



BLOSSOM

Dreams by Design

HELPING YOU TO

LIVE YOUR DREAM

BLOSSOMYOURBIZ.COM

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THIS IS YOUR TIME!

By Taking the Best First Steps to Nurture and Develop Your Dream, Living Its Reality is Within Your Reach.

I've created this booklet as a guide while moving forward on this journey.

Your dream is waiting.
Tell me where we're heading!

I'M EXCITED AND HONORED TO WORK WITH YOU DESIGNING YOUR DREAM.
PASSION PREVAILS!

MUCH GRATITUDE,
Lily Burns

INCLUDED IN THE GUIDE, YOU WILL FIND -

- 🌸 How to prepare for the journey
- 🌸 How we work efficiently & cost-effectively
- 🌸 What those costs are & how you benefit
- 🌸 Logistical details without the fine print
- 🌸 'Dream-Catcher' optional features
- 🌸 Keeping the dream alive
- 🌸 Let's Do This!! (***) Please review final page)

CULTIVATING ESSENCE AND ENTHUSIASM

- Our invaluable initial consult establishes potential, clarity, ease, synchronicity and enthusiasm.
- Inevitably, brainstorming evolves as the creative sparks begin firing.
- The basics of what, when and how the process proceeds is laid out.
- Discovering your true dream, vision and passion involves self-inquiry, inspiration, motivation, belief and communication.
- Be assured, I'm a dreamer, listener, creator, open and honest, with contagious enthusiasm and drive.
- I am personally familiar with, and sensitive to, challenges of starting and maintaining a self-owned business.

ORGANIC & EFFICIENT DREAM CATCHING

Nearly a decade involved with small businesses, has brought years of trial & error, learning, and fine-tuning numerous processes. I'm now able to implement these to provide a successful, cost-effective, efficient, dynamically evolving experience as we work towards your dream.

- Trust is an essential element in a successful outcome, as you dream it to be.
- Open, honest, frequent, and responsive communication is also necessary.
- Use of email as primary contact provides concise, easily-referenced communication
- Time spent for thoughtful decision-making saves the time and costs spent for do-overs.
- My end-goal is your resounding “YES” and genuine SMILE when what I've created clearly and strongly resonates with you.

CLIENT-CENTERED ACCOMMODATING FEES

You've searched the web. The options available are virtually endless. So why pick BLOSSOM?

Typical fee schedule of designer/development agencies = large payouts, constrictions, an end-result likely not worth time or energy spent.

- BLOSSOM caters to small wellness businesses; financial limitations are well understood.
- An hourly rate means you are ONLY paying for work focused on your needs at your pace.
- A discounted initial deposit allows opportunity to experience the benefits affordably.
- I will do my utmost to remain within the initial estimate, and provide ample notice if exceeds.
- Quality and your satisfaction & success are my primary focus and goals. Income is secondary.

PROVISIONS FOR AN EFFECTIVE JOURNEY

To ensure a positive and effective process and successful results, certain conditions will apply. These have been thoughtfully developed by means of experience, standards of quality, and to allow for positive, productive relationships.

- You determine budget for any 2-wk invoice.
- Online payments include 3% processing fee.
- Charges past due 7 days will incur 15% late fee.
- Gratitude Credit for successful client referrals.
- * **Your information is kept confidential & secure.**
- Access to various email and/or social media accounts may be necessary (via login info).
- Credit card billing info is needed for accounts' setup & requested product/service purchases.
- * **Formal acknowledgment is provided for receipt of any and all private/secure information.**

POSSIBLE ELEMENTS FOR YOUR DREAM CATCHER

One of the many great aspects of WordPress is the ability to incorporate essentially infinite features and functionality.

I've gathered a collection of some of the most requested/widely-used options available for your consideration for your vision.

GIVEN

- 🌸 Security - Wordfence
- 🌸 Backup (unless provided by web host)
- 🌸 Caching
- 🌸 Leadin – Track Visitors

OPTIONS

- 🌸 Contact Form
- 🌸 Opt-in for Newsletter
- 🌸 Subscription Form for Blog
- 🌸 On-site Form Creator
- 🌸 Social Sharing
- 🌸 Social Follow
- 🌸 Comments
- 🌸 Image Gallery
- 🌸 Filterable Portfolio
- 🌸 Slider/Carousel
- 🌸 Custom Graphics
- 🌸 Unique Header Images
- 🌸 Infographics

OPTIONS

- ❁ Video Integration
- ❁ Audio File Integration
- ❁ Event Calendar and/or Listings
- ❁ Booking Calendar & Payment
- ❁ E-Commerce – Shopping Cart
- ❁ Membership and/or Forum
- ❁ Filterable Directory
- ❁ Testimonials (Page & Single/Rotating)
- ❁ Stand-out Quotes
- ❁ Active Blog
- ❁ Maps and/or Directions
- ❁ Reviews (Local Online Sources)
- ❁ SEO – Search Engine Optimization
- ❁ Analytics – Google, WP

KEEP THE DREAM ALIVE – NURTURE IT!

- 🌸 It's an exciting ride; Hold on and have fun!
- 🌸 Ask questions along the way; Be open
- 🌸 If you skimp or settle, it isn't your dream
- 🌸 Plan ahead, at all development phases
- 🌸 Let's highlight your priorities in training
- 🌸 Reserve real content for 2x efficient training
- 🌸 Consider adding functionality over time
- 🌸 Be certain to have any updates installed
- 🌸 Contact me. This is what I do!
- 🌸 Have confidence in YOU! And...SMILE! 😊

LET'S DO THIS!

I am sincerely grateful to be given the opportunity to make a positive impact on you and your business. It does not escape me how difficult it can be to trust anyone but yourself with your business, your baby, your livelihood. I get it, truly!

You have my word that I will do everything possible to maintain your trust in me and in what I have to offer. As I've said before, my passion is to help others achieve their goals, their dreams.

If any questions or concerns arise, I greatly respect open, honest communication, as I will offer the same. I'm exceedingly accommodating, and have no doubt any potential issues will be easily resolved.

You have a dream. My passion is to help you discover and enjoy it.... With priceless SMILES!

With your signature acknowledging you agree with the information provided. Let's Do This!!

THANK YOU! SINCERELY,

Lily Burns

CLIENT SIGNATURE

DATE