

MOTIVATIONS



Fall 2020

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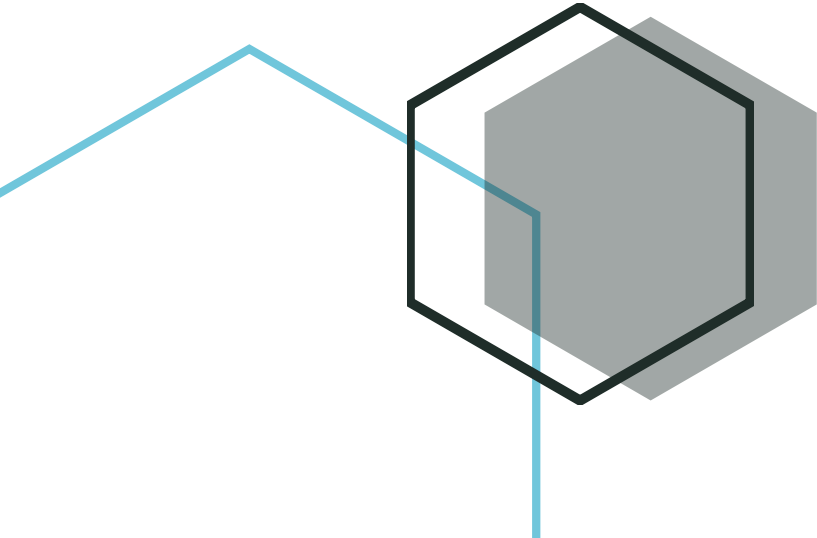
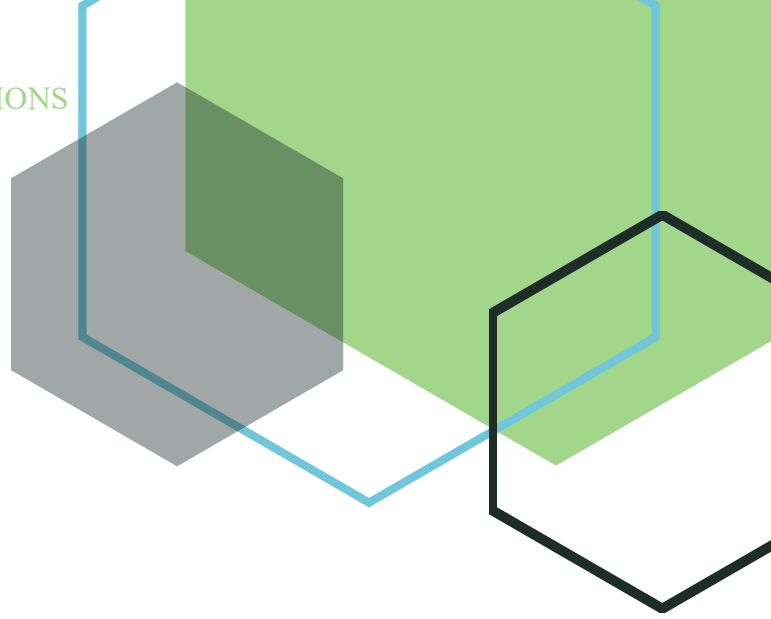


