Service Menu

- WordPress Websites
- Social Media
- Logo & Graphic Design
- Online Business Audit
- One-on-One Coaching
Introduction

In the next several pages, you will find a list of the services Amber Vilhauer and NGNG offers to help support your business. We setup this document to act as an a la carte menu where any list of services can be combined into a package that is the right fit for you. The menu starts with one of our most popular services, one-on-one coaching with Amber, then moves into WordPress website design and development and supporting graphic design services.

We offer a variety of payment options to assist in making your dream a reality without being delayed. We welcome your questions and invite you to a follow-up phone call to discuss your project, see if we are the right fit for you and discuss next steps.

Thank you for your time and for considering us to assist you on your journey to get your message out to the world!

How To Use This Document

1. Explore through the details to find services that are of interest to you

2. Make a Wish List of all services you are considering (see page 17 for payment plan options)

3. Jot down any questions that come up for you

4. Setup a no-obligation call with Amber to answer your questions and see if we are a match for your project

Working with Amber was easy and fun. She provided clear, detailed ideas and feedback to capture the intent of what I wanted designed. Her communication was very good, keeping me posted on progress of the project. I highly recommend Amber. — Susan West

Visit www.NGNGenterprises.com for our 7 minute overview video.
Amber, I want you to know that I see you as genuine in the advice you share and how you interact with people. So many of the so called “online business experts” claim to be the real deal; but, the bottom line is the money. For you, the people you help and work with are the what it is all about. You truly care about the people and relationships you build. That is awesome! Sure, there is money involved in what you do, but you have to make a living, too. You just seem to have the best interest of the people you work with and help as the main focus. The internet is a somewhat scary and mysterious virtual place. It is a mountainous place full of peaks and valleys; you make the journey through these mountains less scary with your advice, guidance, creativity, and crazy cool technology skills. I am so glad we connected as well. Your support, help, and encouragement makes a difference in what I and other are doing to reach the world with our messages. Keep on smiling and doing what you do best. I believe it is important for us to do what can to make the world a better place, and you certainly are doing that. — Nicholas Kleve
About Amber Vilhauer, Owner & Primary Contact

Amber Vilhauer is an online business growth mentor who supports authors, speakers and coaches to establish a powerful, integrated online presence that gets results and empowers them to make a difference in their industry. Since starting her multi-six-figure company NGNG Enterprises (standing for No Guts No Glory) in 2007, she has spent her career impacting her community and building strong strategic alliances with industry leaders and game-changers across the web.

Working one-on-one with each client, Amber and her teams have created more than 500 WordPress websites. Amber knows how a website needs to function in order to generate sales, build a fan base and attract long-term clientele. She works with clients to build a strong, branded social media presence, coaches each client on which manageable actions will help them achieve their online goals and then walks them through exactly how to do it.

Meet the Team

Keri Sojak, Senior Web Developer & Designer – Keri has 20+ yrs experience in marketing, project management, graphic and web design for large and small businesses.

Jill Wichner, Lead Account Manager – Jill brings more than 15 years of project management, account management and writing experience.

Brittany DiCello, InfusionSoft & Email Marketing Expert – Brittany combines 11 years of leadership development experience, human relations education, & Business Coaching Certification to maximize the potential of her clients.

Shannon MacMillan, Security Manager – Shannon strives to combine her technical skills in front-end development with her passion for beautiful and functional design.

Richard Contreras, SEO & Copywriting Expert – Richard has 35 years of sales, marketing, and sales management experience focusing on SEO, blog post and article writing, keyword analysis, sales copy and web page construction.

Joni-Leigh Doran, Graphic/Web Designer – Joni-Leigh has worked with a variety of companies in the creative industry, from large corporations and internationally branded magazines, to below the line ad agencies and design studios.

Carol Hampshire, Graphic/Web Designer – Carol brings 20+ years of graphic design and marketing experience focusing on usability, marketing strategy, and core message.
Website and graphic design services within this service menu are quoted and used out of “blocks of time”. We setup a project time tracker where we share tasks, details and time spent as we move forward long-term. A block of time expires within 3 months which is plenty of time to work on any project.

