



Great creative & technical content is vital, but takes time away from building your business.

At Art of the Message ...  
... content IS our business.





# Five Reasons Plesk Partners Work With Us

## We Know the Business

One of the biggest headaches with new employees and consultants is the learning curve — teaching them your business. We're not coders or engineers, but we know the industry and what works. Jeff has nearly twenty years of exactly the right kind of experience.

## Content Is King

- Great blog posts build engagement, SEO, and customer confidence.
- Clean Knowledge Base articles cut down on support requests.
- Optimized web content increases conversions and page-views.
- On-target social media extends community and marketing reach.
- Consistent email campaigns drive traffic.

Every word and image can impact your bottom line. But more importantly, in a competitive market, good content lays a foundation for the future.

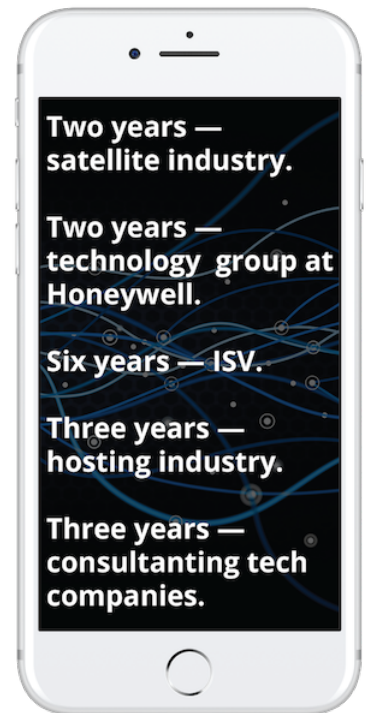
## We Know How to Create Content

Lots of people "write." Jeff has advanced training and decades of experience. He can help find your market and your voice and consistently produce content that works.

He knows the difference between writing for the web vs print, blog vs KB article, Facebook vs Twitter, and marketing vs technical papers.

## Everything is ALWAYS Included

Your price includes all images, graphics, and text (no surprises). And you get the copyright — you can use anything we create for you over and over again, in any way you want at no added cost.



# Art of the Message and Plesk



We've teamed up with Plesk to provide special content packages specifically designed for your industry. Even if you are just getting started with your content strategy, you will find a plan that works for you.

And the best part is that there are special discounts — just for Plesk partners like you.

## Partner Plans

Let us help you craft your message, create your content, and grow your community while you build the technology and services that grow your business.

