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[MONTH] [DAY], [YEAR] [ <-- DATE OF YOUR PROPOSAL PRESENTATION/DELIVERY ]

[YOUR COMPANY NAME]

[YOUR NAME]

[YOUR STREET ADDRESS]

[CITY, STATE ZIP]

[CLIENT BUSINESS NAME]

[CLIENT PRIMARY CONTACT NAME]

[CLIENT STREET ADDRESS]

[CLIENT CITY, STATE ZIP]

Dear [CLIENT FIRST NAME],

Thanks for taking the time to meet with me and share your vision for [CLIENT COMPANY]. I enjoy the company of passionate entrepreneurs and would be enthused to partner with you.

In my proposals, I try to ensure that I address each of your needs with a solution. From our discussions, these are the **six** that seem to have emerged and are the most important to solve for you:

[LIST OUT KEY PROPOSAL OBJECTIVES]

1. Develop a conversion focused web strategy to promote your business.
2. Design your website so it is professional, engaging, and matches your brand vision.
3. Create an email opt-in program to increase conversions and leads.
4. Drive traffic to your site using search and social media.
5. Train you and your staff how to manage the site.
6. Timely turnaround and reasonable budget.

[CLIENT FIRST NAME], please let me know if these issues are in alignment with your concerns. After you go through the proposal, let me know where you would like to go from here.

Warmest Regards,

[IMAGE OF YOUR SIGNATURE]

[YOUR NAME]

[YOUR COMPANY NAME], [YOUR TITLE]

[YOUR DIRECT PHONE NUMBER]

## PROJECT SCOPE OF WORK & DELIVERABLES

	<b>WEBSITE</b>
<b>PLANNING</b>	<p>Your website begins with a thorough, up-front process of discovery. Through interviews and surveys, we develop a series of deliverables that allows us to work efficiently through the duration of production.</p> <p>Your projects success depends on a solid foundation, this work is crucial.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● Project setup</li> <li>● Timeline &amp; milestone setup</li> <li>● Business objectives survey</li> <li>● Design objectives survey</li> <li>● Ideal customer profile brief</li> <li>● Conversion workflow</li> <li>● Sitemap</li> </ul>
<b>CONVERSION CONTENT</b>	<p>Your website needs to convert traffic into qualified leads. We will help develop and refine your sales letter and site layout into several deliverables that will be used to convert traffic into leads.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● Sales letter development               <ul style="list-style-type: none"> <li>○ Homepage, Services, Products, About, &amp; Contact Us</li> </ul> </li> <li>● Content download opt-in's               <ul style="list-style-type: none"> <li>○ Customer opt-in</li> <li>○ Vendor opt-in</li> </ul> </li> <li>● Auto-responder series               <ul style="list-style-type: none"> <li>○ Customer focused 6 part email series</li> <li>○ Vendor focused 6 part email series</li> </ul> </li> </ul>
<b>ADDITIONAL CONTENT</b>	<p>We know that you will have additional content that is supporting to the primary conversion pages that we are helping you with. We will help you organize and load this content into the content management system when ready. You will have the ability to change content in our system as often as you like, but we will provide the initial proofing and loading of up to <b>twenty (20)</b> pages.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● Content inventory</li> <li>● 2 Rounds of professional proofing</li> <li>● Load content into CMS and format</li> <li>● 2 Rounds of on-site revisions to content layout</li> </ul>
<b>SEARCH</b>	In addition to your website needing to convert visitors into qualified