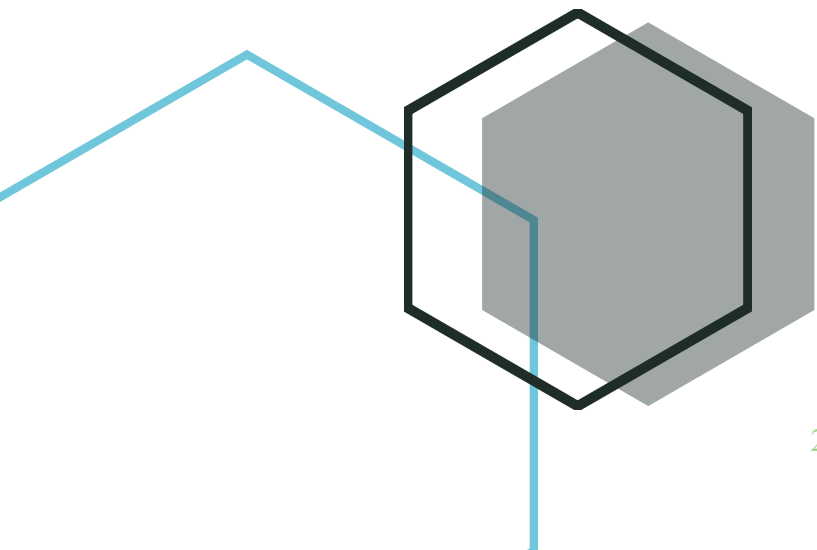
Table of Contents

Letter to the Client..... 2
Introduction and Bachelor of Innovation Overview..... 4
Executive Summary 7
Statement of Accomplishments..... 12
Recommendations and Innovation Discussion 15
Conclusion and Discussion 18
Supporting Materials..... 21
Scope of Work 22
Team Member Profiles 29
Business License Research 32
Website Hosting and Domain Research..... 37
Website Images..... 40
Website How-to Guide..... 48

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Letter to the Client



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Dear Liz,

This project has been an amazing experience for us. Thank you so much for giving us this opportunity to improve our web design skills and our leadership ability. We both have learned so much about ourselves both through the Myers Briggs workshop you ran and leading our team and practicing new leadership techniques. We are so appreciative of your flexibility to consistently meet with our team even though our schedules were all over the place. Your communication and willingness to go above and beyond made this semester project joyful and fun. Thank you for taking a risk with the BI and our team and allowing us to be creative and innovative.

In past semester projects, we haven't had the best client to team relationship. Communication was never a priority and clients weren't concerned with the team's busy schedules. You have been so amazing on that front, and everyone on our team has seen that. From mailing us the Myers Briggs official questionnaire the first week we met you, to preparing weekly meetings to discuss "true type fit", you have been an extraordinary client. We are so thankful for your smile, your humor, and your willingness to work with a team that is still discovering themselves. We hope you got as much out of this semester as we did.

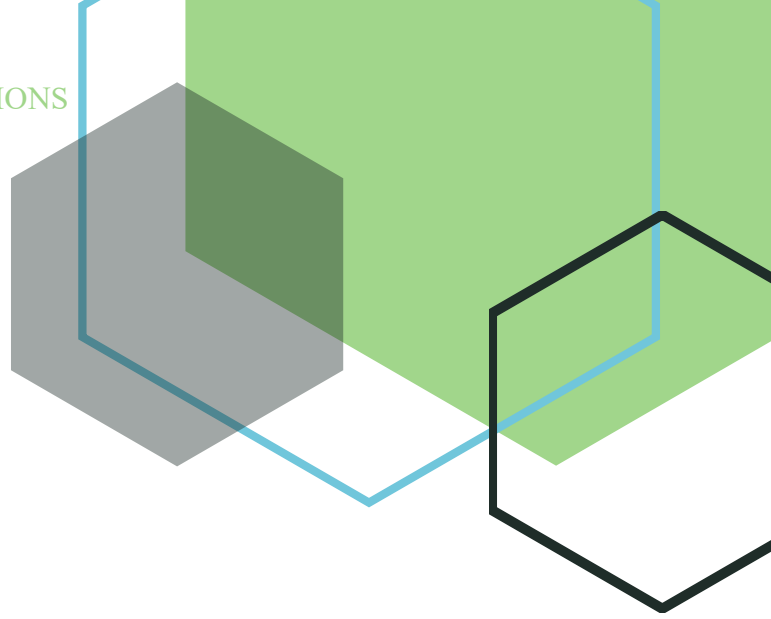
We have both been in the Chancellor's Leadership Class for four years now. We have been learning about leadership on a weekly basis for all that time. But this was our real first experience in leading a team and practicing all the things that we have learned. We both learned first-hand that leadership is a lot harder than it sounds, but after some practice, it is so rewarding and fun. We had such a blast with our team, which wouldn't have been possible without you signing up to be a Bachelor of Innovation client.

We just wanted to let you know how thankful we are of you. You have made this class a bright light in the somewhat dark time. We are so glad that you were our client and are very appreciative of all the things you did to make this semester great. Let us know if you ever need anything and once again, thanks for the great semester.