- Blocks of time are offered in 5-hr, 10-hr, 15-hr and 20-hr blocks at $145/hour
- 25-hr+ blocks at $135/hour (BEST DEAL AND MOST POPULAR!)

Prices higher than you were hoping? Remember, you’re not paying us to learn how to do something. We have a highly experienced team of professionals who are committed to efficiency, quality and dependable follow-through. The work we do in an hour is what most others do in 2 sometimes 3 hours. Quality support will get you further, faster!

Amber, you are a treasure. Your laser focus and ability to see what is most important and what will move the needle is truly remarkable. You are very thorough, and you have a sense of what I need to learn and develop and where I need to grow. You are a great teacher and a great coach!

— Dr. Nalini Chilkov, L.Ac.O.M.D.
Amber has been a tremendous asset to my business over the past year. When I first contacted her I had ideas for things I wanted to do, but was overwhelmed by the process of getting everything done. Amber helped me prioritize my ideas, develop concrete plans, and implement the steps needed to bring my ideas to life. She is incredibly responsive to email and phone communication, and is professional in everything she does. I appreciate that she has a team of experts with skills in various areas to assist with projects as needed. Everyone on her team has been a pleasure to work with and provided value to my business. Whether I have ongoing tasks or one-time projects, I know that Amber is ready to jump in and assist. Her knowledge, skills, and perspectives on business strategy, project management, and online marketing continue to be invaluable to my company. I highly recommend Amber and her team to any business owner looking for a partner in taking their business to the next level! — Nicole Beurkens, PhD, Licensed Psychologist

1-1 STRATEGIC COACHING TOPICS

- Branding
- Copywriting
- Blogging
- Search Engine Optimization
- Business planning
- Funnel support
- Social media
- Content planning & development
- List building
- Summits
- Product launches
- Website design & development
- Program launches

Click here to watch now for our 8.75 min overview video
Amber Ludwig-Vilhauer shows a high level of expertise in the usage of internet-based marketing. She is an invaluable resource in building WordPress websites and using social media to increase your internet presence. I have seen incredible results just from implementing her methods into my internet marketing strategy. It has propelled my business to the next level. When it comes to internet marketing Amber is definitely the “go to” girl when it needs to get done. — Dagan Budd

OTHER AREAS AMBER CAN AUDIT

• Branding
• Blogging
• Funnels

• List building
• Copywriting (landing pages, sales pages, web pages, eBooks, and more...)

• Videos
• Launch plans
• and more!
Website Overview

Your website is the hub and heart of your business - does your website suck?

Is it generating consistent leads and sales or are you embarrassed to promote it?

Having a beautifully designed website is key to proving you’re an industry expert because it helps build trust for new visitors. However, it’s not the only factor that makes a website a success.

Hiring the right team to design and build your website is crucial.

Whether you are looking to get your website redesigned to keep it modern and classic, or you’re starting from scratch, we can fully support you to turn your vision into a website that gets you RESULTS!

For pricing and detailed information, skip to page 9.

Thank you so much for such an amazing and beautiful site! Love, Love, Love it!!! You all really created an A+++ site! I really appreciate your efforts and expertise. It has been so much fun and such a pleasure working with you all, and I plan on continuing this wonderful relationship! You all are the best! — Catherine Lucas

Visit www.NGNGenterprises.com/wordpress-websites/ for our 5:45 minute overview video.
Details & Pricing

BLOCKS OF TIME
WEBSITE & GRAPHIC DESIGN

Website and graphic design services within this service menu are quoted and used out of “blocks of time”. We setup a project time tracker where we share tasks, details and time spent as we move forward long-term. A block of time expires within 3 months which is plenty of time to work on any project.

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Website design is one of the most essential elements of starting a website. The design of your website conveys a message to new visitors and you have the ability to control what their impression is.

Having a website design that sends the wrong message to your audience can have an impact on your bounce rate (the rate at which someone clicks on your site and immediately clicks the back button within 5 seconds) and your conversion rate (turning “visitors” into “clients”).

