

# BRANDING DESIGN WITH SHARP EDITORIAL

We couldn't be more  
thrilled to facilitate your  
branding design goals.

## WELCOME!

This welcome packet will include common and helpful questions and answers, to provide the information you need to know about our special partnership. Everything from preferred payment methods to completion dates to platform information is included in this packet. Prior to the beginning of our partnership, please familiarize yourself with this information.

For additional questions and concerns, please feel free to contact [support@sharpeditorial.com](mailto:support@sharpeditorial.com). You will receive a response within 24 hours. Please note: Sharp Editorial's hours of operation are Monday through Friday, 10 am to 5 pm.



## WHAT PLATFORM WILL MY WEBSITE BE BUILT?

Wix.com. Wix.com is user-friendly and allows designers to create websites from scratch, which enables your brand to have a completely genuine, exclusive, and one-of-a-kind feel. Sharp Editorial does not use templates. We built from the ground up!

## WHAT IS THE ESTIMATED TIMELINE FOR WEBSITE DESIGN?

Upon receipt of payment, signed contract, and items needed to complete the website, your site will be finished within three weeks.

## CLIENT PORTALS WILL BE UTILIZED!

Sharp Editorial uses Trello to effectively house pertinent information for website design. Trello is where we share notes, updates, pictures, and more. Clients will receive a link to their personal Trello board upon receipt of payment and signed contract.

Clients are also instructed to utilize Pinterest to create a private Pinterest board to be shared with the lead designer, Laci Swann.

# WHEN AND HOW DO I MAKE A PAYMENT?

First, clients choose a payment option (listed below). Once the client indicates their payment option of choice, they will receive a contract from Sharp Editorial, sent via SignNow, which includes the terms of their partnership.

The three options for payment are as follows:

1. Pay in full – When paying in full, Sharp Editorial will send a PayPal invoice prior to the start of the partnership. Once the contract is signed and submitted, the payment is remitted, and list of items needed from the client are provided to Laci, services begin.

2. Pay 50% upfront; pay 50% upon completion – When choosing this option, Sharp Editorial will send a PayPal invoice prior to the start of the partnership for 50% of the total cost of the website. Once the contract is signed and submitted, the payment is remitted, and list of items needed from the client are provided to Laci, services begin.

When the website is finished, Sharp Editorial will schedule a meeting with you, the client, to review your site. Once the meeting is over, the final invoice will be sent.

When payment is remitted, Sharp Editorial will make the site go live and transfer ownership so that the site now belongs to you!

3. Pay in increments of three months – On the date of choice, selected by the client, Sharp Editorial will send a PayPal invoice. Once the contract is signed and submitted, the first payment is remitted, and list of items needed from the client are provided to Laci, services begin. Payment is due on the date specified in the contract. Late payments result in late fees (\$100 per every late day). If payment is not remitted within ten days, the claims court process begins and Sharp Editorial legally owns the website until payment is remitted.

All payments are nonrefundable.

Late payments past seven days are charged a delinquency fee of 90% of the total website cost.

Payments are only accepted via PayPal.

# IMPORTANT INFORMATION TO NOTE

Clients are responsible to choose and pay for a Wix plan for their site to go live.

Sharp Editorial's domain host of choice is GoDaddy.com.

Upon completion of your site, Sharp Editorial provides clients with one free month of website support. This support includes minor edits and updates such as text fixes and photo swaps. Additional design work is charged at an hourly rate of \$85. Monthly services are also available to clients needing ongoing design support. Please contact [support@sharpeditorial.com](mailto:support@sharpeditorial.com) for more information.

Sharp Editorial is not responsible to troubleshoot website connection issues that exist with transferring the client's current site to their new site.

Sharp Editorial is opened five days a week, Monday through Friday, 10 am to 5 pm.

## WE LOOK FORWARD TO WORKING WITH YOU!

