

WHITE FANG *AND THE* GOLDEN BEAR

Development Link Presentation Meeting Notes

19-FEB-19

All three of the domains below will point to the website:

<http://whitefangbook.com>

<http://joewessel.com>

<http://www.whitefanggoldenbear.com> (primary)

- Joe will provide a higher resolution photo of Joe for The Authors webpage
- Sample Chapter will be coming from the publisher 1-20-19.
- Bulk Pricing: this will remain an option on the website besides the other retailers on the site.
 - At the end of July, we can revisit the bulk ordering to evaluate how it is going.
 - **JOE - Bulk Ordering Online – we need 3 items from you:**
 1. **Bank account information** that payments for the purchased books will be routed to.
 2. **Credit card number for monthly billing**. The shopping cart for eCommerce will be Foxy Cart, \$20.00 per month once the website is live. Paul will provide a login for you to enter your card information to activate.
 3. **Select a bank routing service**, there are a few options you can select from:
 - Authorize.net - <https://www.authorize.net>
 - First Data - https://www.firstdata.com/en_us/home.html
 - PayPal - <https://www.paypal.com/us/home>Please let us know which service you prefer.
- Blog – Resources, Article and Videos – please provide content for these areas on the website. A couple to start will be fine. Try and commit to adding content to the Blog at least every two weeks.
- Testimonials: We only have the one quote from Jack Nicklaus right now.
- Social Media: There are no accounts/pages for the book. Rich will be contacting you.
- Alternate Design: Attached to this email is a proof that includes a couple of images (ship and football field) integrated in - **JOE-Website-2019-V3 (1)**. **Let us know what photos you would like to integrate in this way (from your drop box)**.
- To receive notifications for both parker@ and info@ when a speaking request has been sent, set your phone to provide these notifications. Both of you should be able to have this set up on your phone.