



FINE ART+DESIGN  
SERVICE OFFERINGS & INVESTMENT

2016 – 2017

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## MEET MELINDA



### **Your website is your brand's calling card.**

The design of your website allows you to showcase your talents, build your tribe, and focus on what truly matters - getting your work out there and providing value to your customers. I'm dedicated to working with creatives, small business owners, and art enthusiasts who are looking for beauty + functionality in their lives and businesses.

Though beautiful design is just a part of my work, I strive to give you the functionality that you need to help your site grow with your business. Built on the widely popular WordPress Content Management System, you'll have complete control over your website and content and will be able to make changes as your site grows with you.

### **I want you to know that we are in this together.**

I completely understand the need to create and to make a living doing what you love. As a small business owner, who for the longest time struggled with life and making a living doing what I love, I understand how difficult it can be to make a dream into reality. I've been there.

I want to take all of the guesswork out of it and make it easier for you to live the life you want to live... and find the beauty in your business, too. I'm dedicated to working with people like you who need beauty in their lives and businesses.

For your business, it all starts with a beautifully designed website that makes a positive impact on your audience and brings your ideas to life. Because of my background in fine art, I translate those skills into my design work to create perfect harmony between color palettes, patterns, and typography while retaining a mobile-friendly, responsive, and beautiful design.

If you love the idea of establishing a powerful and beautiful presence online to attract your dream audience and creating a virtual home on the web that you're proud of, then you're in the right place!

**Ready to bring beauty to your life + business? Let's work together!**

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YOU CAN ALSO FIND ME AT:

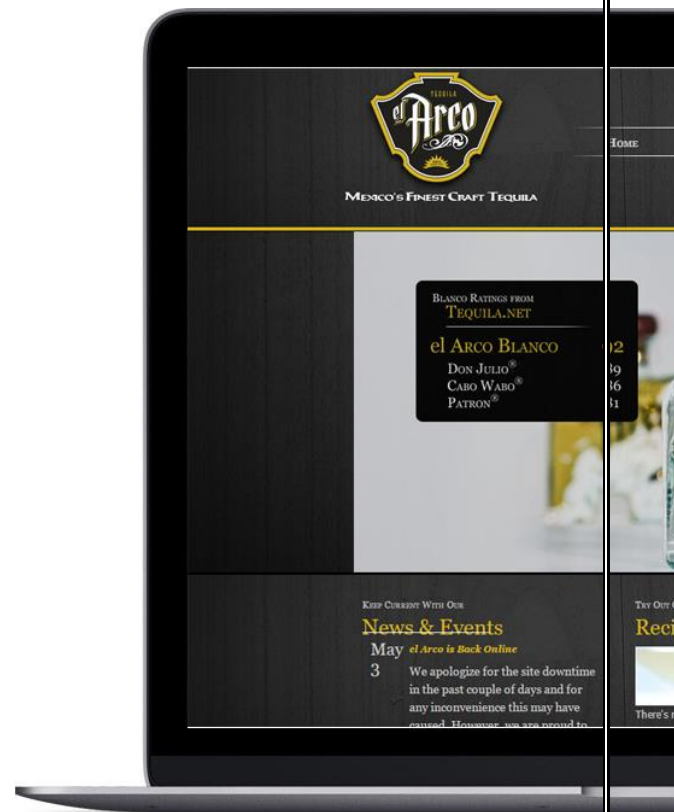


## **MOST POPULAR:** DELUXE WEBSITE DESIGN + DEVELOPMENT

This package is my most popular and highly recommended package, ideal for creative professionals and small business owners who need a website that reflects their business and the value of their services or products. With a one-of-a-kind, custom designed and developed website, you'll have complete control over your presence on the internet and your content, and can make changes as your site grows with you and your business!

- ❖ Initial Consultation and project kick-off meeting to discuss the details
- ❖ Fully customized website that is designed and developed with the Genesis Framework for WordPress
- ❖ Personalized Inspiration Board that reflects the look and feel of your new website
- ❖ Responsive & Mobile-first Design to ensure site is accessible across platforms
- ❖ Advanced Search Engine Optimization to increase audience reach and search engine visibility
- ❖ Custom Homepage Design with up to three page layout designs
- ❖ Blog + sidebar design to match the rest of the site
- ❖ Customized Homepage Hero Slider
- ❖ Coordinating Post Titles, Dates, & Links with option to include author box and social media sharing at the end of posts
- ❖ Custom contact page with forms
- ❖ Personalized Social Media Icons
- ❖ Custom Favicon
- ❖ WooCommerce Integration + Setup (up to 15 products)
- ❖ WordPress and theme installation
- ❖ Up to ten (10) custom branded graphics to be used in the design and on pages
- ❖ One Full Sales Page Design (more are available as add-ons)
- ❖ Custom "Coming Soon!" page design to match branding and to promote new website while in development

