



3057 E. Hwy 150, Lincolnton, NC 28292 ♦ 704-929-3301 ♦ info@stonebystone.net

Mini-web Special

An ideal web presence for service professionals, small businesses, entrepreneurs, or home-based businesses. This is also a great alternative to any busy business person, with too little time on their hands to learn how to set up a hosting web site and domain name, create and design, and learn how to use web design software, templates, or other web design tools.

One time charge includes 1 year hosting (no additional monthly fees.) Each subsequent yearly hosting fee will be billed a month before the anniversary of the next year and subject to any rate increases by the hosting service. (Average cost at this time about \$60 a year.)

Prices are subject to following the guidelines of this document and completion of the attached questionnaire. Any design elements, edits or changes beyond the scope of this outline will be estimated and added to the total charge for design. Utilization of Stock Photo images will also be billed directly to the client. Prices average \$6-12 per photo, image or illustration.

Stone Studios offers 2 Mini-web specials* – (content not to exceed 500 words per page):

Mini-web #1 – 2 page web site - \$250 (one time fee – no monthly charges)

Each year after a hosting fee will be required from the hosting provider

- Home / Intro page
- About us / Contact Us

Mini-web #2 – 4 page web site - \$350 (one time fee – no monthly charges)

Each year after a hosting fee will be required from the hosting provider

- Home page
- About Us
- Products or Services Page
- Contact Us

Stone Studios will provide:

- Acquiring your domain name
- Set up email addresses with the domain name
- Set up the hosting site
- Provide professional design & programming
- Images will be provided by I-Stock Photo and images used will be priced out and charged separately (approx. \$6 – 12 each photo, illustration, image)
- Provide 1st draft for your review
- 2 sets of minor edits (total re-writes will be estimated)
- Final design and upload

***Does not include the following:**

- SEO (Search Engine Optimization) registrations. Stone Studios can provide basic SEO registrations for 5 basic search engines at \$55, or will be happy to explain how you can register your own web site. If you are looking for high end returns on Search Engines, we can recommend several companies to assist you with this.
- E-commerce shopping carts, if you want e-commerce, we can estimate a web design based on the number of items you want within your web site.
- Video, sound bites, audio or animation
- Custom graphics, buttons, backgrounds or images,



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What we need from you:

Please feel free to use this as your checklist

- \$150 deposit for hard costs of acquiring domain name, hosting services and set up.
- Web site content – Complete the attached form.
 - You know what you do best, we need your input, although we have the marketing experience to add interest and spark to your information, we still need you to provide us the basics to create the content for your web site (see attached form & questionnaire)
- Any photos, logos or other images you would like to add to your site (or we will select appropriate images from I-Stock Photo.
- Any other pertinent brochures, marketing materials or ads you have used in the past (as a reference)
- Any color or theme ideas you think you'd like (don't worry, if you don't have one in mind, we'll come up with one for you.)
- Once we have provided a first draft for your review, please read it carefully, make note of any errors, misspellings, or additions you would like and send it back to us (or call and we can go over them)
- We will provide a final design based on your revisions for you to sign off on.
- Once we receive your ok and the balance of the amount due, we will upload your site to the internet using your domain name.
- We will also set up your email web server and explain how you access it for your emails. In other words your email will now read: yourname@yourwebdomain.com (instead of yahoo, or gmail, or aol...)
- Any additional changes after that will be billed at our rate of \$50/hr (min. 1 hour)



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What we need to know to create your web presence....

Your name:

Company Name (If professional, list any credentials or licenses):

Address:

City State Zip:

Main Phone:

Cell (if you want to list it):

Fax:

Email:

Other contact info:

Web Site Information Checklist:

In one sentence what does your company (or you) do or sell?

List all your products and services, include pricing if you want that on the site (use another page if you have more services:



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Mission Statement: How-To Create A Mission Statement

Mission statement. Every company needs one. Many companies, both new and existing, sometimes struggle to write a mission statement. A mission statement can be a very strong motivational statement for staff and employees and can also be a strong marketing and branding tool to customers. Some excellent examples of mission statements that hit the mark immediately are:

Disney – "To make people happy"

Would anybody argue that Disney accomplishes this? Do you think it sets the tone and environment for its employees? Do you think that customers agree? I think the answers to all these questions would be a resounding yes!

