

TIGHTENING UP YOUR PROCESS FOR SHORTER TIMELINES AND HAPPIER CLIENTS

TORRE KEAN

OWNER & LEAD CREATOR @ HOOKED ON CODE





AFTER COLLEGE, I MOVED TO
AKUMAL, MEXICO. THAT'S WHERE I
BUILT MY FIRST WORDPRESS WEBSITE.



contact



Home Diet Exercise Lifestyle Blog Forum About



Welcome to Primal, Healthy, Fit.com

Welcome to PrimalHealthyFit.com, a website dedicated to helping people around the world live the healthiest life possible through simple, "primal" choices. These choices can drastically improve your health & overall quality of life regardless of how many years young you are, where you live, what kind of job you have, and your current state of ...

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Log in

WELCOME!

Please take a moment to tell us what YOU want to get out of this site!

TAKE THE WELCOME SURVEY

Join the mailing list!

First Name:
Last Name:
Email:
Submit

[We respect your email privacy](#)

Trusted Supplement Provider



Welcome, Seekers of Complete Health!

Welcome to PrimalHealthyFit.com, a website dedicated to helping people around the world live the healthiest life possible through simple, "primal" choices. These choices can drastically improve your health and overall quality of life regardless of how many years young you are, where you live, what kind of job you have, and your current state of health.

So here's the deal: Our Paleolithic ancestors, the hunter-gatherer version of ourselves, were tall, lean, insanely fit, and free from practically ever health problem we face today as modern humans (and that statement is backed by tons of research, some of which can be found [here](#)). We are practically the same genetically as we were then, and only our modern lifestyle choices are preventing us from obtaining the same level of health and fitness that was the norm in the Paleolithic era. Our current lifestyle choices have taken us far away from the health our genetics are made for. I am not a hippie, nor am I a huge proponent of the killing, skinning, disemboweling, cooking, and eating of your own food... however, the closer we can get to making the same lifestyle choices that our ancestors made, the closer we can come to regaining the health and vitality we are genetically destined for.

Start by joining the email list so you get the latest PrimalHealthyFit goodies like recipes, workout routines, and relevant new site activity! You can do this by typing your name and email address into the form on the right and clicking "Submit."

On this site, you will find information on the only [diet](#) our bodies are designed to eat ([The Paleo Diet](#)), [exercise](#) techniques that are safe and beneficial for EVERYONE, and crucial [lifestyle](#) elements that together will transform your genetically premium body into its healthy and happy self. I sincerely hope we can help you find what you are looking for.

Don't forget to visit the [Blog](#) page for constantly new information, and the [Forum](#) for ongoing discussions about healthy diet, lifestyle and exercise choices!

"The easiest way to participate in this web site, and be able to post blog comments and forum topics, is by registering or logging in using the sidebar widget to the right titled "Log in to PHF Here."