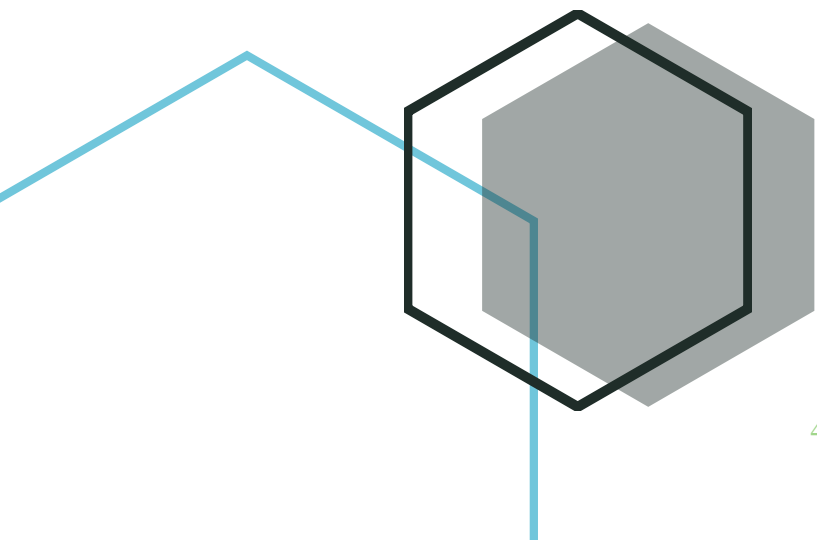
Sincerely,

Brenna & Nathan

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Introduction and Bachelor of Innovation Overview



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The Bachelor of Innovation (BI) degree is an undergraduate program at the University of Colorado Colorado Springs. This program bridges the gap between colleges at the university including the College of Engineering and Applied Science, the College of Letters, Arts, and Sciences, and the College of Business. The program was developed to teach students the core factors of becoming an innovator within their field of study. Students in the BI program are expected to graduate with knowledge, skills, and experience all of which can help them face societal, environmental, economic, and technological problems in their careers. UCCS prides themselves in their BI program and the many issues that they have attempted to solve over the years.

Within the BI Program, students must take the Innovation Teams course three times before they graduate. This course requires each student to collaborate within a team and work with a real-world client. This class gives students an opportunity to use innovative tactics in order to achieve the team's success criteria and to meet client's goal by the end of the semester. By taking this course three times throughout their academic career, students are able to grow and improve their skills learned through multiple group innovation projects. A student starts as a 2010, the next time is a 3010, and the last time is a 4010. Each time through the course, students are given more responsibility until they are prepared to be a team leader when they are a 4010. Each team is required to have a mix of all three levels to ensure a cohesive and dynamic group of students. Along with teaching the students new collaborative skills, the course also helps students take what they have learned from their BI courses and put their skills to the test in a collaborative, real life, project. Communication between teammates, clients, and instructors is essential to the success of any project. Each team and client are required to keep in contact with each other; whether that be face to face, through video calls, phone calls, or even text messages. If the team is not cooperating with the client, then the client may fire their assigned team, and vice versa. This

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allows for both sides of the project to keep each other accountable and work together to create the best end product.

The BI program is set up to test a student's skills in real-world situations while providing them an environment where it is safe to fail. Innovation is based on the idea of failing fast and failing early. By allowing students to face failure and adversity without adverse consequence, students are able to embrace their failures and learn from them. This program truly allows students to transform their ideas into impact and teaches them the true meaning of innovation.

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Executive Summary

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Motivations, a company run by Lizabeth Parsons, applied for a Fall 2020 team through the Bachelor of Innovation to have a team design a website. Motivations is a company that involves consulting people on Myers Briggs and True Colors. Liz wanted a website created that reflects the meaningful work that she does. Her goal for her business is to give people more information on who they are to help realize more about themselves. With a focus on personal development through in-depth analysis, Liz would like to expand her reach with the utilization of a website and the official registration of the name “Motivations” as a company in the state of Arizona. Included in this report is the research and work put in by the team to help Motivations in these regards and with advice to move forward with in the future. We set several goals for this.

