



4

ITEMS COMPLETED

6

ACTION ITEMS PENDING

3

URGENT — CLIENT NEEDED



ALREADY DONE

Completed Items



Headshot Received & Integrated

COMPLETE

Client provided his headshot photo. It has been added to the instructor section of the marketing flyer. Looks great.



Full Brand Kit Delivered

COMPLETE

Logo, color palette, typography, business card design, social media templates, and brand guidelines all delivered.



Flyer, Business Cards & Onboarding Guide Delivered

COMPLETE

All print materials and the full client onboarding guide with step-by-step setup instructions delivered as PDFs.



QR Code Added — samuraiwolfdefense.com

COMPLETE

QR code linking to samuraiwolfdefense.com embedded on flyer, business cards, website, and onboarding guide.



MFS CONSULTING — TO DO

Our Action Items



Present Website to Client

NEXT MEETING

Client has NOT seen the website yet. Must walk him through the full site at next meeting. He agreed to a **\$297/month** hosting plan — pending his approval of the design. Confirm his sign-off before activating hosting billing.



Acquire Florida Google Voice Number

PENDING

Need to set up a Florida-based phone number through Google Voice for the business. Preferably a 305, 786, 407, or 321 area code. Log in to voice.google.com with the business Gmail and select a local Florida number during setup.



Confirm samuraiwolfdefense@gmail.com is Active

PENDING

Verify the Gmail account samuraiwolfdefense@gmail.com is fully set up, accessible, and forwarding correctly. Once confirmed, update the phone number on the website, flyer, and all documents.



Update Course Descriptions on Website & Flyer

PENDING — CLIENT INPUT NEEDED

Client wants to **rewrite / scrub** the current course descriptions for all 3 classes on both the website and the flyer. Waiting on client to provide his preferred wording for:

1. Basic Pistol Fundamentals
2. Concealed Carry (CCW)
3. Advanced Tactical Training

Once he provides the new descriptions, update both the website and flyer immediately.



Add Phone Number to All Documents Once Confirmed

PENDING

Phone number is currently listed as TBD across all materials. Once the Florida Google Voice number is secured, update it on the website, flyer, business cards, and onboarding guide — then re-export all PDFs.



CLIENT MUST PROVIDE — ALEXANDRE AMORIM

Needed From Client



3 Action / Training Photos

URGENT

Client needs to provide **3 high-quality action shots** for use on the website, flyer photo placeholders, and social media. Preferred shots:

- Shot 1:** Instructor on the range actively teaching a student
- Shot 2:** Close-up of hands demonstrating firearm grip / stance
- Shot 3:** Class group photo or students at the range

Photos should be **landscape orientation, well-lit, minimum 1080px wide**. Phone photos are fine if taken in good lighting. These will replace all placeholder boxes in the materials.



New Course Descriptions (All 3 Classes)

URGENT

Client discussed scrubbing the current class descriptions on the website and flyer. He needs to send MFS Consulting his preferred description for each of the 3 courses in his own words. Keep each description to 2–3 sentences maximum for best fit on materials.



Approve Website Design

NEXT MEETING

Client has not yet seen the website. MFS Consulting will present the full site at the next meeting. Client must give written approval before the \$297/month hosting plan is activated. Note any change requests during the meeting walkthrough.

Agreed Pricing — Confirmed This Meeting

- **Website Hosting:** \$297/month — pending client approval of website design at next meeting
- **Initial Setup Package:** \$2,500 — delivered (per scope of services agreement)
- **All other upgrades** (AI receptionist, SMS campaign, email campaign, etc.) remain available à la carte — see onboarding guide

Next Meeting Agenda — Bring This List

- Walk client through full website design — get written approval or change requests
- Confirm \$297/month hosting plan — activate only after website approval
- Collect 3 training/action photos from client
- Collect new course descriptions for all 3 classes
- Confirm samuraiwolfdefense@gmail.com is set up and active
- Provide client with Florida Google Voice number
- Update all materials with phone number once confirmed
- Discuss insurance status — has client contacted Lockton Affinity?
- Discuss business bank account — has client opened Found account?
- Review any additional upgrade services client may want to add