NGNG works exclusively with WordPress software to build all of our websites. With this amazing platform we’ve built ecommerce sites, membership websites, author / speaker / business / coaching / consulting / entrepreneur websites, landing pages and more!

What is WordPress and why use it to develop your next website?

WordPress is the premier software we use to build your website. WordPress has dozens of benefits but I’ve listed the top three below.

1. **100% Customizable!**  You dream it, we can create it with WordPress.
2. **Easy to Use!** You have FULL control over your own website with WordPress and it’s as easy as using Microsoft Word. All you need is some training which we provide completely.
3. **Google Loves It!** Search engines react very well to WordPress sites, especially when certain “plugins” are added. We stay on top of the best plugins to customize your site for
even better results with search engine ranking, social media integration, security and more.

Website Setup Overview

(Custom Quote Only: 20+ hours out of a “block of time” as discussed on page 18)

Our website design and setup typically falls into two categories, websites that usually take us 25-35 hrs (a very basic site can take 20hrs) and those that take 35 to 50 hrs. It just depends on the level of support or customizations you need. Depending on your requirements, we suggest an appropriately sized block of time to cover all of your needs, training and ongoing support post-launch (extended payment plans available).

WORDPRESS SOFTWARE INSTALLATION, DATABASE AND COMING SOON PAGE SETUP

We install the latest version of WordPress on your hosting account. If you do not have a hosting company, I suggest getting the Personal plan at WPEngine for $29/mo. Once WordPress has been installed, we will connect it to a database setup within your hosting account (which stores all of your website files, images and content).

INSTALL AND CONFIGURE ESSENTIAL PLUGINS

A plugin is a mini piece of software that we add to your WordPress software to supercharge your website. Of the millions plugins available for WordPress, we add in the most popular and critical to start with. We typically install 12-15 plugins which add social networking sharing benefits, security enhancements, spam removal, video sharing tools and provides a much easier interface for you to use the system.

ADDITION OF CONTENT PAGES INTO WORDPRESS

Your website content must be well-crafted in order to stand out online, clearly and quickly explain your services, as well as showcase your unique personality to engage with new website visitors. This portion of your website setup package is highly valuable. We start by creating a strategic layout of your website to get you the best results with your website content. Then, we offer the structure and suggestion on what to include in your content pages. Once your content has been written (whether you write it or add our copywriting package to your project) we will add the content into your new website. We wanted to add even more value to you by adding in the foundation for Search Engine Optimization to increase visibility on search engines such as Google. We really want to offer you a website that will get results and even offer you additional SEO training so you can learn how to include this information in each web page moving forward.

SOCIAL MEDIA SHARE

You’ve heard how critical it is to spend time on Facebook, Twitter, YouTube, Google+, Pinterest and LinkedIn. This is where your target audience hangs out and never before have we had such easy access to individuals around the world who are waiting to be impacting by YOUR message. We fully integrate social media into your website so you are building your
community and fan base even faster. This can include the addition of a Facebook like box, Twitter feed, social sharing buttons, social media links to your profile pages and more.

**ADDITION OF A BLOG MODULE INTO THE WEBSITE**

Blogging is THE way to generate traffic to your website, impact your audience and get your message out more quickly. We activate a blog on your website AND we provide complete training on how to start blogging, how to structure your posts and offer SEO tactics to get the most traction with Google. We also make sure social media is well-integrated so your audience can quickly and easily share your content on their profile pages.

**GOOGLE ANALYTICS INTEGRATION**

We create a Google Analytics account for you and attach its tracking code to every page of your website. This system creates a daily review of the number of visitors who have visited your site, how long they stayed, what pages they looked at, where they came from, how they found you, etc. Knowing your visitation statistics is critical to your growth. Analyzing this data can allow you to give your visitors more of what they are interested in and allow you to update pages that are not converting well.

**MOBILE FRIENDLY**

All of our websites are cross-checked against multiple mobile and tablet platforms to ensure your website fits within the proper width of the screen.

