



ConvertMORE Memberium-Driven Portal “Basic Build”

Strategic Consultation and Planning - 60-minute kick-off strategy session to garner information and make decisions relative to portal layout, visual presentation, content, client interface (UI), desired user experience (UE), and any other details necessary to achieve the desired result.

Portal Wireframe - from the information garnered in the kick-off strategy session, a wireframe of the portal will be created to map the UI/UE

Wireframe Review - once the wireframe is complete, a 30-minute Zoom review will be scheduled to finalize and initiate development

All sites include the following structures:

1. Login/Logout Pages
2. Member/Customer Logged-in Home Page
3. Account page for managing account information, including credit cards and similar contact and customer information
4. ‘Success’ and ‘Fail’ pages that trigger based on contact updates
5. Redirect page for ‘not logged in’ and ‘no credentials for content’
6. Landing or ‘home’ pages for each unique program

Memberium Development

CMC will install Memberium, connect the API, set up the membership levels (programs and continuity if using), and handle all page macro and micro development required to achieve the desired UI/UE

Keap Development

CMC will build all requisite campaigns, including specific tags and custom fields as required, for managing access to the portal globally and for individual programs/memberships/courses.

CMC will also build all requisite e-commerce interfaces, including all purchase actions related to access, failed payments, and similar, to integrate with Memberium functionality and achieve the desired UE.

Training and Post-launch Support

- CMC will provide training via perpetual access to documentation on our client portal, specific SOP documentation for your build as may be required, Loom recorded trainings, and at least one 60-minute live and recorded Zoom training for your team
- CMC will also provide 30 days of advanced support to ensure portal functionality and further support the client team in managing the portal

Client Choices for Deliverables Included Under “Basic Build”:

Option A:

- Membership Program (perpetually renewing subscription) with up to 2 nested levels and up to 40 content pieces

Option B:

- Drip-delivered Courses with up to 40 content pieces each, organized as modules and with or without lessons as required by the course structure

Add-ons to Base Pricing

- Membership Program (perpetually renewing subscription) with up to 40 content pieces
+ \$1850
- Drip-delivered Course with up to 20 content pieces each, organized as modules and/or lessons as required by the course structure
+ \$1850
- Specialty access - example: content that is viewable by one and only one contact, such as access to recordings from private sessions
+ Price determined by specifics required

Client provides:

- **All information and access CMC requires to complete the project**

- **Premium plugins** - CMC makes every effort to minimize the need for Premium plugins. However, if the functionality of a premium is necessary, the Client will need to secure a license for that plugin. Exceptions are for Premium plugins for which CMC has a global developer's license that the Client may be included under
- **LearnDash** – is a specific Premium Plugin that is recommended for most sites.
- **All branded creative**, including images, program content, copy, etc.
- **Content ready-to-go** – The client is responsible for developing and making “delivery ready” all content that will be uploaded to the site. ** We recommend Amazon S3 for audio content and Vimeo or Wistia for video content. PDFs may, in most cases, be hosted directly on the portal.
- **Hosting**

Complete as listed: \$7500.00

Terms: 50% to initiate work. 50% due when complete