

From: J. Jerrald Hayes <JHayes@Paradigm-360.com>
Date: March 6, 2006 2:54:08 PM EST
To: Terry Ahern <tahern@askcoachterry.com>
Subject: Your AskCoachTerry.com website

Dear Terry,

I want to talk to you a little bit about your website and web services and to be right up front with you this is going to be money. But it's a soft topic, not a hard one.

If you recall back when I took over your website design and getting you set up, initially not the second time, I told you your website came in at \$913.75 in real billing rate dollars (10.75 hrs x \$85) but that since you were just getting going and you're a friend of my brother Peter I'd send you an invoice for \$400 and leave it at that for the time being. Then when you failed to work out the transfer of your CoachTerry.com name from that guy you were dealing with before I got your new name registered with GoDaddy and got your site transferred and uploaded and did it all at no charge. I would have charged any other client \$467.50 for the time the the transfer took and the changes it required to the sites pages (5.5 hrs x \$85). And since that time I have setup and maintained your programs page which takes on average anywhere from 7 to 12 minutes of my time for each show. Given that we now have 29 shows up there figuring an average of 9.5 minutes per show that comes to \$390.15. ($9.5 \times 29 = 275.5$ minutes / 60 = 4.59 hrs x \$85)(or \$13.45 per show). What that all works out to is \$1771.40 less your \$400 payment leaving \$1371.00 in web services.

The reason this is a soft topic and not a hard topic is this. I'm not going to invoice you for any of this now or in the future. What I am going to do however is ask you for a donation. I have no idea of what this is worth to you and if the website all this podcasting is paying off for you but it must have some kind of intrinsic value.

In the coming month or two I will be upgrading the program suite I use to design and maintain all my web work and that is going to cost me \$799 and I also plan to buy an add-on for another \$45 that will both make updating your site easier for me and your viewers will open up pages faster too so you will directly benefit from that. (Which also brings to mind that if you guys could figure out again just how you managed to FTP the programs from your studio to the website that would help reduce the time I spend downloading your program from e-mail and then uploading it again to your site. It's not a big deal but it does make a little bit of difference.) A new G-5 Macintosh will run \$2500.00 and a new monitor which is an absolute must right now since this one is on its last legs will run \$799. All the costs of having the right tools for web design all add up so anything you can contribute to help defray those costs will be greatly appreciated.

What I've done for you and few other client's is I set up a donation web page where you can click on a button which will take you to the PayPal site where you can then make a donation in any amount that you so choose. (<http://www.paradigm-360.com/AskCoachTerry/>)

There are a few other things I wanted to tell you about too. I made two changes to your website fairly recently that I don't know whether you noticed.

---On your Past Programs page (<http://www.askcoachterry.com/PastPrograms.html>) I replaced the old linking method with a PodCast Button Icon which I think made the page look better and certainly made it shorter and more compact than it was before.

---Another thing I did was I also installed another navigation bar along the bottom of the pages. I put it there because there are some paranoid people out there who surf the net with their javascript preferences set to off because they think all javascript is a security risk. With javascript off the pull-down menus wont work so what this navigation bar does is it gives those people a way where they can sill get around the site and visit every page.

And you also might like to know that your old domain name CoachTerry.com is up for sale if you for some reason think you might want it. (I actually happen to think that AskCoachTerry.com is the better name but sometimes people and businesses use more than one domain name and have them both point to the same web site).

And on one last note do you know what my brother Peter is up to nowadays? He got this electro stimulus machine that he is representing and selling that is (in my opinion) just way too kool. I was thinking if you are ever looking for content for your radio show you might want to talk to him about this machine. He gave me a treatment for my bad knee (the dogs ran into me this past summer with a cross body block and it tore up my ligaments) and for just about the next week I was able to put my socks on my left foot without any problems (I now just have to get back up to his place to get another treatment!). I've had electro-shock stimulus before but this is different in that it is pulses or something and is noticeably more effective than the treatments I've had in the

past.

Well, that's it I guess. Keep up the good work. The shows sound great. have you gotten any feedback regarding having them online? Do you know how many people download and listen to them?,

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"None of us is as smart as all of us."- Warren Bennis