After meeting with our client, the team identified our primary goals for the semester as follows:

1. Finalizing a Domain name
2. Create a website
3. Look into how to obtain a business license in Arizona
4. Leave documentation to maintain website
5. Offer a promotional advertisement through social media to boost views of Liz’s services

Based on these goals our team accomplished the following:

1. To initialize Liz’s brand, a domain name was needed. The domain name encompasses the aspects of her business and is important for symbolizing what a company is about. Having an applicable domain name can help target the proffered audience and accelerate search engine placement. A domain name had to be acquired for the website, and Liz chose this because it includes the root of both Myers Briggs and True Colors. Because the website creation site Wix gives a free

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domain name, we conducted some research on the ability to use the name Motivations and found that it has not been used yet. The team and Liz both agreed it was best to use

www.motivations1st.com as the domain for the website.

2. To begin this project, the team conducted research of which website hosting platform would be best for our client. The access criteria used to determine which would be best for the client are as follows:
 - a. Cost
 - b. Fulfills client's needs
 - c. Ease of maintenance

Before recommending which platform would be best for the client, we wanted to ensure that we understood the capabilities of each one and could make a good recommendation to our client.

After completing the research and discussing it with our client we decided that Wix would be the best platform and the \$14/month personal option would work the best.

3. Our team also researched the steps needed to officially start Motivations and obtain a business license. Obtaining a business license is imperative because it gives Liz credibility to the name "Motivations" as well as sets up the required legal documents to be acknowledged in Arizona. The research focuses on the differences between an LLC and a DBA and listed the steps to obtain the two different types of licenses as well as the team's recommendation of which would be the most valuable for Liz.
4. Liz specifically requested a website that is easy to use, accepts payments, and represents what she does. To better understand the visual style that would work best for the website each team member created a website template and highlighted the aspects that aligned with Liz's wants.

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Through this we were able to explore the different ways to display information along with varying feelings that each teammate was trying to portray when having Motivations in mind.

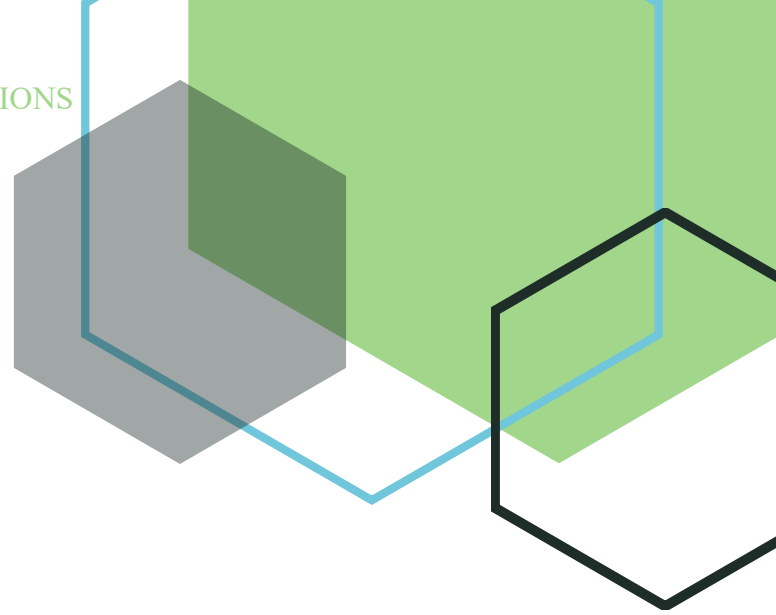
Other suggestions from the team included a blog section where she could connect to social media in an accessible way and explains her perspective in depth. With a low technical background, it was imperative to our team to create something that would be valuable but also easy to maintain for Liz. Wix was decided to be the place for the creation of this site because of its formatting options and usability.

5. Finally, the team created a document that clearly detailed how the website is set up, how to maintain it, and other useful information. This How-to guide included the following:
 - a. Account Information
 - b. Annual cost of the website and when the costs will be renewed
 - c. How to edit the visual appearance on the website
 - d. How to make visual edits to the mobile version of the site
 - e. How to make/edit a blog post
 - f. How to view submissions from the “Contact Me” form
 - g. How to add pages to the site
 - h. How to change payment information on file
 - i. How to cancel the website if it is no longer needed.

