

THE ULTIMATE GUIDE TO A GREAT RELATIONSHIP WITH

BERGH  CONSULTING



## GREETINGS!

I'm excited to discuss your needs. Outlined on the following pages are all the basics about how I work. I find sharing this information upfront helps to ensure our work styles are a good fit.

Please read through the entire package carefully to confirm that my processes work for you. If you have any questions, please don't hesitate to ask.

If everything looks good, the next steps are outlined at the end of this packet.

With gratitude,  
Michele Bergh

# MY PHILOSOPHY

While you can read our full About page on our website, I thought I'd include a few highlights here.

The biggest compliment I've ever received (and I've actually received it multiple times) was being told that I bring peace to an otherwise stressful space.



I've been full-time, self-employed for over 15+ years, and prior to that, I worked in an environment where we did everything in-house and had a fairly generous education budget...that's where I discovered my love of marketing, design, and helping others live a fulfilling life.

My strengths allow me to look at where you're currently at, where you want to go and come up with steps that will move you in the right direction.

I view my clients as a community and am 100% invested in your success. To some, that's measured in the success of their business...for me, it's measured in your happiness as well. Are you getting to spend time doing the things you love? Are you able to make a living that supports the life you truly desire? While I will do everything I can to support the success of your business, I also want to be sure we do it in a way that is sustainable, allows you to use your greatest gifts, and makes you happy.

# OFFICE HOURS

My office hours are Monday-Thursday 10am-4pm CST. While these are my standard hours, they do occasionally vary. I also have clients from all over the globe and accommodate time differences, if needed.

My team works a variety of hours based on their schedules and project needs.

We are always available for emergencies.

Just wanted to tell you how grateful I am to have you on our team supporting us in this work. It's a relief to know that I have someone in my court making sure my website is working properly and will be there when situations arise.

~ Katie T.

## EMAILS

Email is my primary form of communication. I do my best to reply to all communication within one business day. Occasionally, this gets extended due to workload but if you haven't heard back within 3 business days, please follow up in case I didn't get your original email.

## CALLS

All calls must be scheduled as this allows me to stay focus on the projects at hand and prepare for your call before we connect.

## MISCELLANEOUS

Emails and calls for strategy, how-tos, troubleshooting, are paid time and billed based on the time it takes to research, if needed, and reply for emails or the length of the call, both in 20-minute increments. Email and calls (including Skype and Zoom) are the only forms of communication used. This really helps to keep all information together.

# WHAT'S INCLUDED

Every project is different and it would be impossible to list every possible variation of what's included in yours but your proposal will list everything that is included. If you feel like something is missing, please let me know.



## WEBSITE PROJECTS

You'll end up with a great-looking, functional website designed to sell your products and services. The website will be built using WordPress with top-quality tools.

Many of these tools are premium tools with annual licensing fees. We have a core suite of tools that are included in your Care Plan as well as other premium tools that are not always needed on every site (e-learning platforms, memberships, funnel builders, etc.) that you can access for your project, usually at a more affordable rate than purchasing on your own.

## ONGOING WEBSITE CARE

Ongoing care ensures your site remains stable and secure. While we can't guarantee you'll never have issues, we do our best to stay on top of it all so you can focus on what you enjoy most.

# WHAT YOU NEED

Before we're able to get started, I'll need things from you. This will include access to any third party tools or websites that will be needed for your project. Quick turnaround is important for the flow of the project.



## ANSWERS TO SOME QUESTIONS

I'll have questions for you along the way so I can strategically plan and build your site.

## CONTENT FOR WEBSITE

To build your website properly, I'll need your content before we officially get started. This includes text copy and any images/graphics you want to use.

Having the content first allows me to build the design around your content and highlight the most important aspects so your visitors are led where you want them to go.

While images are your responsibility, I do have resources you can use if that's helpful including both free and paid for images. While the cost to purchase images is not part of project, I find images to be so important in the quality of the project so it's worth investing, if needed.

## PROCESS & TIMELINE

The overall process and timing vary from project to project and are dependent on both the timing in which I receive what I need and the current project load at that point in time.

It's important to note we have set aside a general window of time for your project based on our conversations. Deadlines must be met to avoid additional fees.



I had such a great experience working with Michele. I would highly recommend her to anyone looking for website development! She was very responsive and prompt throughout the process. She often exceeded the deadlines she said she would meet. As someone that didn't know much about creating a website, Michelle explained it in a way that was easy to understand. Michele made me feel that every individual client she works with really matters!

~ Lyndsey Fraser

## PAYMENTS

Payment terms are dependent on the scope of the project. We offer payment in full options as well as monthly payment options. The monthly option available for some of our services makes us unique to other agencies. Being able to spread the development costs of your website, for example, over the course of two years can really create the space to have exactly what you need today and be easier on the budget.



Please send me an email at [michele@berghconsulting.com](mailto:michele@berghconsulting.com) if you have any questions.

Everything look good? Let's schedule our discovery call so we can get started.

**SCHEDULE YOUR CALL**

I look forward to chatting about your project.

With gratitude,  
Michele Bergh



**THANK YOU FOR READING!**

WE LOOK FORWARD TO WORKING WITH YOU SOON.

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[berghconsulting.com](https://berghconsulting.com)