**Package starts at \$2497 | Timeframe: 6-8 weeks**



## WEB DEVELOPMENT FOR THE DESIGNER

Whether you need just a little bit of help with coding or a lot, I have plenty of options for all designers who may need my development services. All of my projects and packages are tailored to the designer's unique needs so that you can focus on what you love: design. The following base options are:



- ❖ **Per Project** - If you have a one-time project or want to work together on multiple projects, this is the option for you! I can price per-project and help with any web development you need, no matter if it's a specific problem or an entire website.
- ❖ **On Retainer** - If you think you may need my web development skills or help with coding without the hassle of negotiating for each project or problem, I offer my services on retainer. This means that you can purchase a block of my time and use it whenever you need it!
- ❖ **Monthly** - This package is perfect for you if you think you may need my help on a monthly basis, and you can purchase a "subscription" for a certain amount of time each month. This means that you will be billed on a recurring monthly basis for priority access to my web development services for a certain amount of time each month.

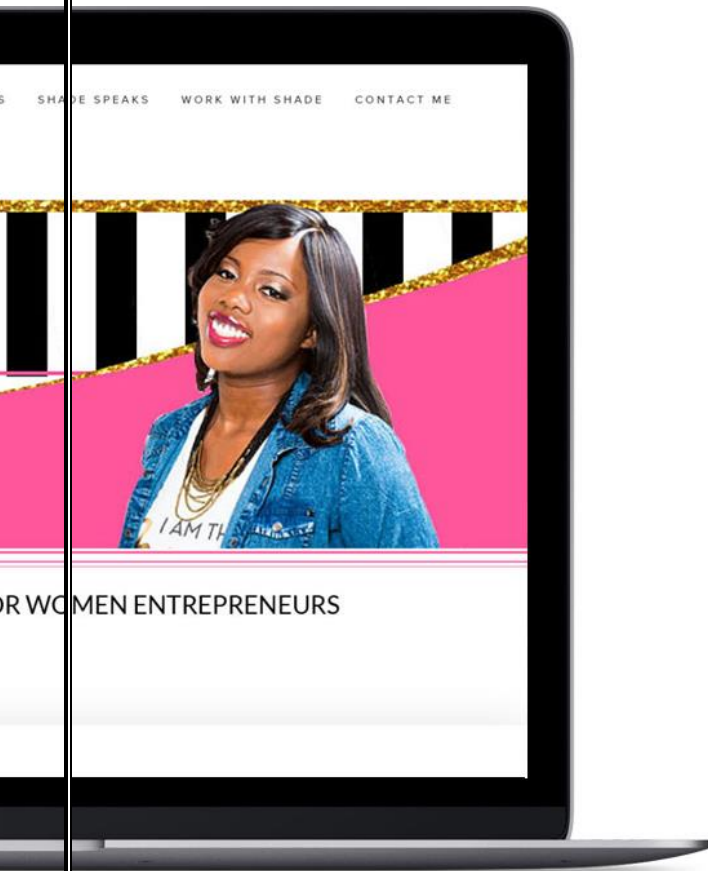
The costs for my development services can vary based on the scope and the size of the project, ranging from a couple hundred to a few thousand. Similarly, my hourly rates are varied depending on the size and scope of your project, and start at \$40/hour.

**If you have any questions or concerns, or would like a free estimate, please get in touch with me at [hello@melindaisaacs.com](mailto:hello@melindaisaacs.com).**



## BASIC WEBSITE DESIGN PACKAGE

This package is ideal for creative professionals and small business owners who are just getting started and want to take their first step towards establishing a beautiful online presence. This basic web design package is built on a premium theme for the WordPress Content Management System.



- ❖ Initial Consultation and project kick-off meeting to discuss the details
- ❖ Personalized Inspiration Board that reflects the look and feel of your new website
- ❖ Full simple website designed and developed for WordPress
- ❖ Responsive & Mobile-first Design to ensure site is accessible across platforms
- ❖ Basic Search Engine Optimization to increase audience reach and visibility in search engines
- ❖ Custom Homepage Design with up to three page layout designs
- ❖ Simple Custom Homepage Hero Slider
- ❖ Coordinating Post Titles, Dates, & Links with option to include author box and social media sharing at the end of posts
- ❖ Contact page with forms
- ❖ WordPress and theme installation
- ❖ Up to five (5) custom branded graphics to be used in the design and on pages
- ❖ Basic branded “Coming Soon!” page design to match branding and to promote new website while in development

***Package starts at \$1497 | Timeframe: 4-6 weeks***

## FINE ART

If you're looking for something beautiful and inspiring that resonates with you, together we can create a fine art piece that you can hang in your office, living room, or bedroom. I am a perfectionist by nature and will strive to create the perfect work of art. I specialize in fantasy art, wild and domestic animal portraits, as well as portraits of people. You can be certain that the artwork that you receive will be of the highest quality and will be painted or drawn to your specifications!