<b>Growth Master</b>	<b>Business Builder</b>	<b>Start-up</b>	<b>The Basics</b>
<b>Your Personal, Full-Service, Communications Team</b>	<b>Everything You Want and More at Full Speed</b>	<b>Drive Traffic, Get Attention, Reach Your Community</b>	<b>Build Confidence and SEO</b>
<b>Articles and Blog Posts:</b> 4 Blog Posts /mo.	<b>Articles and Blog Posts:</b> 2 Blog Posts /mo.	<b>Articles and Blog Posts:</b> 2 Blog Posts /mo.	<b>Articles and Blog Posts:</b> 1 Blog Post /mo.
<b>Social Media:</b> 80 Social Posts /mo. 4 Video/Slide Social Posts /mo. Advanced Community Management	<b>Social Media:</b> 60 Social Posts /mo. 2 Video/Slide Social Posts /mo.	<b>Social Media:</b> 40 Social Posts /mo.	<b>Social Media:</b> 40 Social Posts /mo.
<b>Email Campaigns:</b> 1 Custom Email /mo.	<b>Email Campaigns:</b> 1 Custom Email /mo.	<b>Email Campaigns:</b> 1 Custom Email /mo.	
<b>Documentary Story-telling:</b> 4 CEO/Founder/Staff interviews /yr. Video and Text (article)	<b>Documentary Story-telling:</b> 1 CEO/Founder/Staff interview /yr. Video and Text (article)		
<b>Bonuses!</b>	<b>Bonuses!</b>	<b>Bonuses!</b>	<b>Bonuses!</b>
<b>You get ALL the Bonuses in the Business Builder plan, plus:</b> <ul style="list-style-type: none"><li>Website Text &amp; UX Teardown Review with written report &amp; recommendations (up to 10 primary pages)</li><li>Detailed monthly, written status report</li><li>Complete set-up and optimization of up one additional Social Media Platform (total = up to 5)</li><li>Email integrations available via API</li></ul>	<b>You get ALL the Bonuses in the Start-up plan, plus:</b> <ul style="list-style-type: none"><li><b>Exclusive! Social Targeting Action Plan</b></li><li>Complete set-up and optimization of up one additional Social Media Platform (total = up to 4)</li></ul>	<b>You get ALL the Bonuses in The Basics plan, plus:</b> <ul style="list-style-type: none"><li>Scheduled monthly "check-up" conference calls</li><li>Complete "how-to" set-up guide for marketing email system</li><li>Custom coordination of Social Media with technology and business partners</li></ul>	<ul style="list-style-type: none"><li>Personal, 1-hour on-boarding conference call</li><li><b>ALL Fully-licensed Stock Photos and Images are included!</b></li><li>Single point-of-contact</li><li>Complete set-up and optimization of up to three Social Media platforms, including images and profiles</li></ul>
US \$ 5000.00 /mo. <b>20% off for Plesk Partners!</b>	US \$ 2500.00 /mo. <b>20% off for Plesk Partners!</b>	US \$ 1500.00 /mo. <b>17% off for Plesk Partners!</b>	US \$ 1000.00 /mo. <b>10% off for Plesk Partners!</b>
Your Price: <b>US \$ 4000.00 /mo.</b>	Your Price: <b>US \$ 2000.00 /mo.</b>	Your Price: <b>US \$ 1245.00 /mo.</b>	Your Price: <b>US \$ 900.00 /mo.</b>

## Custom Plans and Services Are Available

We have created customer plans too. And some of our customers choose an à la carte menu of tasks because that fits their needs better. But we find the best success is achieved with a disciplined program of consistent content that your customers and community learn to trust.