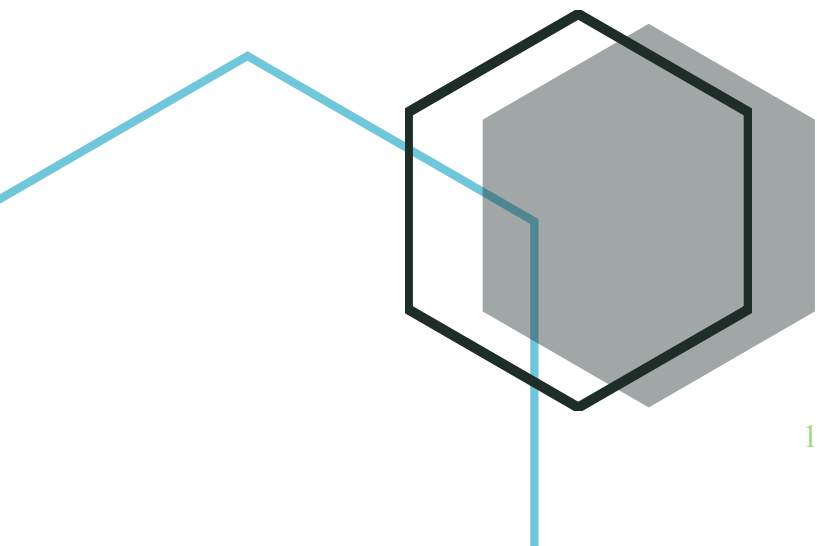
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6. A video walk through of the website was created to walk through all the steps documented in the How-to guide as another way to understand how to make changes to the site and how to maintain it. The video was included on a flash drive which was mailed to the client with this report.

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Statement of Accomplishments



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Over the course of the Fall 2020 semester, we worked as a team in collaboration with our client, Lizabeth Parsons, to design and develop a new website. At the beginning of the semester, we defined our goals as a team for the semester in our Scope of Work.

Our Scope of Work included:

1. Set up a website domain
2. Research how to acquire a business license
3. Create a website
4. Set up social media accounts
5. Create a website how-to guide

From the original scope of work, we were able to complete all of the above goals except for setting up social media accounts. After discussing with the client, we decided not to pursue social media accounts due to the negative impacts social media has. At the beginning of the semester, we assessed our individual skills to determine which students would benefit from working on each of the goals.

Collaboration among team members was a large part of our success.

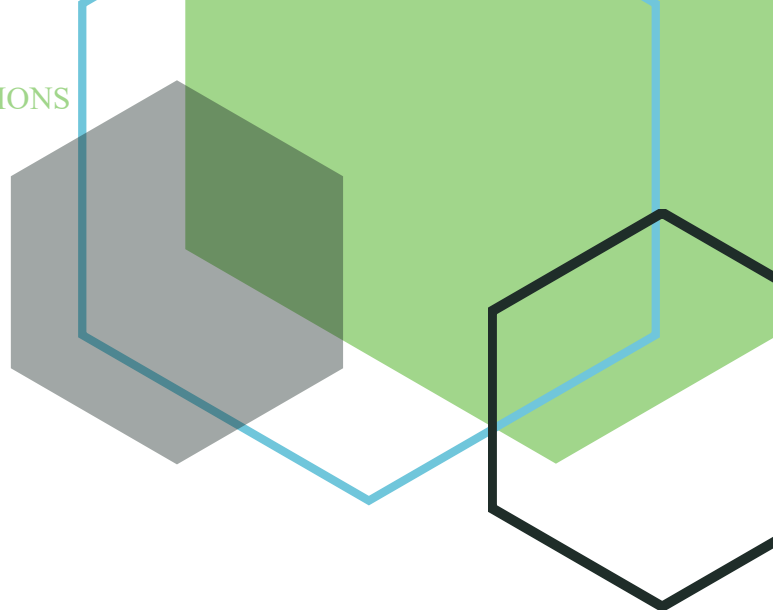
- Shewli and Tyler collaborated to research and document the steps needed to set up an LLC and a DBA in the state of Arizona where our client resides. This research is included in the supporting materials in this report. This research was provided to the client and discussed in order to help her pursue a business license for her company.
- Callie and Anika worked together to research different website hosting platforms. This research was essential to determine which platform to use for our client's website. The platforms were compared based on price and ease of use. Based on the research conducted we were able to decide which platform to use.

