

22975-Mother Of All Tuckers

From

Underlab Media Productions

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US

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INVOICE #

22975

ISSUED ON

February 19, 2020

EXPIRES ON

March 20, 2020

TOTAL ESTIMATED

\$3,644.50

To

Mother Of All

Tuckers

1421 South Ocean Blvd

118

Pompano Beach, FL

33062

Product 1.0	SKU	Price	Qty	%	Amount
Brand Identity: Soft Launch	Bld-001	\$199	1	0%	\$199
Brand Identity Sheet (Fonts & Colors) Colored and Greyscale 5 Variations 2 Rounds Of Changes 5 Formats (.ai,.eps,.pdf,.jpg,.png)					

Turnaround Time: 1

Week

Product 2.0	SKU	Price	Qty	%	Amount
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Silver E-Commerce Plan	wde001	\$1,499	1	0%	\$1,499
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Plan

- Domain, Hosting, SSL Set-Up
- Payment Gateway Set-Up
- Email Setup for 3 Accounts
- Content Pages up to 5
- Up to 8 Categories
- Up to 20 Products
- Customer Account Dashboard
- 2 E-Commerce Plugins*
- Privacy Policy and Terms & Conditions
- Google Analytics Integration
- Facebook LiveChat
- 4 Blog Articles+

Turnaround Time: 3-4

Weeks

Product 3.0	SKU	Price	Qty	%	Amount
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3 Minute Product Profile Video	vm03	\$999	1	0%	\$999
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Profile Video

- Script Writing
- 4 Hour Shoot | 2 Man Crew
- Stock Images, Videos, Motion Graphics, Titles, Music
- Voiceover (optional)
- 3:00 :90 :60 :30 and :15 Second Edit

Turnaround Time: 3-4 Weeks

Product 4.0	SKU	Price	Qty	%	Amount
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E-Mail Marketing SALES FUNNEL SET-UP		\$399	1	0%	\$399
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FUNNEL SET-UP

- 1 Landing Page
- 1 UpSell Page
- 1 DownSell Page
- 1 Constant Contact or GetResponse Email Marketing Template
- 10 Message Automation

Turnaround Time: 2 Weeks

Product 5.0	SKU	Price	Qty	%	Amount
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SEO Starter Setup 5 Pages	seo-s01	\$399	1	0%	\$399
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- Target 5
- Keywords | 25 Keyword
- Research | Website Audit
- | 5 Page Specific | 5 On
- Page Optimization
- Link Detox (25 Domains)
- | Duplicate Check
- | Google Penalty Check
- | Robots.txt | XML
- Sitemap | Google
- Analytics Setup | Google
- Analytics Filtering |
- Google Search Console |
- Local Business Setup |
- Google My Business Set-
- Up | Facebook &
- Instagram Set-Up |
- Search Engine
- Submission

Turnaround Time: 2 Weeks

Product 6.0	SKU	Price	Qty	%	Amount
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Social Media	sm01	\$199	1	100%	\$0
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Marketing Value Pack – 1 MONTH

- – Post 10 Niche Rebranded Memes
- – Post 11 Niche News Articles
- – Post 4 Custom Messages of Your Choosing
- – Up to 4 Social Accounts
- – Weekly Progress Report

Product 7.0	SKU	Price	Qty	%	Amount
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**Basic Facebook or
Linked In Ad Plan – 1
MONTH**

3 Campaigns
\$1000 Ad Spend
Budget

Product 8.0	SKU	Price	Qty	%	Amount
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**Start-up Business SEO
– 1 MONTH**

5 High Authority PBN
15 Web 2.0 Blog
Properties
5 Audio Sharing
DA.50+
5 Design Galleries
DA.50+
5 Artist Portfolio
DA.40+
10 Business
Directory Listings
DA.30+
25 Low OBL Blog
Comments DA.20+
5 Article Submission
DA.40+
20 Document
Sharing and
Submissions DA.80+
20 High Authority
Web Links DA.70+

10 Gov and Edu
Profile Backlinks
DA.60+
20 Social Signals
100 Blog Comments
Tier 2
100 Bookmark Tier 2

YET TO BE APPROVED ESTIMATES

SUBTOTAL	\$3,644.50
TOTAL	\$3,644.50

INFO & NOTES

Upon Signing and Accepting This Estimate An Invoice will be created allowing you to PAY DEPOSIT To Commence Your Project. Thank You For Your Business.

TERMS & CONDITIONS

Underlab Media Productions will be referred to as the **Contractor** in this document.

Mal Brooks will be referred to as the **Client** in this document.

PAYMENT SCHEDULE

PHASE 1: 50% (\$1872) To commence Branding, Website and Video to completion

PHASE 2: 25% (\$936) To Complete Social Media and SEO Set-up.

PHASE 3: 25% (\$936) Upon Completion of All Above and To Commence Marketing Campaigns

Upon, but not before, delivery of the completed project and upon payment in full, all finished graphics will become property of CLIENT. Contractors's liability will be limited to replacement of any defective works. Contractor will not be held responsible for any consequential damages resulting from errors in the work. It is understood that CLIENT is legally responsible for all project content (including, but not limited to, text and images).

REVISIONS AND REWRITES

CLIENT is responsible for the provision of all content in a timely manner. A two-week lapse between a request for content and the corresponding delivery will constitute a termination of the contract, in which case CLIENT will be invoiced for the services performed to date.

Changes requested by the client that are not included in this contract and / or project scope will be billed at an hourly rate of **\$50** per hour. This rate shall also govern additional work authorized beyond the maximums specified above for such services as general Internet orientation education, marketing consulting, web page design, editing, modifying product pages and databases in an on-line store, art, photo, graphics services, and helping clients learn how to use their own web page editor.

We allow for 2 revisions during the development of the project. Any revisions or additional requirements beyond the initial allowed revisions and requirements included in the project scope will be assessed and charged for at our hourly rate of **\$50**.

All billable changes will be documented and brought to the attention of the client before any charges are accrued.

ASSIGNMENT OF PROJECT

Contractor reserve the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

REFUND POLICY

If the client halts work and applies by registered letter for a refund within 30 days, to **Contractor**, work completed shall be billed at half of the initial payment, the balance of which shall be returned to the client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

BY ACCEPTING AND SIGNING THIS ESTIMATE YOU AGREE TO THESE TERMS.