extra for 6 to 8 speakers</p>
Transcribed Projects into Marketable PDF	\$20 per hour in addition to rate per audio hour.
Proofreading/Editing	<p>\$3.00 per page – light editing</p> <p>\$3.25 per page – moderate editing</p> <p>\$3.50 per page – Heavy Editing</p> <p>\$3.50 per page – Manuscript Editing</p> <p>\$.025 per word – Article and Press Release Composition</p>

Depending on the size and length of your project, a customized rate can be discussed. For hourly projects, an estimate will be given for approximate hours needed for commitment to the project. The estimate will be the maximum amount charged. If we underestimate the project, you will not be charged above the estimate given.

Retainers

Retainers are a great way to ensure you will get your share of our time. Due to the nature of our business, and the wide variety of needs from our clients, retainers will be discussed on a case by case basis.

We guarantee you the allotted amount of hours within your package per month. If all those hours are not used within the month, your time left will roll over into the next month. This can become valuable if you have a large or intensive project coming up because if you have hours built up, it won't be so much out of pocket at one time.

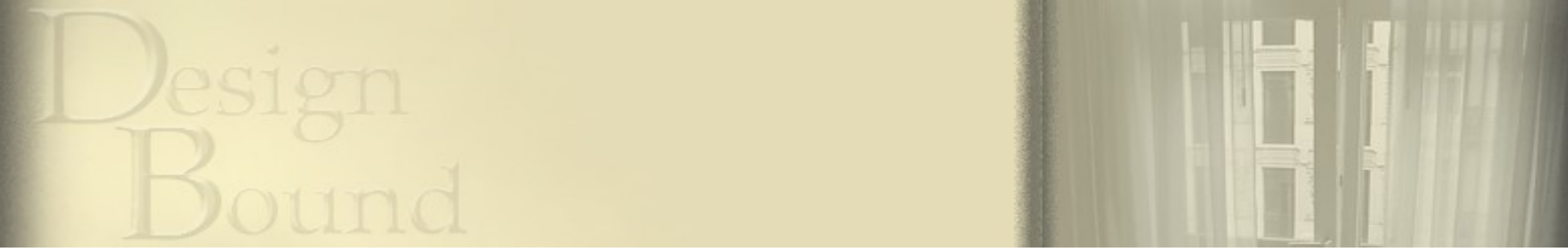
If you run out of hours on your package, you can purchase more time within one of the package rates. Retainers are paid up front and in full unless other arrangements are made. To purchase one of our retainers, please **click here to email**

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Standard Operating Procedures

To ensure you receive the top quality service you deserve, we have a few guidelines in place that will enhance our business relationship.

1. DesignBound is not normally open during the weekends and observes all major holidays. DesignBound will be closed from December 24th to January 2nd. We always have staff available in case of emergencies for our clients on retainer.
2. We will respond to your email within 24 hours during normal operating hours. Please be sure to make the Subject Line as clear as possible so we understand what you need.
3. As a new client, you will receive a one (1) hour free phone consultation to review your needs, discuss a course of action and set up a rate and payment schedule. PayPal is the preferred method of payment.
4. Our goal is to provide personal service. Part of that is being available by telephone to speak with you. However, we do request that you contact us via email to schedule the time you need so we may discuss your concerns without interruption.
5. Turnaround times are standard, but may vary depending on the complexity of your project. We will do our best to fit in emergencies, but there will be an additional charge, unless you are on retainer. The standard turnaround times are listed below. Of course, we will discuss your needs and provide a schedule at that time.
6. Files will be maintained on our servers for 3 months. After that, they will be deleted so as not to use up our storage space.
7. Personalized proposals are valid for thirty (30) days.
8. Payment is expected at the time an invoice is submitted. We do require at least one half ($\frac{1}{2}$) payment up front to begin work. Our preferred method of receiving payment is via PayPal. If you are not set up with this service, please create an account before work on your project begins.
9. Arrangements to have payment sent via check can be made once the 60-day trial period is over. Payments made by check must be received within seven (7) business days of receipt of the invoice.
10. A late fee of 15% will be added to any invoice not paid within fourteen (14) days of receipt of the invoice. If there are completed projects ready to send to you, they will not be forwarded until payment has been received for the previous invoice. All intellectual properties are considered as DesignBound property until all invoices are paid in full. Once payment is received in full, all ownership will transfer to the client.
11. If late payments are made on a consistent basis, we will have to request payment in advance for any future work.



12. We reserve the right to discontinue working with a client if the demands are unreasonable on a consistent basis, or we find the working relationship is not beneficial to both parties mutually. We will send an email notification containing the last date services will be provided. We will transfer all files, etc. either to the client or whoever they have chosen to take over AND invoices are cleared to zero balance.

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Testimonials

Feedback from Jason Berke on Guru.com

"Easy to work with ... even sign up to my IM Gtalk to work with me.... First few weeks have been great!"

Jason Berke
AB Marketing

Feedback from London Scott on Guru.com

"Melissa has been wonderful to work with so far-We choose her because of her incredible knowledge in everything we needed. She was able to give us a quick turn around time which was important on this project."

"Melissa is completely professional and delivers more than she promises. She exceeded our expectations. She was easy to reach, communicated with us well, did high quality work, and her knowledge was amazing. I would highly recommend her for any work. You will not be disappointed."

London Locks
[London Locks Storefront](#)

Feedback from Troy

Dear Melissa,

I am writing to let you know how pleased I am with your service. Originally, I was looking at just a consultant to help drive web traffic to our web site. After talking with you, I realized that you could offer so much more. The first project you did for me completely blew me away and my expectations. The work you did was over the top. Time after time your professionalism and personal service made us want to take our relationship to the next level.

Recently we had had an emergency where our web site was down. Within minutes you had us up and running. One aspect that I like about using your services is that you have a real good understanding of what we need, consistency in answering questions and addressing problems I have.

At the same time you've helped keep me in budget. As new business, I often have to make tough decisions based on how much I can afford at any given time. You provided me tools to help save me money but at the same time, I know I can count on your services to help take the business to the next level.

Troy
Publisher

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Disclaimer

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For information contact:

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