

**From:** Laine Designs <[info@lainedesigns.com](mailto:info@lainedesigns.com)>  
**Date:** April 11, 2023 at 8:07:31 AM PDT  
**To:** Si-Si Pagano <[sisidistrict12@gmail.com](mailto:sisidistrict12@gmail.com)>  
**Subject: Re: AI-Anon Website Proposal**

Hi Si-Si

Here's the contents from the PDF. 

**Laine Designs Proposal**  
**Connecting businesses to their customers**  
**with professional marketing since 2010**

Thank you for considering Laine Designs for your marketing needs. We understand the choices you have when it comes to media outlets and how to choose them wisely. We are happy to create, guide, and help you grow through strategic marketing.

Services include

- Graphic Design
- Website Development and Management
- Email Marketing
- Social Media Services
- Marketing Coaching

In addition, we collaborate with other marketing professionals to provide services like online advertising, search engine optimization, professional photography, and press releases.

**AI-Anon Ventura County Website Redesign**

I'm so excited that Si-Si reached out to me for this project. As I have shared with her, Al-Anon changed my life in 1987 when a friend told me

I should attend a meeting after complaining about the alcoholics in my life. I felt I didn't need it; they needed it. My friend was relentless, so I attended an Al-Anon meeting and had my first breakthrough. I wasn't in control of anyone's life but my own. Since then, I have worked daily to grow out of my ability to be codependent and an enabler. Al-Anon propelled me to attend meetings, seek therapy and read books on mental illness. I am very grateful for that first meeting and the many more that came after that.

I would love to help Al-Anon Ventura with its website. I recommend moving the website to a WordPress Platform with an easy-to-use page builder called Elementor. Depending on communications, I can move the site from its present platform into a WordPress platform within six weeks. I will organize content, create a more modern look, ensure simple navigation, and assist in writing clear content.

**Design/Build-out fee includes:**

- Design
- Hosting launch - hosting fees are paid separately through your hosting service each month by the client - About \$20 mo
- Theme
- Page Builder
- Stock Images if needed

## **Pricing**

Website Development \$1800 - You may have the option to pay 12 monthly payments of \$150. Fees start at the approval of the project.

After the project is completed, and if you'd like to continue working with Laine Designs, I recommend a maintenance program that includes any site updates and ensures WordPress runs efficiently. The maintenance plan is \$100 per month and includes updates, continued organic search engine optimization, and updating WordPress plugins and hosting settings.

If you have any questions or want to meet in person, please contact me.

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Elaine OMalia



**Connecting Businesses to their Customers  
with Professional Marketing**

[\(805\) 701-2538](tel:8057012538)

[www.lainedesigns.com](http://www.lainedesigns.com)

**From:** Laine Designs <[info@lainedesigns.com](mailto:info@lainedesigns.com)>

**Date:** April 18, 2023 at 4:21:51 PM PDT

**To:** si-si pflaumer <[sisisaved@yahoo.com](mailto:sisisaved@yahoo.com)>

**Subject: AI-Anon Website Maintenance**

Hi Si-Si

Heres what I would charge for continued maintenance on the website.

Monthly Maintenance - \$100 month

Includes minor updates provided by the client, organic search engine optimization, and updating WordPress plugins and hosting settings.

Quarterly Maintenance - \$200 every 3 months

Quarter Maintenance is the same as monthly maintenance but does not include front-end updates since the client will maintain minor changes to the site.

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