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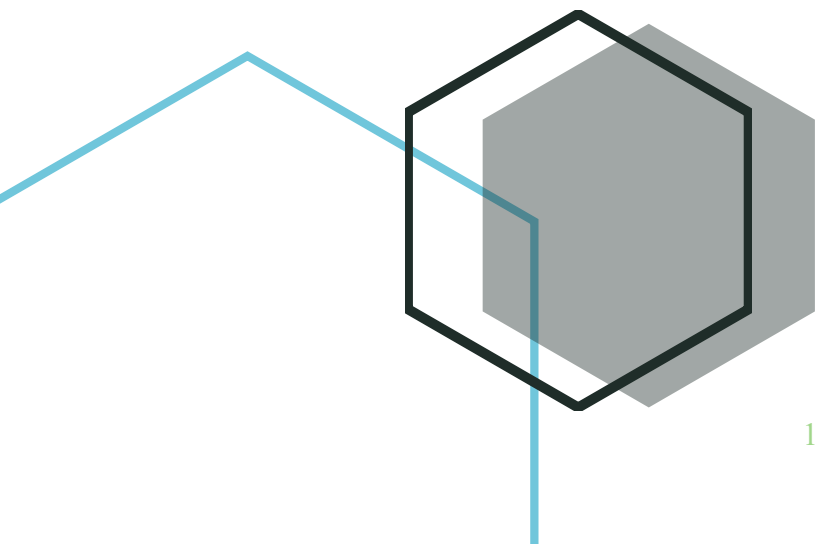
- All team members worked individually to create a design for the website. The team then went through all the designs to identify features that were liked from each design. The designs were also shown to the client to get a better feeling of the style our client wanted for the website.
- The team members all worked together to set up the website and put all of the vast information and images together.
- Anika and Tyler worked together to make changes to the website so it will look good on mobile websites.
- Anika also worked to set up search engine optimization so the website can be discovered easily through a google search.
- Brenna and Nathan helped the client set up their website and pay for it. Additionally, they set up the domain and led the team over the course of the semester. Brenna and Nathan also crafted and edited this report.
- Brenna created the initial website design that the team could collaboratively edit.
- Shweli created a Favicon logo for the website.
- Tyler and Shewli worked to create a written how to guide that would be the foundation for the video how-to guide.
- Finally, all team members worked together to create a video how-to guide to help the client have the tools she needs to maintain the website.

With the work provided, our client Lizabeth Parsons should be able to grow her business, attract customers, and connect with people across the country through her website and blog use.

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Recommendations and Innovation Discussion



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Website Recommendations:

Throughout the semester we have helped our client to design and develop a website. The website was designed to communicate our client's mission and vision and allow her to share her story via the website.

We would recommend that our client maintain the website and update the site information as it changes. This is vital to ensuring their website clearly communicates what "Motivations" is about and how to connect with our client through that medium.

Additionally, we would recommend that blog posts be made frequently to ensure that the website can reach a larger audience and keep interested audiences updated.

We also recommend that additional customers be contacted to gather more testimonials for the website. This could create a reputation for the client to establish credibility among future clients.

Website Design Recommendations:

We recommend for the success of the website, to replace the current images with images of a higher quality. This will provide the website with a sophisticated design and establish credibility among future customers.

Additionally, we recommend a payment scale be developed for the website to allow clients to regularly pay online with ease. Establishing a defined pay scale will ease confusion and ensure all clients pay the proper amount after receiving a service whether it be for Myers Briggs or True Colors.

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Business Recommendations:

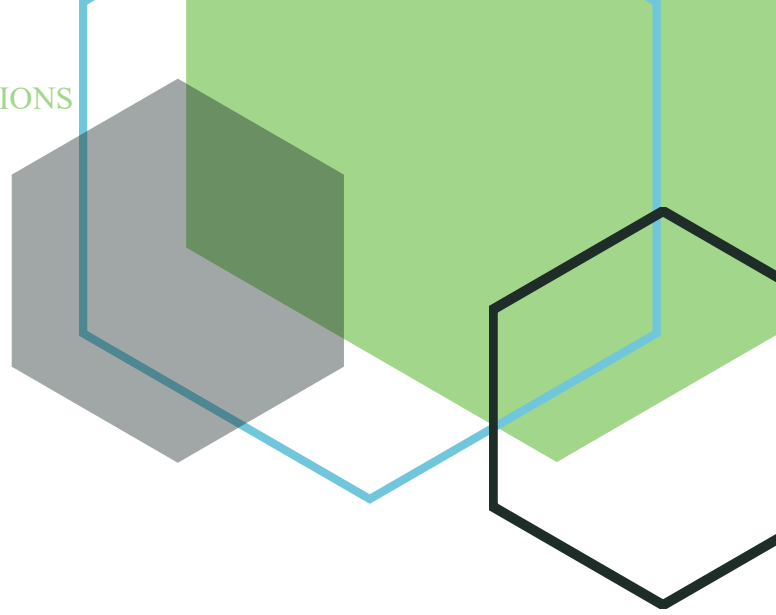
We recommend our client continue the process to set up a LLC for their company to ensure legal protection for their business ventures. An LLC will allow our client to protect the business name “Motivations” without risking being sued in the future for use of the name.

Other Recommendations:

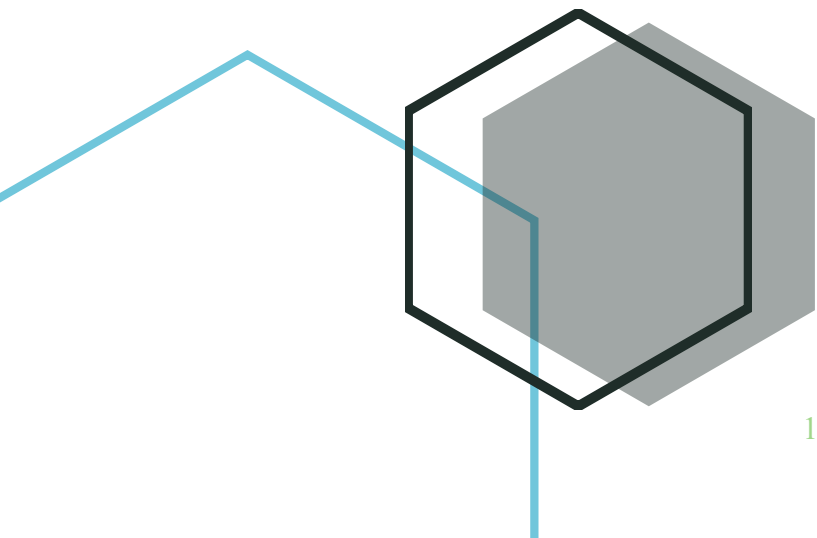
We recommend that our client continue to regularly check email to check for any contact forms that may be submitted through the website. This is important because it will allow our client to stay connected with potential clients.

In addition to the recommendations above, we recommend that our client apply for a future Bachelor of Innovation team for the Spring 2021 semester. By applying for another team our client can receive assistance following through with the above recommendations as well as new business ventures, such as virtual Myers Briggs or business marketing and other ideas.

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Conclusion and Discussion



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Over the course of this semester, we learned a lot about what it takes to design a market facing website. By developing a website for our client, we were able to gain experience with creating a website that is both visually appealing and can process payment information through PayPal.

Website Research:

In order to determine which website hosting platform would best fit our client's needs, our team conducted extensive research of the platforms that are available. Team members compared Wix, Squarespace, WordPress, and others to determine which hosting platform would work best. The platforms were compared in price, maintainability, and ease of use. By taking our client's needs into account, we were able to choose which would be best for her after the semester is over. In the end we decided to go with a Wix personal account as it allowed for all of our client's needs at a low cost and is the easiest to maintain when compared to the other hosting platforms.

Business Research:

After our first meeting with our client, we learned that she was interested in establishing an official business for her to continue working under. This business would host the work she does with Myers Briggs and True Colors. In order to determine which type of business would work best for our client, the team conducted research to compare and contrast the differences between an LLC and a DBA in the state of Arizona. After reviewing the research, the team recommended that the client pursue an LLC rather than a DBA as it would provide her the most legal protection.

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Website Design:

In order to determine the website design style or client was looking for the team designed six different sample websites. These websites allowed the client to determine which aspects of the samples she would like incorporated into the final website design. This project also allowed the team members to become familiar with the Wix platform as most members had not used this platform before.