MEET JAMES

SMITH

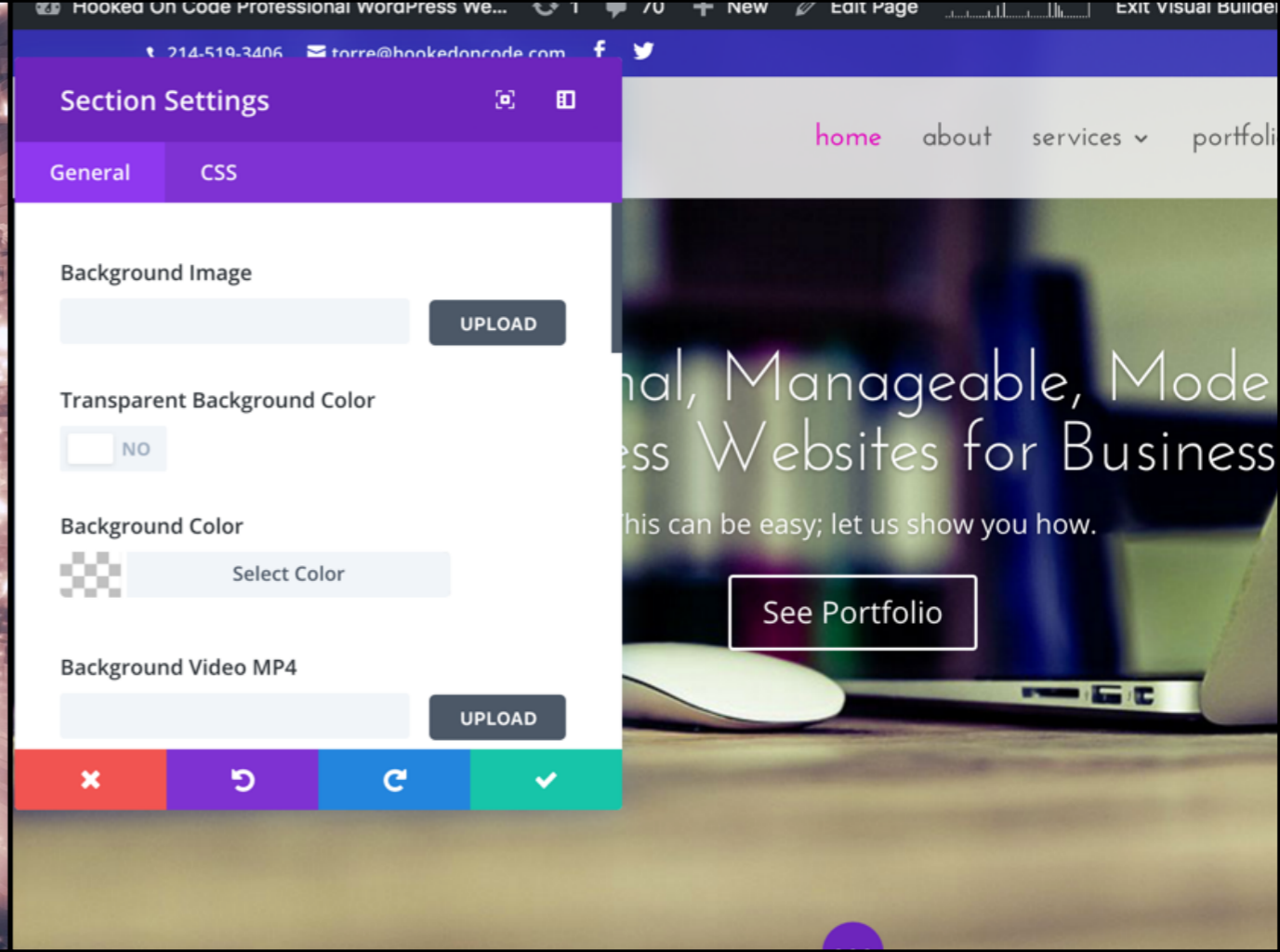
HE IS MY MOTIVATION



7-ISH RECOMMENDATIONS
TO TIGHTEN UP YOUR
WEBSITE CREATION PROCESS

Recommendation #1:
DESIGNELOP

COMBINE THE DESIGN AND DEVELOPMENT PHASE INTO
ONE EFFICIENT PROCESS, STARTING WITH A
DISCUSSION AND A SKETCH.



WORDPRESS MAKES THIS POSSIBLE

Recommendation #2:
SET MEETINGS AHEAD OF TIME

AND INCLUDE THOSE DATES AND TIMES IN YOUR
SCOPE OF WORK / CONTRACT.

INCLUDE THE SCHEDULE IN YOUR CONTRACT

- OUR AVERAGE PROJECT: 3 MEETINGS EVERY 2 WEEKS.
- KICKOFF • 1-4 REVIEW MEETINGS • LAUNCH & TRAINING

as such. The actual time needed to complete work can vary largely up or down

Timeline is subject to Client's response time and may be extended if Client Code, inquires for clarification and explanation of Hooked On Code business practices, significant changes to the Statement of Work, acts of God or man that prevent performance of duties, or other delays outside of Hooked On Code's control. Any extension of time for billing, due upfront based on the billing agreement (see section 3.01), to continue

II. SCHEDULE

2.01 Key Milestones.

New Content Due* by 12am on Friday, June 17, 2016.

Review meeting 1: Thursday, June 23 @ 2pm

Review meeting 2: Tuesday, June 28 @ 4pm

Launch meeting and training: Thursday, June 30 @ 4pm CST

Meeting location: Remote location at <http://join.me/torrekean><http://join.me/torrekean> requested.