<p><b>ENGINE OPTIMIZATION</b></p>	<p>leads, your site needs to attract more qualified traffic. We accomplish this by optimizing your websites content for a basket of relevant, traffic-rich keywords.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● Competitive benchmark <b>three (3)</b> top competitors</li> <li>● Keyword research, target <b>top ten (10)</b> opportunities</li> <li>● Optimize page titles</li> <li>● Meta descriptions</li> <li>● SEO copywriting / text optimization</li> <li>● Image optimization</li> <li>● Google XML</li> <li>● Robots.txt</li> <li>● Optimize up to <b>three (3)</b> locations' Google Local, Bing, Citysearch, and Yelp profiles; <b>one (1)</b> round of review and revisions per profile</li> </ul>
<p><b>DESIGN</b></p>	<p>We will create a custom website design based on your branding, colors, functionality requirements, and best usability practices. Your design will be unique to your company and setup for maximum conversion.</p> <p>Your website will consist of a combination of convention and creativity to make sure that your visitors can find the content they need and inquire about your services. We design and code to the highest of standards and always keep up with industry trends.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● 2 Custom moodboard concepts</li> <li>● 1 Custom website design concepts (based on moodboard feedback)</li> <li>● 2 Rounds of revisions</li> <li>● Templates &amp; interface code for:             <ul style="list-style-type: none"> <li>○ Homepage</li> <li>○ Inside pages</li> <li>○ Standard page elements (headers, paragraphs, images, videos, links, etc)</li> <li>○ Form elements</li> </ul> </li> <li>● Cross-browser tested in Internet Explorer 6+, Firefox 2+, Safari, &amp; Google Chrome</li> </ul>
<p><b>MOBILE DESIGN</b></p>	<p>Visitors browsing your site from other device types account for up to 20% of your website traffic. We will create a separate mobile and tablet design of your site that will make browsing from these platforms an enjoyable experience. We will accomplish this by making your site "responsive" to various browser sizes.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● 1 mobile concept</li> <li>● 2 rounds of revisions</li> <li>● 1 tablet concept</li> <li>● 2 rounds of revisions</li> </ul>

	<ul style="list-style-type: none"> <li>• Device testing - iPhone, iPad, Android, &amp; Blackberry</li> </ul>
<p><b>WEBSITE</b></p>	<p>We will create your website with about <b>thirty (30)</b> pages. Content will be created and provided by you. Content can range from text, pictures, galleries, PDF/PPT/DOC downloadable files, embedded video, forms, and any element supported by our Platform. All of our websites include dynamic menus as well as sitemaps to control site navigation.</p> <p>CUSTOM MODULES: We will create the following custom modules as part of your website...</p> <ul style="list-style-type: none"> <li>• <b>Forms:</b> contact us, customer feedback, and franchise opportunity; all form data will automatically be collected in our database</li> <li>• <b>Blog/News:</b> you will be able to post new content and articles; your blog will include an rss feed, categories, and an archive; comments are optional; your blog will be integrated directly into your website; your blog supports categories, tags, and rss; we will implement Facebook comments for additional shareability of blog content</li> <li>• <b>Homepage Hero:</b> we will use mobile compatible technology (jQuery) to create an innovative homepage hero slideshow so that you can feature new products or information; each slide will have the following assets: title, subtitle, short description, link, image or video;</li> <li>• <b>Locations:</b> we will create a dynamic content database that will serve as location "landing pages"; each location will have the following assets: name, short description, full description (HTML-enabled), primary image, supporting images (up to 10), address with Google Map embed, directions, hours, services (up to 10 checkbox fields), phone number, email contact; we will create a "reviews" app that will add the ability for web visitors to rate their experience at a specific location - this information will be pushed to Google Reviews for higher local search placement;</li> <li>• <b>[ADDITIONAL CUSTOM MODULES, ECOMMERCE &amp; PLUGINS]</b></li> </ul> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• Fully functional website</li> <li>• Google Analytics install</li> <li>• Google Webmaster tools setup</li> </ul>
<p><b>EMAIL MARKETING</b></p>	<p>Create <b>one (1)</b> branded newsletter template. Setup <b>three (3)</b> email marketing list that will have an easy signup via the website for news and special offers. At the point of every purchase or inquiry the customer will be prompted to add themselves to this marketing list.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• 1 Custom email marketing template</li> </ul>

