



HIMA Workshops

**How To Generate Massive Profits
From Local Business Owners**

**HIMA Outsourcing
Network**

HIMA Outsourcing Network

Below are the descriptions of the 3 different levels of "hands free" service offered by David's outsourcing network in support of David Preston and the HIMA Workshop program. The first dollar figure at the head of each section is the wholesale Price for that level package, and the second number is the retail price suggested by David Preston Inc.

A detailed questionnaire must accompany every order for excellent and fast production service, and will be provided to you. Just fill out the questionnaire with your client and we will be able to create the Newsletters and mails without the necessity to contact your client for details.

If you have questions or need assistance please contact David's Outsourcing Partner, Rod Alley at:

Davidprestoninc.com/support, enter a support ticket, include your phone number, best time to call you, and your time zone. Please use: "**Outsourcing Inquiry**" as your topic or subject. Thank you!

Package # 1

\$400 (cost) / \$1,500 (retail)

Custom Domain:

This is a keyword researched domain name custom created for the clients business and optimized for current search engine traffic patterns.

Lead Capture Page:

This can either be a "lightbox" lead capture form which will not interfere with the clients current website layout or a color coordinated opt-in form integrated into their website page.

Autoresponder:

This is the Database service that the client needs to store the contact information from all opt-ins to their lead capture form.

Package # 2

\$850 (cost) / \$2,500 (retail)

Custom Domain:

This is a keyword researched domain name custom created for the clients business and optimized for current search engine traffic patterns.

Website / Lead Capture Page:

If Website option is chosen - This is a 5 page website including About, Privacy, Contact Us, Products/Services offered and Home page. Website includes custom header and footer.

The Lead Capture Form can either be a "lightbox" lead capture form which will not interfere with the clients current website layout or a color coordinated opt-in form integrated into their website page. If the client is purchasing a new website the lead capture opt-in form is automatically integrated into the Home page of the new website.

Additional Graphical Options:

- Custom Ebook Cover; \$75 additional
- Custom CD Cover; \$75 additional

Audio Options:

- Professionally recorded Audio Segments Targeting Special Offers; Base 60 seconds- \$175, \$50 per additional 30 seconds

Video Options:

- Simple Text+Music+Background Video Message; \$250 additional
- Text and Narration+Background Video Message; \$500 additional

Autoresponder:

This is the Database service that the client needs to store the contact information from all opt-ins to their lead capture form.

Search Engine Advertising:

This includes 2 professionally written Articles written to promote the clients business. Also, this includes 2 professionally written Press Releases published semi-annually.

12 Newsletters:

1 for each month of the year and sent on the first day of the month. These Newsletters are HTML (graphical) presentations of the clients business and can

contain 1-2 standard pages of information before additional costs are required.

One Coupon / Special per Month: (12 per year)

The client can have a "special" or "coupon" created and sent to their database at a rate of 1 per month. Unused months are not cumulative.

Package # 3

\$1,750 (cost) / \$5,000 (retail)

Custom Domain:

This is a keyword researched domain name custom created for the clients business and optimized for current search engine traffic patterns.

Website / Lead Capture Page:

If Website option is chosen - This is up to 10 pages, to include About, Privacy, Contact Us and Home page and up to 6 additional pages of business related content. Website includes custom header and footer, custom graphical order links, and testimonial boxes if applicable.

The Lead Capture Form can either be a "lightbox" lead capture form which will not interfere with the clients current website layout or a color coordinated opt-in form integrated into their website page. If the client is purchasing a new website the lead capture opt-in form is automatically integrated into the Home page of the new website.

Additional Graphical Options:

- Custom Ebook Cover; \$75 additional
- Custom CD Cover; \$75 additional

Audio Options:

- Professionally recorded Audio Segments Targeting Special Offers; Base 60 seconds- \$175, \$50 per additional 30 seconds

Video Options:

- Simple Text+Music+Background Video Message; \$250 additional
- Text and Narration+Background Video Message; \$500 additional

FREE Hosting for 1 Year:

Offer this to the client if they are buying a new website and are not currently hosted. This is not offered to transferring websites.

Autoresponder:

This is the Database service that the client needs to store the contact information from all opt-ins to their lead capture form.

Search Engine Advertising

Search Engine Advertising:

This includes 2 professionally written keyword targeted Articles written to promote the clients business. Also, this includes 2 professionally written keyword targeted Press Releases published semi-annually. Submitted to 50 engines for distribution across the internet.

12 Newsletters:

1 for each month of the year and sent on the first day of the month. These Newsletters are HTML (graphical) presentations of the clients business and can contain 1-2 standard pages of information before additional costs are required.

One Coupon / Special per Month: (12 per year)

The client can have a "special" or "coupon" created and sent to their database at a rate of 1 per month. Unused months are not cumulative.

24 Custom Emails Promoting to Their List:

These marketing Emails are professionally written and represent content the client wishes to express about their business, as well as additional offers.