**Existing website content will be used unless new content is provided by the Client by the Date. Content provided after this deadline may not be able to be integrated into this initial timeline.*

III. PRICING & PAYMENT TERMS

3.01 Costs. This project will be billed at a weekly rate of [REDACTED] plus [REDACTED] (Rate"), with an estimated timeline of 2 weeks, totaling [REDACTED] plus Texas Sales Tax. Weekly installments are due at the beginning of each week. If additional client, they will continue to be billed at [REDACTED]/week plus Texas Sales Tax. The Licenses or themes (the "Licenses") that Hooked On Code may be required to purchase Services.

Client Expenses: *These expenses are not included in the Cost listed above and purchased in Client's name and at Client's expense. Outside of the Licenses, Hooked On Code will bill the billing of expenses to Client because all services will be rendered remotely with most expenditures*

Recommendation #3:
START WITH ONE GREAT DESIGN

PRESENT ONE REFINED DESIGN TO THE CLIENT, AND
GET IT IN FRONT OF THEM QUICKLY.

Recommendation #4:
SERIOUSLY LIMIT YOUR WORKLOAD

HOLD YOURSELF ACCOUNTABLE AND DON'T TAKE ON
TOO MANY PROJECTS AT ONCE.

Recommendation #5:

HAVE AN EXCEPTIONAL HOSTING COMPANY

HAVING A RELIABLE, WORDPRESS SPECIFIC HOSTING COMPANY (WE USE WPENGINE) CAN SAVE YOU TIME AND STRESS. USE THIS TO YOUR ADVANTAGE.