<p><b>SOCIAL MEDIA SETUP</b></p>	<p>We will integrate social media widgets into the site in the appropriate places. Additionally, we will customize your various social media properties to have a consistent look &amp; feel and desired functionality.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● Facebook commenting on-site</li> <li>● Social media links</li> <li>● Social sharing ("like" and share buttons)</li> <li>● Twitter feed + hashtags for product/service page feeds</li> <li>● Facebook tabs for opt-in &amp; products/services</li> <li>● Facebook &amp; twitter RSS tie-ins</li> <li>● Customize Facebook page icon &amp; cover image</li> <li>● Customize Google Plus page</li> <li>● Customize Twitter page design</li> <li>● Customize Foursquare page icon</li> </ul>
<p><b>COMPLETION</b></p>	<p>Before your website goes live we will do a quality assurance review of each web page to make it meets scope specification. Also, we will help you transfer your DNS to point to your new website. Finally, we will provide a <b>thirty (30)</b> day warranty period from the day the website goes live to make sure the website meets your specifications.</p>
<p><b>TRAINING</b></p>	<p>Included in this initial project will be <b>three (3)</b> one hour system webinar trainings covering the following topics:</p> <ul style="list-style-type: none"> <li>● Basic website management &amp; blog</li> <li>● Custom Modules &amp; Plugins</li> <li>● Email Marketing</li> <li>● Analytics</li> </ul> <p>Each of these trainings will be recorded and presented for future use. Additional screencast trainings might be delivered to support specific processes included in your website project. Sometimes pre-recorded videos or documentation are opted in place of webinar trainings for certain backend processes.</p>
<p><b>ONGOING TRAFFIC GENERATION (OPTIONAL)</b></p>	
<p><b>SEARCH ENGINE MARKETING</b></p>	<p>We will use a combination of tactics based on a core strategy of content generation to increase the traffic to your site. This ongoing campaign will be driven from a quarterly strategy outline followed with 3 months of tactical implementation. Each quarter we will review strategy and implement changes as necessary.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● Define goals</li> <li>● Brainstorm &amp; keyword discovery</li> <li>● In-depth keyword research</li> <li>● Competitive analysis</li> <li>● Local listing submission &amp; optimization             <ul style="list-style-type: none"> <li>○ Google, Yahoo, Bing, and others</li> </ul> </li> <li>● Industry specific directory placement</li> </ul>

	<ul style="list-style-type: none"> <li>• Competitive link building</li> <li>• Link bait development</li> <li>• Blogging &amp; PR submission</li> <li>• Local business directories</li> <li>• Social media optimization</li> <li>• <b>Retainer @ 15 hours per month</b></li> </ul>
<p><b>SOCIAL MONITORING</b></p>	<p>We know that you and your team are the best resource to interact with your customers and fans in an authentic way. Our ongoing Social Monitoring service allows for us to handle the "low hanging" engagement and to listen and notify you for when and where it is time to engage.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• Find and manage Twitter followers</li> <li>• Provide minimal "generic" content to supplement internal content</li> <li>• Manage "generic" conversations</li> <li>• Facilitate conversations that require your input</li> <li>• Monthly report, measures and recommendations (conf call)</li> </ul>
<p><b>SOCIAL MEDIA TRAINING</b></p>	<p>Social media is a very important part of your online ecosystem. We believe that by training your team to utilize social media better, your online presence will be more effectively utilized. We have a 4 part training series that is custom tailored for your organization and amounts to about <b>thirteen (13)</b> hours of in-depth training for your team.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• Initial consultation and strategy session (two hours)</li> <li>• Training phase 1: Facebook &amp; Google Plus (three hours)</li> <li>• Training phase 2: Twitter (two hours)</li> <li>• Training Phase 3: Linked-in, Youtube &amp; Foursquare (three hours)</li> <li>• Training Phase 4: Pulling it all together (three hours)</li> </ul>
	<p><b>CONVERSION OPTIMIZATION</b> (optional)</p>
<p><b>POST-LAUNCH ANALYSIS &amp; ITERATIONS</b></p>	<p>Once your new Online Business is live and we are collecting data on how visitors use the it, then it is time to improve the experience. Following the launch, we will do monthly assessments with recommendations and implementation to increase the opt-in and conversion rates for booking and engagement.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>• 3 monthly assessments</li> <li>• 6 monthly assessments</li> <li>• 6 monthly assessments</li> </ul> <p>Note: Up to 3 hours of labor per assessment for improvements</p>
	<p><b>ORIGINAL MEDIA</b> (optional)</p>