### Graphite

Canvas Size	Price
8"x10"	\$110
9"x12"	\$215
11"x14"	\$305
16"x20"	\$395
20"x24	\$485
24"x30"	\$575

### Pastel

Canvas Size	Price
8"x10"	\$115
9"x12"	\$210
11"x14"	\$300
16"x20"	\$400
20"x24	\$500
24"x30"	\$625

### Acrylic

Canvas Size	Price
8"x10"	\$175
9"x12"	\$250
11"x14"	\$325
16"x20"	\$425
20"x24	\$525
24"x30"	\$650

### Oil

Canvas Size	Price
8"x10"	\$275
9"x12"	\$450
11"x14"	\$525
16"x20"	\$625
20"x24	\$825
24"x30"	\$1150



**//NOTE:** If you would like additional sizes, please feel free to get in touch with me so that we can discuss the details! All commissions include one animal/person (in full body or bust) as well as a simple background of your choice. Each additional animal/person will cost extra. Complex backgrounds will also cost an additional 15%.

**//THE PROCESS:** Before beginning your commission, I will require a non-refundable 50% down payment. Upon receipt of your payment, I will begin the artwork and will send you work-in-progress shots via email through the duration of the commission. This will allow you to see the progress that I am making and will allow you to give me your input. At any time during the creation of the piece, please let me know if there are any changes that you would like to be made and I will gladly make those changes if it's possible.

Once your commission is complete, I will email you a photo to show you the final piece. You are more than welcome to request close-ups of different areas if you wish so that you can see the details. If your commission is to your liking, I will ship it to you after I have received the remaining 50% deposit. Depending on the size of the piece and the location that I will be shipping it to, the price of shipping will vary and will be added to your total. Sales tax will be applied if you live in the state of Ohio.

## FREQUENTLY ASKED QUESTIONS

Need more information on working with me, or want to know my process?  
Read the FAQ below or feel free to email me at [hello@melindaisaacs.com](mailto:hello@melindaisaacs.com).

### Q: I'M READY TO GET STARTED! WHAT'S NEXT?

That's wonderful! The next step is to get in touch with me via email to go over the scope of your project so that I can create a custom project proposal and retain your place in my project queue with a 30% deposit. Once the deposit has been paid, I can send you the Client Homework to fill out and begin setting up your secret Pinterest board!

### Q: HOW DOES YOUR WEB DESIGN + DEVELOPMENT PROCESS WORK?

#### 1. Discovery

We begin the process after getting in touch and reserving your spot on my calendar with your 50% deposit and accepted quote. Once your spot has been reserved on my calendar, I will send you Client Onboarding worksheets (Client Design Brief + Pinterest Board Worksheet) so that I can get to know you, your passions, and your business better. This will also allow me to know more in-depth of what you are looking for in your new website!

#### 2. Website Design

This is the fun part! After I have gotten to know you and your business better, I can begin designing the look and feel of your website by creating a few design mockups. If you need a few things changed or want a different approach, you will have up to two rounds of revisions to ensure you're happy with your design!

#### 3. Website Development

Next we move on to the development phase! After you have decided on a new look for your website, I will work on developing the layout in Wordpress using the Genesis Framework and ensure that it's ready for revisions and testing. I will also work on the interior pages during this phase and begin implementing your content.

#### 4. Launch

Once the design is complete and you have approved the final website, it's time to pop the bubbly and celebrate your launch! Your website will be moved to your live website hosting and will be ready for the entire world to see. Congratulations!

### Q: WHAT IS WORDPRESS?

WordPress is a Content Management System that is both flexible and extensible and can be designed to look like anything without limitations. What's more, I can make infinite changes to your site's appearance in the future without disturbing the underlying way that your site functions. Because your website will be important to you and your business for years to come, and you'll need the ability to manage it yourself (or have someone else manage it for you), and if you need it to grow and change with your business, WordPress is the right solution!



HAVE FURTHER QUESTIONS  
OR NEED A CUSTOM QUOTE?

Get in touch with me at  
[hello@melindaisaacs.com!](mailto:hello@melindaisaacs.com)