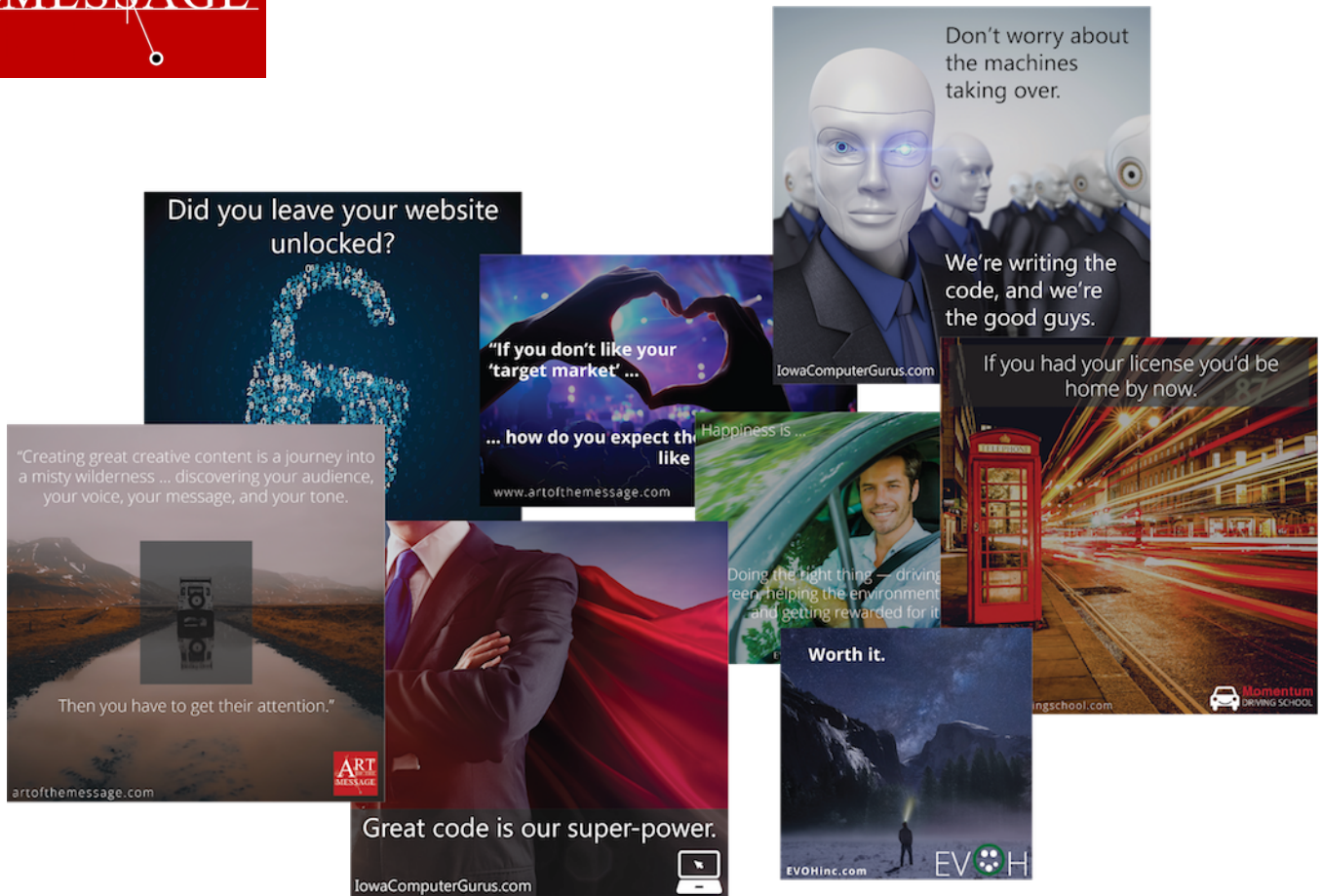
# Let's Talk About Your Content

We know that this is a lot of information to absorb. But we keep it easy — because you are a partner of Plesk, you can try us out for a few months and see if we are a good fit for you.<sup>1</sup>

We have tons of samples of our work. You can see some of our recent social media memes below, and you can find more of our work [samples on our website](#).

But let's start with a conversation. We will learn about your business and talk about how we can help make your content shine.

Click on our logo below to go to [www.artofthemessage.com](http://www.artofthemessage.com)  
Send Jeff an email: [jhardy@artofthemessage.com](mailto:jhardy@artofthemessage.com)



<sup>1</sup> Our Plesk Partner Plans have only a three-month minimum commitment to start, then cancel any time.



# Important Things You Will Want to Know

## Customer Service and Satisfaction Are Important to Us

We really take service and satisfaction seriously. In fact, if you're not satisfied, we'll make it right or deduct that item from your bill. We even have a special page on our website dedicated to this philosophy. We posted "[Five Good Reasons](#)" on our website related to how we do business.

## General Terms and Conditions

When we start working together we'll provide you with a more formal document for your review. It includes things like billing and privacy policies and other important things. You will want to know those things before we start working together. But here's what you likely want to know now:

- All our work is original work — we guarantee it.
- Everything we create for you instantly becomes your property once it is paid for in full.
- Your privacy and security are important to us and we never EVER share data.

You can find additional [information on our website](#).

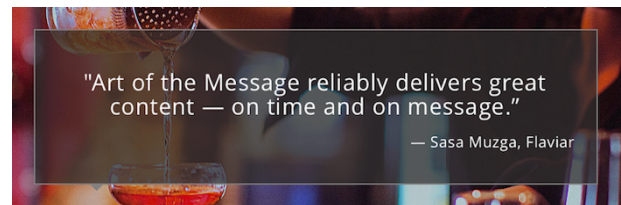
## Service Definitions and Descriptions

Terms like "blog post" and "social targeting" mean things to us. This section provides all those details.

### Blog Post

This is an informational article that can be technical, but is usually not "deeply technical." This means blog articles are written with the average technical ability of the audience in mind.

