

# EMRE PUBLISHING, LLC PROPOSAL FOR SERVICES

For Independent Contractors



## OVERVIEW

EMRE Publishing, LLC is pleased to submit this proposal for services to support you in your goals to achieve maximum sales. We have helped [other professionals](#) with their online mobile presence, and we want to help you.

### The Objective

- Need #1: improve the mobile presence of your business ([over 72%](#) of all reading will be done on mobile devices by 2025.)
- Need #2: allow you to integrate your marketing, client base, and creative presence in one place
- Need #3: give you the flexibility to build your client base and sell directly to their mobile devices

### The Opportunity

- Goal #1: Have a completely mobile platform to create, market and deliver your products direct to mobile consumers.
- Goal #2: Integrate the right tools and image for your personal brand into the mobile platform.
- Goal #3: Create and collect client mailing lists and send out social media and eMail campaigns.
- Goal #4: Monitor sales and designate key buyers/followers of your brand.

### The Solution

- Recommendation #1: Discuss your personal business goals and how we can help you choose the right platform for those goals.
- Recommendation #2: Implement a strategy to create your mobile online presence in the best way.
- Recommendation #3: Create a step-by-step Plan of Action to deliver your business direct to mobile readers.

# OUR PROPOSAL

We have a digital mobile platform called the [Embellisher 3.0™](#) that can be flexible enough to meet your mobile sales needs. We have worked with publishers, independent merchants (former eBay clients), and independent authors, professionals, and educators, who are tired of being [pirated](#). We don't keep you on our website to sell you more goods or upgrades. Once you purchase a platform, you own it, free and clear.

We give you a free website presence to go with your platform if you don't already have one (you provide the domain name and proper credentials, and we point you to your new website). This free website is equipped with unlimited storage, php-enabled Wordpress tools, and SSL Security. You can also pay for a "branding" of your new website by us, which can include a tailored website, free PhpList eMail campaign software, and your personal [Epub3 Creator Studio](#).

## Rationale

- The future of independent ad sales is through [mobile delivery direct to the buyer](#).
- Keeping all your digital eBooks in the most secure reading platform is [necessary now](#), more than ever.
- Social marketing is [made much easier](#) with the Embellisher all-in-one platform.
- You can evolve into mobile publishing with our [four plans](#) for your budget.

## Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

## Technical/Project Approach

### Resources

We use Dropbox to deliver all compacted files to your server for self-installation (Plan #2). If you choose Plans #3 or #4 which include the free website and which include our installation and/or brand tailoring, then we will handle all uploading of files.

### Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
Deliverable #1: Payment	As soon as you pay for plans 1, 2, 3, or 4, you will be sent details about your plan and how you can execute the further deliverables to us, if needed.
Deliverable #2: Domain information.	If you have a domain and website now, or you want one to use on our server with your free website, then you must deliver this <a href="#">Domain Name Server information</a> to us so we can point your domain to our website server or to yours.

<p>Deliverable #3: Branding information for website and Embellisher platform tailored installations.</p>	<p>If you have chosen to contract with us in order to create a branded website (on our server or yours) and Embellisher platform, then we'll need all the images and logos needed to do this.</p> <p>For example, if you are selling merchandise and/or services, then you'll need to have your eBook "genres" replaced with a listing of categories that match the product(s) and services you'll be selling inside your mobile store.</p>
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### Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

Description	Start Date	End Date	Duration
Project Start	Agreed upon by you and us.	Based upon workflow and problems.	Estimated 1-4 weeks depending upon requirements/tailoring.
Milestone 1: Discussion of your goals and objectives for your project.	same	same	Private discussions with EMRE and client can last five minutes to one hour.
Milestone 2: Client delivers Payment for specific plan and/or brand tailoring work.	same	same	Payments must be made through <a href="#">Stripe online</a> . We can also invoice you upon <a href="#">email request</a> .
Phase 1 Complete: Client delivers specific domain server name information.	same	same	Domain pointed to serve Embellisher apps and website. Usually takes up to 48 hours.
Milestone 3: Client's new domain is up and running.	same	same	Client receives domain link and Wordpress login instructions. About two weeks into project.
Milestone 4: If client pays for additional tailoring by EMRE, then this work is done.	same	same	This work is paid separately from the plans listed. Duration can be 1-8 weeks, depending upon what's agreed upon.
Phase 2 Complete: Client now has a tailored and branded website, Embellisher and/or Creator platform.	same	same	Usually 1-8 weeks.
Project End			

## Supplied Material

This chart will be used during each live project scheduled. It gives you an idea of how we handle our projects.

The following materials are to be supplied by you for this project. For EMRE Publishing, LLC to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

Materials to be supplied by you	Due Date*

## EXPECTED RESULTS

We expect our proposed solution to your requirements with the following results:

### Financial Benefits

- Result #1: You gradually develop your online and social marketing mobile presence.
- Result #2: You gradually wean yourself from the middlemen and save money.
- Result #3: You save on delivering your goods and services more securely and directly to clients and readers, which also prevents piracy (if you're a publisher).

### Technical Benefits

- Result #1: You have a seamless way to sell directly and securely on your clients' mobile devices.
- Result #2: You have the flexibility to add additional plugins and other technical tools to your Wordpress and php applications.
- Result #3: You grow your business base by social networking, social advertising, and eMail campaigning.

### Other Benefits

Your clients will appreciate your mobile presence because they have more security, direct communications, and trust that you can provide your interactive platform when they need it.

## PRICING

Disclaimer: Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

Our plans are listed on [this page](#). Also, you may [request an appointment](#) to discuss your needs.

## QUALIFICATIONS

EMRE Publishing, LLC is continually proven to be an industry leader for high quality/guaranteed mobile applications and platforms in the following ways:

- We work closely with each client to establish a specific mobile sales presence.
- We provide a free website if the client needs one for mobile delivery (unlimited storage, php-enabled, Wordpress-enabled).
- The owner is a publisher and an award-winning independent author, who is also a former Caltech supervisor. He understands the required technology necessary for clients to prosper in the coming age of mobile devices and direct sales.

## CONCLUSION

We look forward to working with you to establish your mobile direct marketing presence.

If you have questions on this proposal, feel free to contact James Musgrave at your convenience by email at [jamesmusgrave2122@att.net](mailto:jamesmusgrave2122@att.net) or by phone at 619-750-7360.

Thank you for your consideration,

James R. Musgrave  
Owner