



◆ Hi, I'm LeShea. ◆

If you're looking for a website, I'd love to work with you!

As a farm owner, I understand how frustrating (and overwhelming) it can be to build a business without an online presence. A well-built website can change the way people find you, learn about your offering(s), and reach out to do business. That's where I can help!

About Me

First and foremost, I follow Jesus.

Next, I'm the wife of a firefighter, a mama to four beautiful children, and we live on a farm in Texas. I've been a teacher/coach at the high school level, a technology salesperson, a sales and operations people leader, and a now I'm an entrepreneur.

I find value in being intentional with my time, leading by example, and cultivating meaningful, authentic relationships with the people around me.

If you'd like to know more, just ask!

What to Expect

hi



Intro Exchange

Website Kick-Off Questionnaire

Kick-Off Email + Checklist

Kick-Off Call

Agreement & Payment Schedule

🔨 Build - *Initial*

Website Review Call

🔨 Build - *Iterative*

Final Review + Handoff

Visit my website to see my work www.4tfarmandserviceco.com

Call/text me at (512) 963-7171

Email me at 4tfarmandserviceco@gmail.com



Step-by-Step Descriptions

hi

Step 1: Intro Exchange

- Intros are exchanged and I seek to understand how I can help
- This can be as simple as a text/email/FB message, or we can schedule a call



Step 2: Kick-Off Questionnaire

- Complete the "Website Kick-Off Questionnaire" so I can understand what you currently have and what you're looking to have going forward



Step 3: Kick-Off Email

- This email will include your "Website Checklist" (a tailored list of info I'll need based on your questionnaire answers)
- "Kick-Off Call" timeslots to discuss all of your info and the game plan



Step 4: Kick-Off Call

- During this call, we'll review your questionnaire answers, your checklist materials, answer outstanding questions, ensure your domain and platform* are ready for build, and align on expectations/next steps going forward.
 - *I leverage the GoDaddy platform because it's incredibly straightforward & user-friendly, it's plug-in compatible, and the responsiveness of the Customer Care team is exceptional.



Step 5: Agreement + Payment Schedule

- I'll send over a one-page project agreement for you to review and sign (nothing fancy, just the expectations we aligned on)
- The total investment for the project depends on your package (see pg. 3). 50% due at this step, 25% due at Step 7, and the last 25% due at Step 9.
 - *As a gesture of my support and appreciation, I offer 10% off to military, first responders, educators, and healthcare professionals. Please let me know and thank you for your service!



Step 6: Build - Initial

- By this time, I'll have all of the information I need to begin the build. I'll be heads down building your site and while this is the most labor-intensive step for me, no lift is required on your part!



Step 7: Website Review Call

- This is the "soft unveiling" of your site - your first time to see it!
- Goal: Receive *all* feedback you have & pressure test functionality for items like scheduling, chat, payment, and "Contact Us" flows



Step 8: Build - Iterative

- I'll then take the feedback and findings from the review call and continue building/finalizing the website.



Step 9: Final Review + Handoff

- This is the BIG DAY - we'll review the final site and once blessed, I'll publish it to the internet!
- I will also provide you a "Handoff One-Pager" for easy understanding of how to modify your site going forward!

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PACKAGES & PRICING

EACH PACKAGE BELOW INCLUDES “MEET YOU WHERE YOU ARE” MENTALITY WITH A “DO IT FOR YOU” APPROACH...

↪ “I NEED A WEBSITE” ↪

“I HAVE A WEBSITE”

SIMPLE BUILD PACKAGE

“I don’t have a website, but I’m looking for a straightforward site that introduces my business and showcases what I have to sell.”

- Domain + website + business email*
- Up to 5 tabs, inclusive of text, pictures, pricing, etc.
- Basic SEO strategy & development
- Social media sites linked
- Inbound leads routed to email and/or phone notification
- Email marketing functionality established
- Does *not* include ecommerce functionality (ability to sell through the website directly)

\$1,500

*REQUIRED GODADDY FEE IS \$10/MO.

ECOMM BUILD PACKAGE

“I don’t have a website, but I’m looking for a comprehensive site that introduces my business + showcases what I have to sell + allows for people to buy directly from the site.”

- Domain + website + business email**
- Up to 7 tabs, inclusive of text, pictures, pricing, etc.
- Basic SEO strategy & development
- Social media sites linked
- Inbound leads routed to email and/or phone notification
- Email marketing functionality established
- Ecommerce functionality natively in the site (customers can click to order & pay through your site)

\$2,000

**REQUIRED GODADDY FEE IS \$21/MO.

WEBSITE UPDATE PACKAGE

“I already have a website that I want to keep, but it’s broken/inoperable/needs to be updated.”

- Basic website audit
- Gameplan to update
- Text and picture updates
- Plug-in/tool functionality troubleshooting and updates
- General branding, color, layout updates

**STARTING AT
\$500**

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