Boeing – "To push the leading edge of aviation, taking huge challenges doing what others cannot do"

If anyone has seen the documentary or read the story of the Boeing 747 Jumbo Jet, would they doubt this mission statement? Do you think that Boeing's employees or customers doubt this statement? I don't think so.

3M – "To solve unsolved problems innovatively"

How many of you use Post-It Notes? Do you know how they were invented? NASA was looking for a product that would stick to surfaces indefinitely and still be easy to peel off. One 3M engineer spent quite a bit of time getting 3M to market this product commercially. Do you think his motivation was partly driven by this mission statement?

A company's mission statement can be something that is totally ignored by both its employees and its customers, or it can be something that drives the organization, attracts customers, and brands its products.

Companies that have created dynamic, thought-provoking, on-the-mark mission statements got everyone involved in the process, from the lowest ranking employee to the highest ranking executive, while at the same time keeping in mind the needs of all their customers, even the least important. They brainstormed, reviewed and rewrote their mission statement until everyone was satisfied. The employees and management agreed that the mission statement correctly identified what they hoped to accomplish, and the customers agreed that the mission statement defined what they wanted and needed

What Is A Mission Statement?

A mission statement is a written, easy-to-remember sentence, short list of bullet points, or paragraph illustrating a business' goals and purpose. It has one common function: to guide you and your employees in making critical decisions that effect the direction of your company.

A mission statement identifies your company to its customers, vendors, the media and others that will be using or requiring its services or products. It is about providing solutions and adding value to your customers and market.



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Vision statements: How to create a vision statement

The road to business success can be quite a journey and we need to be clear about where we are going. Learning how to create a vision statement will greatly increase our chances of success.

A few years ago using the power of visioning was considered eccentric. Today, vision statements are rapidly becoming main stream and being used to great effect by top business people and professional athletes.

Yet whilst most large organisations are proud to show off their vision statements, soloists often have difficulty. There can be an urge to just get the business started, yet at the same time a paralysis in moving forward.

Creating a clear vision statement for your business and your life can be fun! Take some time out, ask yourself some key questions and allow yourself to dream.

Where you see yourself in five years time:

Personal

- How does your life look?
- Where will you be living?
- What have you achieved in this time?
- How else have you grown personally and spiritually?
- How are you a better person?
- What are doing in your non-work time?
- How do you feel about your life?

Professional

- Where are you working?
- Where in the world does your business take you?
- What hours do you work?
- Who are your clients?
- What sort of jobs, contracts or work are you doing?
- What are your relationships like with your clients?

Financial

- How big is your business?
- What is your profit?
- How much is your personal income?



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As you vision your future you should feel a surge of energy and excitement. It's the same thrill you would have felt as a child before a fun day out or an exciting holiday! If it's not exciting, you must be missing something, or else why would you want to set out on the journey in the first place?

You can further focus your vision statement down to one year from now, and then six and three months if you like.

Some people like to create a vision board, cutting out inspiring images and words and placing them near their desk. You can also create a video of your vision using software such as Windows Movie Maker. Here you can produce a montage of images and inspirational quotations and play it back with your favourite piece of music as a powerful reminder of your vision.

Not all of us are naturally visual people. Another technique I recommend to help unlock visions is mind mapping. There are many resources available online that explain the concept of mind mapping (see Megan Hills' article on [Practical creative planning with mind mapping](#)), as well as free software tools you can download.

For many a stumbling block when creating a vision statement can be the financial vision. Most people try to build it from the bottom upwards, which can be tricky. How much am I charging per hour, how many hours will I be working, how many contracts will I have? All of these are unknowns and are dependent on so many variables.

I encourage people to use a top-down approach to create a vision statement. What personal income do you want? What turnover do you require to generate that level of income? How many billable hours do you want to work? From there you can calculate your ideal hourly rate and the financial element at the core of your vision.

The visioning process can take time. If you get stuck, let it go. Often clarity comes to us when we least expect it. For me it is usually when I am walking on the beach!

A powerful vision statement is often the key to success and it is never too late to create one for your business.