

**From:**

[Madison Stavinga Design](#)

contact@madisonstavinga.com

Quote Number	QUO-2110
Quote Date	July 10, 2024
Total	\$974.54

To:

Shampoo Society Salon & Wellness

contact@shampoosociety.ca



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Design E-Book Freebie PDF/Flodesk Funnel Create/Design E-book Freebie PDF: \$90.00 Design a professional and visually appealing E-book freebie PDF to attract potential customers and provide valuable content. This will include custom graphics, layout, and content formatting to ensure it aligns with the brand's aesthetic and objectives. Setup Flodesk Funnel for email collection: \$30.00 Configure a Flodesk funnel specifically for collecting emails through the E-book freebie offer. This includes setting up automated email sequences, integrating the E-book download link, and ensuring smooth user experience from sign-up to download. Add Direct Link to Linktree: \$15.00 Add a direct link to the E-book freebie on Linktree, making it easily accessible to your audience across various platforms. This involves creating a clickable button on Linktree that directs users to the Flodesk sign-up page for the E-book.	\$135.00	0%	\$135.00
1	Connect Stripe to New Website Subdomain Connect Stripe to New Website Subdomain: The integration of Stripe will enable seamless payment processing on the new website subdomain, allowing customers to securely make transactions for memberships and other services. This will include configuring the Stripe API, ensuring proper encryption, and testing to verify that all transactions are processed correctly. Integration of Stripe payment gateway: \$42.50	\$42.50	0%	\$42.50



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Connect email catchall (create Flodesk segment for E-book leads) Connect email catchall (create Flodesk segment for E-book leads): This task involves setting up an email catchall system to ensure that all emails directed to the specified domain are received. Additionally, a dedicated segment in Flodesk will be created to organize and manage leads generated from the E-book freebie campaign. This segmentation will enable targeted email marketing efforts and streamline the lead nurturing process. Email catchall setup: \$25.00 Create Flodesk segment: \$25.00	\$50.00	0%	\$50.00
1	Set Up additional funnels for Shampoo Academy Set Up additional funnels for Shampoo Academy: Setup funnel for salon training This involves creating a dedicated marketing funnel specifically designed to attract and convert leads into participants for the monthly salon training sessions. The funnel will include landing pages, email sequences, and scheduling integrations to streamline the process for users to sign up and attend the live calls, ensuring a seamless experience from registration to participation. Cost: \$50.00	\$50.00	0%	\$50.00



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Create form for Monat Coaching/Training 1:1's Create form for MONAT Coaching/Affiliate Training 1:1's: Form creation for Coaching/Affiliate Training: Develop a comprehensive and user-friendly form tailored for MONAT coaching and affiliate training sessions. This form will capture essential details from clients, such as their contact information, preferred training times, and specific areas of interest or concern, ensuring a seamless and personalized coaching experience. Cost: \$50.00	\$50.00	0%	\$50.00
1	Create Academy Portal Site/Create Account Log In Access Create Academy Portal Site/Create Account Log In Access: Development of Ecommerce Academy Portal Site: This involves building a dedicated portal for the Academy where users can access various modules, resources, and course materials in an organized and user-friendly interface. The site will be designed to facilitate easy navigation and enhance the learning experience. Cost: \$120.00 User account creation functionality: This includes implementing a secure system for users to create accounts and log in to the portal. Users will have personalized access to the content they've subscribed to, ensuring a tailored and secure learning environment. Cost: \$50.00	\$170.00	0%	\$170.00



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Integrate Academy Modules plugin to display content available with memberships Integrate Academy Modules plugin to display content available with memberships: This involves the integration and setup of an academy module plugin that will allow members to access exclusive content. The plugin will be configured to display various modules that users can unlock and view upon purchasing a membership, ensuring a seamless and interactive learning experience for the users. Integration and setup of academy module plugin: \$75.00	\$75.00	0%	\$75.00
1	Integrate Booking plugin for 1:1's and coaching calls Integrate Booking Plugin for 1:1's and Coaching Calls: Integration and setup of booking plugin: \$35.00 This includes installing and configuring a user-friendly booking plugin that allows clients to schedule one-on-one coaching calls and sessions directly through the website. The plugin will be customized to sync with your calendar, and ensure a seamless booking experience for both you and your clients.	\$35.00	0%	\$35.00