<p><b>PHOTOGRAPHY</b></p>	<p>It is important to develop original photography that provokes a strong emotional response about your services. Our approach to photography is to conduct half day or full day photo shoots that yield a "package" of images that can be used for not only your website but all aspects of your Online Business: social, email, and review sites.</p> <p>DELIVERABLES:</p> <ul style="list-style-type: none"> <li>● Half-day, single location (or)</li> <li>● Full day, up to 3 locations in the [YOUR CITY] area</li> </ul>
<p><b>VIDEO</b></p>	<p>We know that video is a powerful storytelling tool for your Online Business. We have a variety of different approaches to take for building out video assets based on objectives and budget.</p> <p><b>Compilation Video (photo montage):</b></p> <ul style="list-style-type: none"> <li>● Up to 30 seconds in length</li> <li>● Up to 8 client provided or stock/still images</li> <li>● Professional voice over narrative</li> <li>● On screen typography</li> <li>● Royalty-free music</li> <li>● End slate (business info)</li> <li>● 10 day turnaround</li> <li>● 1 round of revisions (5 day window to receive revisions)</li> </ul> <p><b>Enhanced Compilation Video (photo montage):</b></p> <ul style="list-style-type: none"> <li>● Up to 30 seconds in length</li> <li>● Enhanced visual effects and editing techniques (shimmers &amp; pixie dust, etc)</li> <li>● Up to 8 client provided or stock/still images</li> <li>● Professional voice over narrative</li> <li>● On screen typography</li> <li>● Royalty-free music</li> <li>● End slate (business info)</li> <li>● 10 day turnaround</li> <li>● 1 round of revisions (5 day window to receive revisions)</li> </ul> <p><b>Original Content Video - Business Profile (On-location shoot):</b></p> <ul style="list-style-type: none"> <li>● Up to 90 seconds in length</li> <li>● Full motion original footage (HD)</li> <li>● On-camera interview of one individual</li> <li>● Up to 2 hours on location filming</li> <li>● Selected footage of client's place of business interior and exterior environment</li> <li>● Professional voice over narrative (if applicable)</li> <li>● On screen typography</li> <li>● Royalty-free music</li> <li>● End slate (business info)</li> <li>● On-site filming &amp; interview scheduled within 5 days of order</li> <li>● 10 day turnaround</li> <li>● 1 round of revisions (5 day window to receive revisions)</li> </ul>

	<p><b>Experts on Call Interview Video (On-location shoot):</b></p> <ul style="list-style-type: none"> <li>● Up to 60 seconds in length</li> <li>● Full motion original footage of interviewee showcasing expertise on topics relating to the business (HD)</li> <li>● Supplemental product with OCV Business Profile</li> <li>● Up to 2 hours on location filming for stand alone, or included with footage captured at same location during filming of OCV Business Profile</li> <li>● 3 maximum when included with OCV Business Profile shoot</li> <li>● On screen typography</li> <li>● Royalty-free music</li> <li>● End slate (business info)</li> <li>● On-site filming &amp; interview scheduled within 5 days of order</li> <li>● 10 day turnaround</li> <li>● 1 round of revisions (5 day window to receive revisions)</li> </ul> <p><b>Original Content Video - Testimonial (On-location shoot):</b></p> <ul style="list-style-type: none"> <li>● Up to 90 seconds in length</li> <li>● Full motion original footage video (HD)</li> <li>● On-camera interview of one individual</li> <li>● Up to 2 hours on location filming</li> <li>● Selected footage of client's place of business interior and exterior environment</li> <li>● Professional voice over narrative (if applicable)</li> <li>● On screen typography</li> <li>● Royalty-free music</li> <li>● End slate (business info)</li> <li>● On-site filming &amp; interview scheduled within 5 days of order</li> <li>● 10 day turnaround</li> <li>● 1 round of revisions (5 day window to receive revisions)</li> </ul>
	<p><b>OUT OF SCOPE</b></p>
<p><b>ADDITIONAL CONTENT</b></p>	<p>We know that you will want additional content about your business on your website than what we are developing. This might include additional pages, blog entries, imagery, frequently asked questions, and documents. We support and encourage this content to be created and added to your website.</p> <p>Our disclaimer is that this content development or entry does not hold up the project process or our project milestones. Payment must not be withheld due to this content.</p>