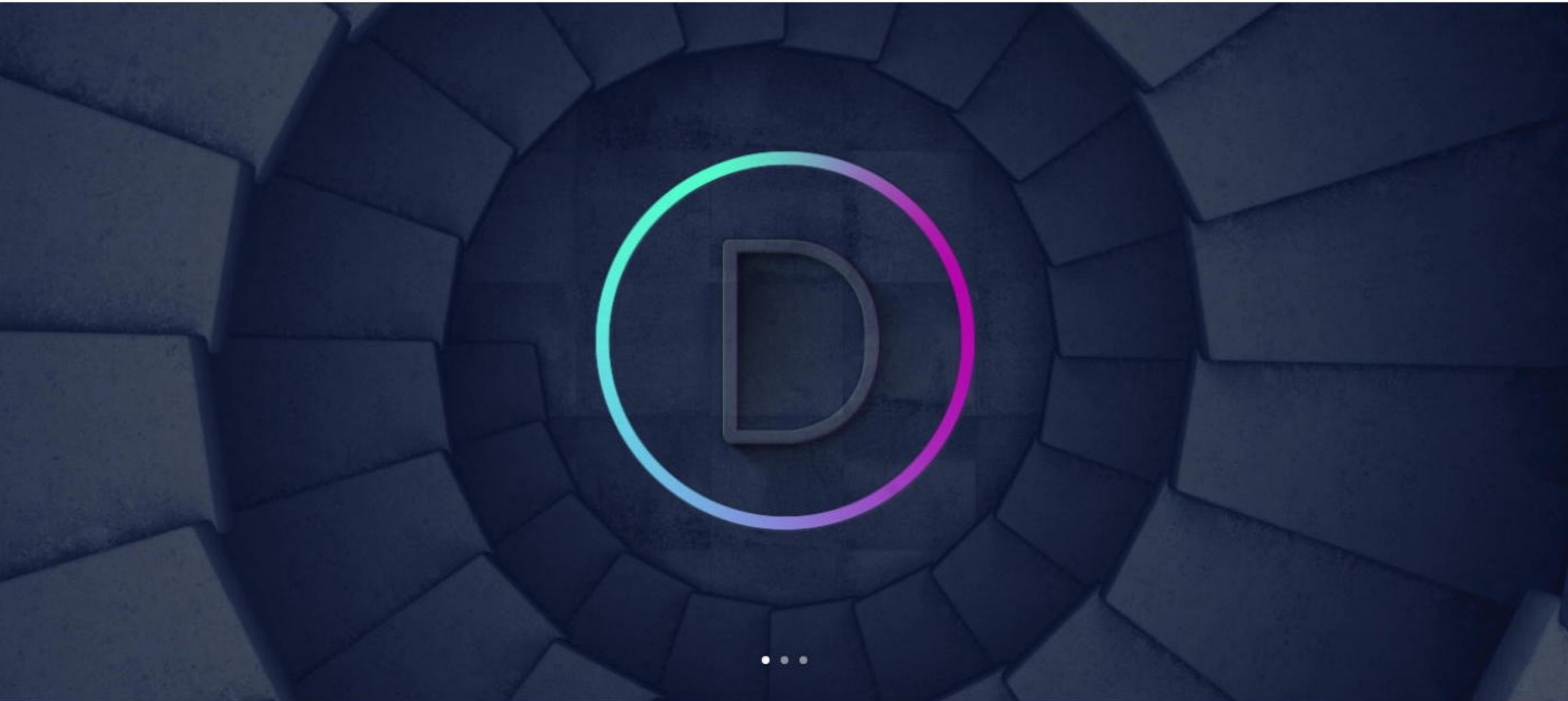
WHY WE LOVE WPENGINE

- Everything is insanely easy
- So fast, super secure
- One-click site creations
- Automatic Nightly Backups
- Auto-updates
- Staging (dev) site
- 24/7 AMAZING Support
- Them rocking saves us lots of time.

The screenshot shows the WP Engine dashboard for the account 'hookedoncode'. The top navigation bar includes the WP Engine logo, the account name 'hookedoncode', and a 'Dashboard' link. A dark blue sidebar on the left contains a menu with items: Overview, Domains, CDN, Redirect rules, Backup points, Access logs, Error logs, Git push, SSL, Utilities, and Site migration. Below the menu are links to 'phpMyAdmin' and 'WordPress Admin'. The main content area is titled 'Overview' and features a section for 'Install stats' with the domain 'hookedoncode' and technical contact information. Below this are two charts: 'Visitors' and 'Bandwidth'. At the bottom of the dashboard, there is a user profile for 'Hi Torre', a 'Live chat' button with a green indicator, and a 'Support (24/7)' link. A dark blue footer bar contains the buttons 'Add Install' and 'Copy Install'.

Recommendation #6:
DITTO, BUT WITH A THEME

PICK A WELL SUPPORTED, CONSTANTLY UPDATED,
SUPER-POWERED THEME THAT YOU CAN USE AS A
STARTING POINT FOR YOUR WORK (WHEN
APPROPRIATE).



Advanced Page Builder

Divi will change the way you build websites forever. The advanced page builder makes it possible to build truly dynamic pages without learning code.



Advanced Modules

The builder comes packed with tons of great modules, and more are on the way! Combine and arrange them in any order. The possibilities are countless.



Fully Responsive

Divi's layout has been designed with mobile devices in mind. No matter how you use it, and no matter how you view it, your website is going to look great.



Perpetual Updates

Divi is here to stay, and you can rest easy knowing that our team will be updating and improving it for years to come. Build on top of a powerful foundation.

Recommendation #7:
DO WHAT'S BEST FOR THE CLIENT

EVEN IF IT COULD HURT YOUR BOTTOM LINE.

DO WHAT'S BEST FOR YOUR CLIENTS

For us, this can mean:

- Giving a client **100% direct ownership** of every aspect of their site and licenses - no reselling / purchasing on their behalf.
- Providing means for the client to save money (i.e. give us less money) by **doing some of the preparation work themselves.**
- Preparing a detailed **instruction guide**, specific to each website, including steps on completing most common tasks. This leads to us being hired less after a project, but honestly it's just considerate and it feels right to us.

Recommendation #8:
PRICE BETTER

ESTIMATING IN HOURS IS HARD, AND CAN LEAD TO
FRUSTRATED CLIENTS AND A FRUSTRATED YOU.
TRY ESTIMATING IN LARGER CHUNKS, LIKE DAYS OR
WEEKS, WITH AN ATTACHED DAILY OR WEEKLY RATE.

THE GOAL IS TO CREATE:

SHORTER TIMELINES AND
HAPPIER CLIENTS

BUT MOST IMPORTANTLY...

A HAPPIER YOU

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