

# **DON'T BUILD A WEBSITE WITHOUT READING THIS FIRST!**

**The Smarter Way to DIY Your Website**



**Brian Newhall**

**[brian@bpnwebtech.com](mailto:brian@bpnwebtech.com)**

# THE PLATFORM PROBLEM

Why WordPress is the right choice, but a tricky one.

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WordPress offers **true ownership and unmatched power** for long-term growth.

But that power can easily create a "**WordMess**"—a confusing site that causes more stress than success.

This plan lets you harness that power, without the headaches.



# YOUR EXPERT GUIDE

## Introducing the Guided Launch Plan.

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Think of me as your experienced "local guide"  
for the world of WordPress.

This plan is our journey together, designed to  
be **low-risk and expert-guided**, so you are in  
control but never alone.





# A PROFESSIONAL FOUNDATION

What you get on day one.

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Our journey begins with a Kickstart  
Consultation.

I then set up your private staging site  
with a modern theme  
and my **Included Premium Toolkit**,  
saving you hundreds in software costs and  
giving you a professional-grade starting  
point.



# YOUR PRIVATE STAGING ENVIRONMENT

## Build in a Secure "Sandbox"

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Your staging site is your personal, **password-protected** workshop (not indexed by search engines) where you can build and experiment.

You will have the **"Editor" role**. This gives you full control over your website's content (pages, posts, and media), while I manage the backend settings like themes and plugins.

Your site also comes with **2GB of storage**.

This environment is for development purposes only and is not intended to be shared publicly. Should you choose to migrate the site yourself, bpnWebTech is not responsible for any issues that may arise from the process. You will also need to secure your own licenses for any premium theme/plugins.



# YOUR PROJECT TIMELINE

## Your Project Timeline & Responsibilities

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Your **free** staging site is **available for three months.**

To keep the project on track, you are responsible for providing all necessary text, images, and content in a timely manner.

If you need more time, **a three-month extension can be purchased for \$50.**

Please note, the cost for each subsequent three-month extension will double. This policy encourages project completion and ensures we reach our launch goal together. Staging sites with no user activity for 60 consecutive days will be considered abandoned and are subject to deletion after a 14-day email notice





# YOUR ON-DEMAND SAFETY NET

Getting expert help when you need it.

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My Flexible Service Blocks are your safety net for when you get stuck, want to make an improvement, or need an expert opinion.

All purchased block hours **roll over until used and never expire.**

**4-Hour Block: \$180**

**8-Hour Block: \$320 (Best Value)**



# HOW TO USE YOUR BLOCKS

**On-demand support, tailored to you.**

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Use your time blocks for anything you need:

- **"Troubleshooting Power Hour"** to solve a technical error.
- **"Show-Me-How"** Training for personalized WordPress lessons.
- **"Done-For-You"** Implementation when you want me to build a tricky part.





# BEYOND THE BUILD

**Optional strategy sessions to ensure success.**

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Use your Flexible Service Blocks for any of these high-value consulting sessions.

## **Brand Voice & Messaging**

We will work together using my "BrandScript" framework to **clarify your core marketing message** so your website copy connects with your ideal customer.

## **SEO & Sitemap Strategy**

We will plan your site's structure (sitemap) and perform foundational keyword research to **improve your visibility on search engines.**

## **Google Ecosystem Setup**

I'll set up and connect your Google Analytics, Search Console, and Google My Business profile to **provide you with crucial performance data.**



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# READY TO LAUNCH?

## Your Essential Launch Package.

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When your site is built, the final step is the **\$300 fixed-price Launch Package.**

This service covers every technical detail for a seamless, professional launch, including migrating the site and activating your **Managed Hosting & Care Plan.**

**Proactive Maintenance & Security**  
**Starting at \$35/month for standard sites**  
**One hour of my support each month**

The premium tools used on your site are licensed through bpnWebTech and remain active as long as you are on a Managed Hosting & Care Plan. Plans for e-commerce or other high-resource sites will require a custom quote.



# HOW SUPPORT HOURS WORK

## Understanding Your Plan

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Once you launch, your **Managed Hosting & Care Plan** includes one hour of my support each month.

This monthly hour is **always used first** for any requests. It **does not roll over**.

Your purchased **Flexible Service Block hours** are only tapped into after that. **These hours never expire.**





# YOUR NEXT STEP

**Let's start your journey.**

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Ready to begin?

Your first step is to book your complimentary  
**Kickstart Consultation.**

During this call, we'll discuss your goals, your project, and your needs for a domain name and professional email.

brian@bpnWebTech.com  
856-520-1286



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