## PROJECT INVESTMENT

<u>Deliverable</u>	<u>Timeframe</u>	<u>Cost</u>
<b>WEBSITE</b>		
Planning	1 week	\$1,500
Conversion Content	3 weeks	\$3,000
Additional Content	2 weeks*	\$1,500
Search Content	2 weeks	\$1,900
Design	3 weeks	\$5,300
Mobile Design	2 weeks	\$2,000
Website Build	2 weeks	\$4,500
• Pages, code, setup		\$2,000
• Forms		\$500
• Blog/News		\$500
• Homepage Hero		\$500
• Locations		\$1,000
Email Marketing Template	1 week*	\$500
Social Media Setup	2 weeks*	\$1,200
Completion, Quality Assurance, & Warranty	4 weeks*	\$850
Training	3 days*	\$600
<b>Total</b>	<b>12 weeks</b>	<b>\$22,850</b>

## Optional Itemizations

### ONGOING TRAFFIC GENERATION

**SEO** **\$1,500**

- Monthly Retainer  
\*Phase begins after site launch

**Social Monitoring** **\$800**

- Monthly Retainer  
\*Phase begins after site launch

**Social Media Training** **\$3,000**

### CONVERSION OPTIMIZATION

**Post-launch analysis &** **\$4,500**

## improvements

### ORIGINAL MEDIA

#### Photography

- Half Day Shoot **\$1,000**
- Full Day Shoot **\$2,000**

#### Video (per deliverable)

- Compilation **\$180**
- Enhance Compilation **\$260**
- Business Profile **\$575**
- Experts on Call Interview (requires Business Profile) **\$150**
- Testimonial **\$575**

\* These phases happen concurrently with others

## ADDITIONAL BILLABLE

Unplanned components, ideas, revisions, and project scope happen - when there is an unexpected event that will incur a cost, we will notify you ahead of time and will not produce unless we receive clear approval for increased budget and timeline.

Hourly rate: \$125/hour, billed to the quarter of an hour through our online billing and desktop hour tracking software, [Freshbooks](#). However, most additional projects and/or project modifications will be scoped and bid on fix-price basis.

## OUR TEAM & ABOUT US

We have built over 300 online business projects since 2000. Our business is owned fully between the two Managing Partners, Steve Thiel & Brent Weaver. Your project will be managed by Steve and several of our team members will play a part in the build over the duration of your project.

Please reference our website, "[www.hotpressweb.com/about](http://www.hotpressweb.com/about)", for more information about each of us (we all have profiles plus some more info about the company).

Each of our projects are taken through an innovative process that we have designed over the last 10 years, yet continue to refine to create the best possible experience. We use a combination of online tools, customer interactions, and milestones to ensure that your project goes from execution to completion within the allotted time & budget with the best end product.

## METHODOLOGY

### How it Works

Lets start off by looking at the steps we'll be taking to get your project from start to finish.

1. *Discovery* - through a process of surveys and meetings we'll gather all the information we need to have the best understanding of your business and goals.
2. *Architecture* - just like a building, a website needs a solid blueprint. Together we'll determine the best way to organize your website and sketch out a rough outline.
3. *Content* - with a solid blueprint in place it will be your job to collect, organize, edit, and deliver to us content for each page of the website.
4. *Design* - at the same time you are working on content our team will be creating non-functioning comprehensive layouts showing possible design directions.
5. *Development* - with all the necessary architecture, content, and design elements in hand we'll create the first working version of your website.
6. *Launch* - getting your website "go live" ready will inevitably require several rounds of revisions and polish. Once the website is ready, we'll go through the final launch checklist.
7. *Warranty* - your site is now live! Over the next several weeks our team will be training you on how to manage the website and helping you solve any issues.

