



ThoughtFish.net

Website Creation
Website Administration
Disaster Recovery
Contract Technical Services

Project prospectus for the Dragon Well

Prepared 2010-04-10
Todd Hochman
ThoughtFish.net
505-310-8513
thoughtfisher@thoughtfish.net

General project overview:

Your website (dragonwellkungfu.com) is currently orphaned, and you have no access to site. You want to reinvigorated and possibly redesign the website.

Pre-project issues/questions:

As currently understood, ThoughtFish.net is unable to provide an accurate estimate of the time involved in the completion of the project. Before an estimate can be accurately made, ThoughtFish needs to know:

- Do you own (i.e. pay for) the domain name?
- Do you have username and password access to the domain registrar?
- Do you have username and password access to the site host control panel, or do you have FTP access to the site?
- Can the person who has this information be reached at all?
- Do you know if the site is set up using static HTML pages, or is it using a CMS (Content Management System)?
- If it is using a CMS, you know which one?
- Do you want to keep the existing site design, or redesign the site?
- If you wish to keep the existing design, or parts of that design, do you have the original background image?



Project prospectus for The Dragon Well

Current project proposal:

once little bit more is known about the current site's status, ThoughtFish agrees to provide the following services:

- adopt administrative responsibility for dragonwellkungfu.com and ensure your access to the site
- provide website hosting for dragonwellkungfu.com
- Reengineer the website using a content management system so that you can easily access and update the site's content yourself;

In addition to the above, you may wish to consider how you might take better value out of the presence of your website. Some of the following potential website enhancements that ThoughtFish.net could provide:

Turn your site into a living thing:

- The site could be used as a means of conducting business with your students, who could pay for lessons singly or by subscription via website shopping cart and using check, PayPal or credit card.
- The site can be used as a means of conducting business beyond your student base, by offering tangible goods such as the DVD compilation and other martial arts books, gear, etc.
- You could also keep track of and stay in touch with your students via the website, using your member database for mass e-mailing or individual communication. Even use the site to remember your students' birthdays!
- Use the site to draw in students by having a blog for Brian to share some of his vast knowledge of martial arts method, history and evolution such as he just did in the seminar two weekends ago.
- Provide a forum for people to discuss issues related to the practice and study of martial arts,
- Go one step beyond a forum, and use the site to provide the home base for a social network exclusively for martial artists.
- Use the site to codify and preserve pieces of your martial arts knowledge, through a combination of text and video. You could effectively produce an official multimedia 'book' for your school, which could be used as a reference by your students and also sold in your e-commerce store as a physical object.



Project prospectus for The Dragon Well

Turn your site into a moneymaking thing:

Contrary to popular belief, there is not very much magic to Google's algorithm when it comes to determining what sites are useful. Google basically looks for valuable content. You can rank highly in Google just by providing that. By having an active blog, where someone with Brian's voluminous knowledge is actively and consistently sharing the benefits of his long study with the world, eventually anyone searching for 'evolution of martial arts' or something similar will wind up at your site. Also, by having a forum and/or a social network on the site which contain content concerning things martial artsy, this Google bubble effect can be augmented and eventually you could have a fair amount of worldwide traffic visiting your site. When those worldwide hordes get there, if you are ready for them you can turn their attention into income via several methods:

- The e-commerce store previously mentioned
- Google AdSense, whereby you allow Google to put fairly unobtrusive text ads on your site, and when somebody clicks on those, you get paid.
- An Amazon storefront, wherein you advertise relevant products, e.g. martial arts supplies and/or books, that Amazon is selling, and whenever somebody buys one through your website, you get a cut.

If any of these ideas sound appealing, ThoughtFish will be more than happy to discuss them with you at greater length, or even provide a more detailed prospectus.

Details of business arrangement for project:

As the project is currently understood, ThoughtFish agrees to barter its services in providing any or all of the above services to the Dragon Well in return for private lessons and unlimited group class participation. This arrangement will be understood to be an hour-for-hour direct time swap, and ThoughtFish will provide detailed accounting regarding the development and administrative hours spent on the project so that fairness can be maintained. This is actually a huge bargain for The Dragon Well as ThoughtFish normally charges \$75/hour for contract services.

This prospectus is understood by both The Dragon Well and ThoughtFish.net to be preliminary and non-binding. A more detailed project proposal will be delivered by ThoughtFish when the details and specifics have been arrived upon via discussion between both parties.