A lot of content writers narrowly define word counts, and some even charge by the word. We think that a blog post should be just as long as it needs to be to keep the user engaged and deliver all of the information and value possible. The average of all the blog posts that we do is between 700 and 800 words. But we think content is important, so if a post stretches to more than 1000 words, that's just fine with us and we will not upcharge you. Likewise, some topics are more brief. In all cases, the topic and needs of the reader should determine blog length.



### Knowledge Base Article

Knowledge Base (KB) articles are usually more technical and procedural than blog posts. They are usually telling a reader how to do something, helping them make a decision, or guiding them to the correct resources. They are very common in Help Desk systems.

### "How-to" set-up guide for marketing email system

A lot of our customers like us to manage their email campaigns from beginning to end. But we also have customers that are more comfortable doing this for themselves for security and privacy reasons.

That's fine with us. But if you will be sending out the emails from your marketing email service (e.g., MailChimp, etc.), you will need to know how to set it up with images, graphics, and formats when we send you the email content. We will document that process and send it to you for your reference if needed.



## Email Campaign

This means that we will write and edit a complete email to be sent out to your mailing list. We will coordinate with you so that the content of the email is aligned with your goals (e.g., branding, sales, marketing, news, updates). And just like with our social media posts, all stock images and graphics are included at no extra cost.

## Set-up and Optimization of Social Media Account

When an account is set up in a social media channel, images, logos, descriptions, and other content are required. If you use Art of the Message, we will do all that up-front work for you or edit/modify it if the account already exists. This allows us to optimize it for your benefit.

## Social Media Post

A social media post is an individual post on a single social media channel (e.g., Facebook, Twitter, LinkedIn). It's important that a social media post be created in a style and tone that fits the format of the channel. For example, sometimes the topic, image, and/or text used in a single Facebook post is similar substantially shared with one done on Twitter. But each will be tailored to the channel on which it will be used so there are usually differences and they still count as one each. Let us know if you have any questions.

Some social media posts include images, some link to relevant and/or timely content produced by us or others (including industry news services), some include graphics and/or memes that we have made for you. We let the interest and needs of the content determine what each social media post contains.

## Video/Slide Social Post

Many social media channels support video content. We will combine still photos, video snippets, custom graphics, stock footage, and/or audio effects into a short video or slide show for posting on social media.

## Coordinating Social Media With Your Partners

We'll work with you to reach out and coordinate posts with your technology and business partners to share follows, likes, posts, and images for mutual benefit.

## Social Targeting Action Plan

We will work with you to identify specific prospect customers and potential technology and business partners that you are interested in and attempt to add the business and employees to your online social community. It can be an effective way to become introduced and engaged with them.

## Advanced Community Management

This feature turns your social media channels into limited social service portals. We will engage on your behalf with community members, answer questions, guide them to resources, and find any negative experiences and deliver them back to you for resolution.



## Documentary/Story-telling

We will coordinate with you in a way that accommodates both of our schedules to record an interview with the founders and/or senior leaders of your company. Sometimes we do these in person, sometimes over the internet, and sometimes a both. This footage will then be edited into a company video that can be posted online on your website and/or social media. We will also create a text/transcript version that will be made into one of the blog posts in your package. Video content is becoming an important part of marketing and this a great way to get started with it.

## Fully-licensed Stock Photos and Images

From day one we have maintained subscriptions to some of the largest stock photo, video, and audio services. These cost us a lot of money every month, but we do not charge extra for them when we are under contract with you. If you are on one of our monthly plans, we provide all images and photos to be used with our written content as part of our service.

## Confidential

All details, recommendations, methods, samples / examples, costs (if applicable), and other information in this document are confidential to the parties in question and should not be duplicated, repeated, or shared.

We Look Forward to Working With You!

Just let us know if you have any questions at all. We are always happy to help.

Jeff Hardy

**Art of the Message**

[jhardy@artofthemessage.com](mailto:jhardy@artofthemessage.com)

US +1-602-301-0473

[www.artofthemessage.com](http://www.artofthemessage.com)