### Communicating Effectively

During your project communication will be non-stop with emails, phone calls, and online meetings. Here is how we make it happen.

- *Email* - [DEDICATED EMAIL] is the only email you need to remember. Everyone here regularly checks this account and the person best suited to reply will always do so quickly.
- *Phone* - (303) 555-5555 is the direct line of your project manager, [PROJECT MANAGER NAME]. Your calls are always welcome between 8am and 5pm MST, Monday through Friday.
- *Meetings* - we use [GoTo Meeting](#) for online meetings to review milestones and deliverables. Make sure you have the software installed before our first meeting.

## [TECHNOLOGY & HOSTING PLATFORM]

When you are paying monthly fees for web hosting, email marketing, CRM and a web developer to build it all, you're spending a lot of money. With [YOUR PLATFORM] you can spend much less, while getting much more. We offer an integrated system that runs all of your Online Business in one place while growing your database automatically.

**PACKAGE** Pro

**MANAGEMENT TOOLS** [SYSTEMS / FEATURES / APPLICATIONS]

**STORAGE** [STORAGE LIMIT] of storage space for all your data

**BANDWIDTH** [BANDWIDTH LIMIT] of monthly hosting bandwidth

**NEWSLETTERS** [NEWSLETTER LIMIT] email newsletters per month

## INVESTMENT

**TERMS** [YOUR PLATFORM] is offered on a month-to-month basis with no long term contract.

**RETAINER** One hundred dollars (\$100) is the ongoing monthly fee for the platform per site.

## HELPDESK & EDUCATION

We want you to get the most out of your website. For this to happen, you must be asking questions and continually learning. We offer an assortment of different training, education, support, & helpdesk products and agreements.

## [OPTIONAL] PHONE HELPDESK

**TERMS** We will provide one (1) user with unlimited helpdesk support. Helpdesk allows for direct email and phone support for our Platform. Helpdesk does not include design or development labor.

Helpdesk services are offered Monday through Friday from 8AM to 5PM Mountain Standard Time.

**RETAINER** One hundred dollars (\$100) is the ongoing monthly fee for unlimited helpdesk support.

## PROJECT AGREEMENT

### VENDOR *(us, we, our)*

[YOUR COMPANY NAME]  
[YOUR STREET, CITY, STATE ZIP]  
Phone: (303) 555-5555  
Fax: (720) 555-5555  
Email: [YOUR EMAIL ADDRESS]

### CUSTOMER *(you, your)*

[CLIENT BUSINESS NAME]  
ATTN: [PRIMARY CLIENT CONTACT]  
[CLIENT STREET, CITY, STATE ZIP]

## INVOICES

Payment is due upon receipt of invoice. You may not withhold any amounts due and we reserves the right to cease work without prejudice if amounts are not paid when due.

## PAYMENT

Payments are due upon completion of deliverables. If you delayed the execution or performance of a deliverable we reserve the right to make payments due upon the estimated due date.

<u>Deliverable</u>	<u>Amount (\$)</u>	<u>Estimated Due Date</u>
Agreement Signing	11,425.00	[MONTH] [DAY], [YEAR]
Design Approval	5,712.50	[MONTH] [DAY], [YEAR]
Sign Off	5,712.50	[MONTH] [DAY], [YEAR]

## TERMS & CONDITIONS

This website proposal incorporates the website proposal terms and conditions provided online at <http://www.hotpressweb.com/website-proposal-terms-and-conditions> and form a binding part of this agreement. You acknowledge you read, understood and agree to the terms and conditions.

## ENTIRE AGREEMENT

This document together with any attachments, as well as any new, different or additional terms, conditions or policies which we may establish from time to time, and any agreement that we are currently bound by or will be bound by in the future, constitutes the complete and exclusive agreement between you and us concerning your engagement of us on this project, and supersede and govern all prior written and verbal communications.

## SIGNATURE

By signing this document you represent to us that you are a duly authorized representative of your organization and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorize the commencement and payment for the project described above.

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_