

DRAFT — Statement of Work

Website Relaunch — True Potential Coaching & Consulting

Artifice & Intelligence LLC × Donna Schmid, PhD, LCSW — draft for discussion, not for signature

1. Parties

This draft Statement of Work is between Artifice & Intelligence LLC (“Consultant”) and Donna Schmid, PhD, LCSW, doing business as True Potential Coaching & Consulting (“Client”).

2. Background

Client operates an executive and personal coaching practice serving both organizational and individual clients. Client's prior web presence has lapsed; Consultant will design, build, and launch a new microsite reflecting Client's current credentials, signature programs, and brand direction.

3. Scope of Work

Work is structured in phases so Client can start with a core relaunch and add functionality as needs develop. Pricing below is indicative and open for discussion — final numbers to be confirmed in conversation before work begins.

Phase	Scope	Investment
Phase 1 — Good	Microsite relaunch — Home, About, Services, Signature Programs, Speaking/Media, Contact. Mobile-responsive, no backend functionality. Includes domain registration and hosting setup.	\$750-\$1,000*
Phase 1 — Better (optional)	Adds booking/intake form and a payment link (Stripe or PayPal) for session or workshop deposits.	\$1,500-\$2,000*
Phase 2 — Best (future)	Video hosting and course-delivery infrastructure, potentially including a dedicated SEIP Assessment app behind a paywall. Scoped separately once requirements are confirmed.	Scoped on request

**Ranges reflect scope variables (page count, content revisions) to be finalized before signature. Domain registration is a pass-through cost (~\$12-\$15/yr) included in Phase 1.*

4. Phase 2 Preview — SEIP Assessment

Client's original practice included a paid Social and Emotional Intelligence Protocol (SEIP) assessment product. Consultant will explore, as a separate future phase, building this into a standalone assessment tool gated behind a paywall on the new site — a recurring revenue product distinct from the coaching services themselves. This is a direction to discuss, not a committed deliverable, and would be scoped and priced independently once Client confirms interest.

5. Deliverables

- Live, mobile-responsive microsite covering Home, About, Services, Signature Programs, Speaking/Media, and Contact
- Site copy drawn from Client's existing bio, resume, and program materials

- A brand direction selected from the three treatments presented, applied consistently across the site
- Domain registration and hosting setup
- A short voice guide and copy reference document for Client's future use

6. Timeline

Target: site live within 2–3 weeks of kickoff, contingent on timely feedback from Client at each review point.

7. Payment Terms

To be finalized in conversation. Typical structure: 50% due at kickoff, 50% due at launch.

8. Term & Changes

This is a project-based engagement, not a retainer. Scope changes beyond what's outlined above (e.g., adding Better/Best-tier functionality) will be documented as a written amendment before work begins.

This is a draft for discussion. Nothing here is final until both parties confirm scope and pricing in conversation.

Artifice & Intelligence · artificeandintelligence.org · Prepared by Lisa Joy Ricci