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Video Intro Section x2 Video Intro Section x2: Creation of two video intro sections on the website: This includes designing and embedding two introductory videos on the homepage and relevant module pages. The videos will provide an engaging introduction to the site's content and functionality, ensuring that visitors have a clear and compelling overview of the services offered. This also involves configuring video playback settings and ensuring compatibility across various devices and browsers. Cost: \$75.00.	\$75.00	0%	\$75.00
1	Choose available plugin that allows for modules and video to be tracked & topic menu creation Choose available plugin that allows for modules and video to be tracked & topic menu creation: Select and integrate a suitable plugin that supports comprehensive tracking of user progress through modules and videos. This plugin will also facilitate the creation of a dynamic and easy-to-navigate menu for various module topics, enhancing user experience and engagement. The tracking setup ensures that users can monitor their learning journey, while the topic menu design organizes the content effectively. Setup tracking for modules and videos: \$50.00 Design and implementation of menu for module topics: \$30.00	\$80.00	0%	\$80.00



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Add live section to site for video streams (live or uploaded later) Add live section to site for video streams (live or uploaded later): The live-streaming section will enable video broadcasts, allowing interactive sessions with your audience. This feature will also include the capability to upload and archive videos for on-demand viewing, ensuring that all users can access the content at their convenience. Integration of streaming section: \$67.50	\$67.50	0%	\$67.50
1	Implement Q&A Section Implement Q&A Section: Setup of Q&A section: \$25.00 This includes designing a user-friendly interface where users can ask questions and receive answers related to the Academy's offerings. The section will be integrated into the website, allowing for easy navigation and accessibility, and will feature categories and search functionality to help users find relevant information quickly.	\$25.00	0%	\$25.00



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Subdomain/Login portal for Academy Dashboard Subdomain/Login portal for Academy Dashboard: Creation of a dedicated subdomain (e.g., portal.shampooacademy.com) to host the Academy Dashboard, providing a seamless and professional user experience. Implementation includes developing a secure login portal where users can access their accounts, view purchased modules, and manage their membership details. This ensures a centralized and organized platform for all user interactions and content access. Connection of subdomain and login portal: \$75.00	\$50.00	0%	\$50.00
1	SSL + Website Security SSL + Website Security: Implementation of SSL and website security measures: \$37.55 This includes purchasing and installing an SSL certificate to ensure secure data transmission between the server and clients. Additionally, it covers the setup of essential security protocols and measures to protect the website from potential threats and vulnerabilities, ensuring a safe and reliable user experience.	\$37.55	0%	\$37.55



Hrs/Qty	Service	Rate/Price	Adjust	Sub Total
1	Sub Domain purchasing for hosting ecommerce site Sub Domain Purchasing for Hosting E-Commerce Site: Purchase domain through GoDaddy for portal/e-commerce site: \$31.99 This includes acquiring a suitable domain name from GoDaddy, ensuring the domain is properly registered and set up for hosting the e-commerce portal. The process will cover the configuration of DNS settings and ensuring the domain is linked to the hosting service for seamless access to the e-commerce functionalities.	\$31.99	0.00%	\$31.99

Sub Total	\$974.54
Tax	\$0.00
Total	\$974.54

This is a fixed-price quote. If accepted, we require a 30% non-refundable deposit upfront before work commences. If the scope of work changes during the project's completion additional costs may occur. I will submit any price changes to the Client prior to beginning such tasks.

****Please Note:** After accepting this Quote an Invoice will be automatically generated. This will then become a legally binding contract.