

ACTION PLAN SAMPLE QUOTE

IMPORTANT DATE:	January 14th -				Rate per hr	\$ 35.00	# of 7 hr days	BOOK EDITING BREAKDOWN				
Project	Due Date	State	Action	Research	Production	QUOTE	DEPOSIT	# pf pgs	time per page	time total	total hrs	
Book 1	T.B.D	mock up printed	edit image and text	specialty printers/ publishers	no cover/back sleeve required	\$950	\$190	4	155	15	2325	38.75
Book 2 (editor recommended)	Jan.10 2017	draft			includes cover and back sleeve	\$1,900	\$380	11	155	30	4650	78
Promo Invitations - ALL STREAMS	Jan.10 2017	concept	design artwork		Complete Production	\$400	\$80	2	NOTES & DETAILS			
Dosha Discovery - Vata Pitta Kapha	Jan.10 2017	artwork	update material		Print Ready	\$100	\$20	1				
Roll on Labels x 2	Dec.2016	no artwork	design artwork		french inclusion	\$500	\$100	2.9	PRINTING COSTS NOT INCLUDED - ALL GRAPHIC DESIGN & PRINT READY CREATIVE IS INCLUDED			
Skin Care (x11 labels + 4 postcards)	TBD 2017	art work update printer confirmation			various sizes	\$1,400	\$280	8.0				
Ayurveda Rituals- ALL STREAMS	Jan.10 2017	art work update /new creative?			Print Ready	\$100	\$20	0.6				
Elephant Postcard - Modules	TBD 2017					\$100	\$20	0.6				
Passage to Ayurveda - Centre Promo	TBD 2018					\$100	\$20	0.6				
Marketing Plan	3 days	includes TimeLines & Details sources for Promotional Reach			\$500	\$100	3	recommend new year action				
Plan Execution	T.B.D	Emails - Phones - And media exporsure			\$500	\$100	3					
Press Release	T.B.D	outsourced \$300-\$500			\$500	\$100	3					
Editor	T.B.D	outsourced \$ quote TBD						recommend outsourcing				
Printer Research	A.S.A.P	printer for: books, postcards, labels & invitations			\$150	\$30	0.9	provide all printing costs, prepare all artwork and pick up/deliver printed materials				
Labels Research	A.S.A.P	oil friendly labels- reliable shipping										
Video Taping of Event	Jan.10 2017	Just camera work		Estimate Days	Cost Per Day	\$250	20% of Final Estimation	1	part of a promo video			
Module Set-up	Feb. 2017	Storyboard, Produce, Shoot & Edit ALL Modules		3	\$380	\$4,180		24	total hours		total days (7 hr days)	
Module Course	May. 2017			8					458		65	
Website Assistance	TBD 2017	Meet with WebDeveloper - Assist in visual and effective web atributes			\$100	per session	1	design & flow assistance				

ACTION PLAN TIMELINE SAMPLE

	November					December				January						
	31	7	14	21	28	5	12	19	26	2	9	16	23			
Book 1	ALL MATERIALS TO BE PROVIDED NO LATER THAN END OF WEEK NOV.28th				\$950.00			P R I N T I N G	H O L I D A Y S	P R I N T I N G						
Book 2			BOOK READY			\$950.00	\$950.00									
Promo Invitations - ALL STREAMS							\$400									
Dosha Discovery - Vata Pitta Kapha											\$100					
Roll on Labels x 2				\$500												
Skin Care (x11 labels + 4 postcards)															\$1,400	
Ayurveda Rituals- ALL STREAMS						\$100										
Elephant Postcard - Modules						\$100										
Passage to Ayurveda - Experience						\$100										
Marketing Plan															\$500	
Plan Execution																\$500
Press Release															\$500	
Editor				\$500												
Printer Research				\$150												
Labels Research																
Video Taping of Event														\$250		
Module Set-up														Depending on		
Module Course										Amount of Shoots & Editing						
Website Assistance			\$100	\$100						\$100	\$100					
Total Per Week	\$ -	\$ 1,250	\$ 1,350	\$ 1,350	\$ 1,050					\$ 250	\$ 1,100	\$ 2,000				
Deposit 20%	\$ -	\$ 250	\$ 270	\$ 270	\$ 210					\$ 50	\$ 220	\$ 400				