**TRAINING AND SUPPORT AFTER LAUNCHING YOUR NEW WEBSITE**

One of our top priorities is for you to learn how to manage your own website so you have full control. You will receive eight step-by-step training videos, totaling more than three hours of advanced training time. For website owners who have no desire to learn or manage their own website, we offer convenient “block of time” packages where we can support you moving forward.

**Popular Website Add-Ons**

**LOGO DESIGN (SEE PG. 15)**

**CUSTOM HEADER DESIGN (SEE PG. 15)**

**BRANDING DISCOVERY (SEE 1-1 COACHING, PG. 6)**

The branding module allows us to give you the very most value to ensure your message is clear and giving you the best opportunity to monetize! We will start by emailing you a series of questions to fill out. Then we will have a 90-minute branding call to solidify your core message, target client avatar, tagline and brand personality. This is a critical step before logo design or website design.
**Recent 30-35 hour site launches:**

- Sagacity-Ministries.com
- Cadoro.ca
- DanCasetta.com
- GetYourBusinessDone.com
- WillCraig.com
- AdultLearningU.com
- MichelleMorganCoaching.com
- SandyeBrown.com
- JaiDarden.com
- TransformativeConsulting.ca
- DrJeffCaster.com
- KelleyRakow.com
- UnbridledChange.org
- HaroldJValestin.com
- VictoryYacht.com
- Renata-Andrade.com
- EmbraceYourPowerWithin.com
- XodusAdventures.com
- ExecutiveCraft.com
- EmbraceTheMirror.com
- TheMomIWantToBe.com
- CoreZonePilates.com
- PapaLemonEdu.com
- Reflective-Parenting.com

**Recent 35-55 hour site launches:**

- LumionCenter.com
- FrontRowDads.com
- ResolvePainGuru.com
- SandyRocourt.com
- EllenGCoaching.com
- FunctionalMedicineFastTrack.com
- EatingMindfully.com
- DrASanchez.com
- HilaryHendershott.com
- AdvanceYourReach.com
- LoveCoachIrene.com
- ThomasGreanias.com
- AaronScottYoung.com
- SweetPeaFriends.com
- DoctorReef.com
- DrMache.com
- GetFitWithKimToday.com
- DrJoanRosenberg.com
- FrontRowFactor.com
- BodyofArt.net
- MaureenPayneHahner.com
- ChrisBWarner.com
- BeYourOwnBrandofSexy.com
- JennyHadfield.com
- MoxieLifeDivorce.com
- YourLongevityBlueprint.com
Landing pages, webinar landing pages and one-page websites:

• HappyGutLife.com/GutReset
• AskDrNandi.com/newsletter
• AskDrNandi.com/BeatIBS
• Optilumen.com/contractors
• PattyLouHawks.com
• DesireeLeigh.com
• DrJoeTatta.com/Reverse-Pain-Webinar
• YourLongevityBlueprint.com/YLB-Bonus

Sales pages, summits, ecommerce and membership/course programs:

• DrKavethaSun.com/Services
• HighPerformanceTeen.com/Program
• TheB2BSalesSummit.com
• Copy Writing Virtual Summit
• Store.DrJoeTatta.com
• Healing Pain Program
• MichelleMorganCoaching.com
• Life Will Get Better Parent Program
• Integrative Pain Science Institute
• Work With Me
• The Play Summit
• Lifeness
• Freedom from Fibromyalgia
• TBL Membership
WEB SUPPORT SERVICES

MONTHLY WORDPRESS BACKUP & UPDATES SERVICE
Protect Your Website from Serious Security Threats

Every single day we login and make a complete backup of your website (most hosting companies don’t even offer this service!). In addition... each month we login and run a comprehensive security scan on all of your core WordPress files, plugins and themes. As if that wasn’t enough... each month we will preform ALL security updates for your themes and plugins, plus make any core software release updates. Plus extra above-and-beyond goodies to give you peace of mind.

This is a month-to-month program with NO long-term commitments or cancellation fees. We also offer a 14-day complete money-back guarantee.

