



Initial Consultation

Dear prospective FireUp Online client,

I wish to truly thank you for taking the time today to explore what FireUp Online has to offer your business. The form you are about to fill out begins the consultation process, by exploring the online marketing/web presence needs of your business. I'd like to start by offering a summary of what this consultation is, and what we hope to achieve:

Purpose:

This is primarily a *discovery session*, not only for you, but most importantly for us. *This is our opportunity to learn as much about your business as we can.* Some of the things we would like to learn about are:

- the history of your business
- previous marketing campaigns
- your vision of the future of your business
- your current target markets
- target markets of the future
- information about your competition

What To Expect:

Upon submitting your information, we will conduct a *strategic analysis* of your specific situation. We will apply our web-visibility experience and expertise to the vision and stated goals you have for your business, and produce for you a summary of our analysis that describes what we've learned. We will also provide you with a proposal that describes the 'online' objectives and goals your business will need to meet in order to achieve your stated goals.

How much will all of this cost?

As always, the initial consultation and strategic analysis portions of this process are provided for your consideration, *free of charge*. As a small business, we share and respect your careful use of financial resources. Once we furnish you with a proposal for services, our desire is to work within *your* budget in delivering our valued services. We promise to be very forthcoming and honest as to the market-value of the services we offer, and it is our hope that you feel as such as we negotiate accordingly.

Thank you again for taking the time to engage with FireUp Online! We're almost there...a *relevant and accurate online presence*, complete with a *professional, search-engine optimized website* is just around the corner for you now...

Mark L. Bailey, Owner
FireUp Online