For pricing and detailed information, visit www.NGNGenterprises.com/monthly-wordpress-upgrades-service

Just want you to know that I am very pleased and thrilled at a job well done by you and your team! Everyone is pleased with the website on our end and my sister-in-law said that when she first saw the site, it brought her to tears (in a good way of course). So, again: THANK YOU IMMENSELY for a job well done, on time and within budget!!! I look forward to working with you and your team in the future on other projects. Glad to have been introduced to you. — Henry Shelton
Did you know your logo is the core of your entire online presence?

Your logo is the foundation for creating every other design and contact point online including your website, business cards, social media graphics, email marketing, product designs and more!

We have a team of talented and experienced graphic design artists who have years and years of experience in creating quality logos and branding to fuel your online business.

Our services:

✓ Logo design
✓ Custom designed website banners
✓ eBook cover design & internal layout design

For pricing and detailed information, skip to page 18.

I love the holy heck out of Amber and her amazing team...
I’m working my day job and creating my dream job...it’s a lot of work. But Amber makes it seem so easy! She’s positive without gushing; she reminds me of the importance of my vision when I’d just rather forget it and go eat a piece of pie or something. She is fiercely efficient and does so much in so little time, that I’ve questioned her business model!! But here’s her business model – she’s provides value generously. And the rest takes care of itself. She is soooo easy to work with and has an intuition that hears what is underneath all the words. And she has the courage to say things that I needed to hear and at times are REVOLUTIONARY to my thought process about my business. Though we’ve never met in person before, she’s welcome at Thanksgiving and other family gatherings. Her busy calendar is all the social proof anyone needs to validate their choice in selecting a highly sought after rock star, but you’ll always feel like her one and only. — Christine Cress

Visit www.NGNGenterprises.com/graphic-design/logo-design/ for our 5:51 minute overview video.
Details & Pricing

CUSTOM LOGO DESIGN (SEE BLOCK OF TIME, P.18)

Your logo is the foundation for creating every other design and contact point online including your website, business cards, social media graphics, email marketing, product designs and more!

We have a team of graphic designers who have years and years of experience in creating quality logos and branding to fuel your online business.

The process begins with asking you to fill out a very thoughtful logo questionnaire to dig deep into your brand, your mindset and your business goals.

Within 3-5 business days we will supply you with 5-8 logo concepts (with alternatives) to offer you a wide range of concepts to choose from.

We will make unlimited modifications to ensure your total happiness and deliver your final logo files and font files upon approval.

See more logo examples at https://NGNGenterprises.com/portfolio/logo-design/
Details & Pricing

ADDITIONAL GRAPHIC DESIGN SERVICES (SEE BLOCK OF TIME, P.18)

✓ Custom designed website banners
✓ eBook cover design & internal layout design
Summary & Payment Options

BLOCKS OF TIME - WEBSITE & GRAPHIC DESIGN

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Your next step is to choose which services are right for you.

Once you’ve determined which menu-items you’d like to move forward with, we simply bundle it into a package for you and can get started right away! We are happy to offer payment plans with no interest to help financially.

Payment Options for ALL services:

- Pre-payment in full at start of project
- 5-hour blocks of time: Up to 2 equal monthly payments
- 10-hour blocks of time: Up to 3 equal monthly payments
- 15-hour blocks of time: Up to 4 equal monthly payments
- 20-hour blocks of time: Up to 5 equal monthly payments
- 25-hour blocks of time: Up to 6 equal monthly payments

* We include a $25 split-payment fee per month on all split payments to cover a portion of the merchant fees

For your convenience, we send a reminder email a few days before the due date, and manage all payments through our secure online invoicing system. Auto-payment is optional. All credit card payments can be made online using our secure checkout.

Also note we offer referral “thank you” gifts. One way to keep costs down is to let friends or people in your network know about the service we offer. If someone signs on to work with us, we’ll gladly send you a “thank you” in the amount of 10% of their total payment for the first project, up to $200.

We look forward to your response!