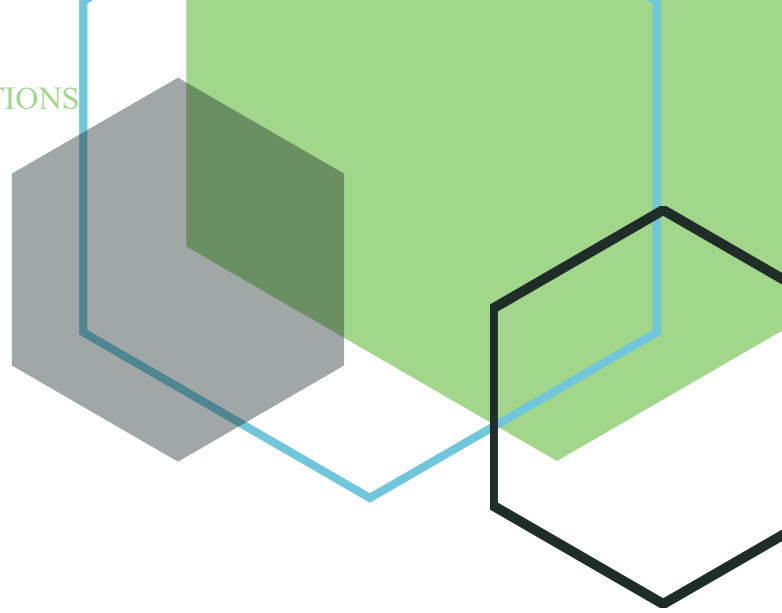
Website Development:

After reviewing the sample websites with our client, the team began development of the website. This final website incorporated all the aspects the client liked from the sample designs. Additionally, multiple review sessions were conducted to ensure the client was satisfied with the website that was developed for her. Feedback was received and incorporated throughout the semester.

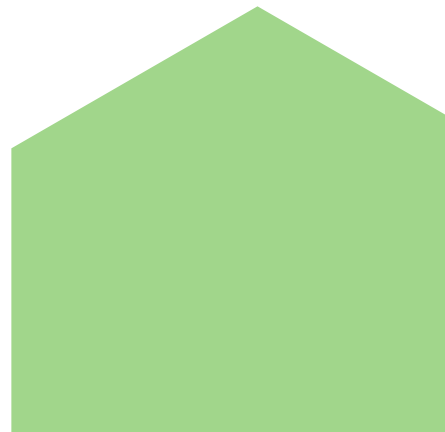
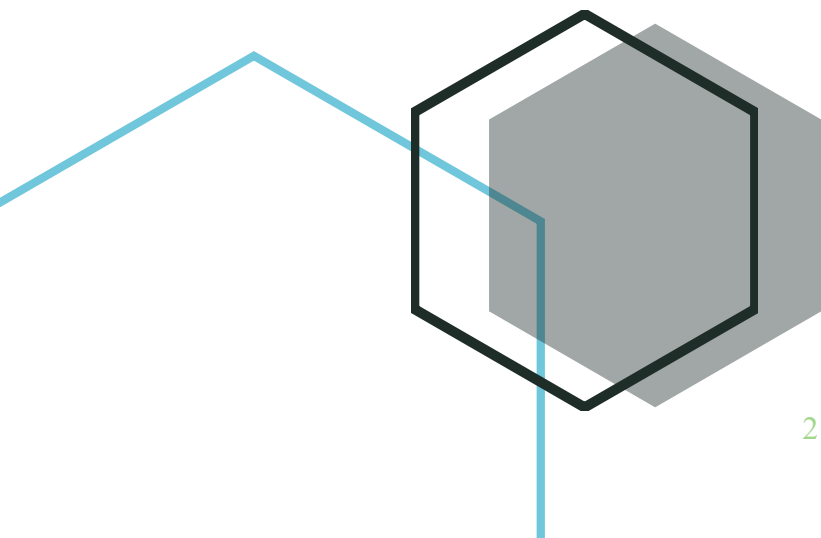
Website Documentation:

Finally, the team created a how-to guide for the client that clearly detailed everything involved with making edits to the website, and how to maintain the website. Additionally, the team created a video version of the how-to guide to provide our client with a visual resource to follow to better understand the how-to guide. The website was created to be easily accessible and maintainable and the how-to guide is a supplemental resource created to ensure it is able to be maintained by our client.

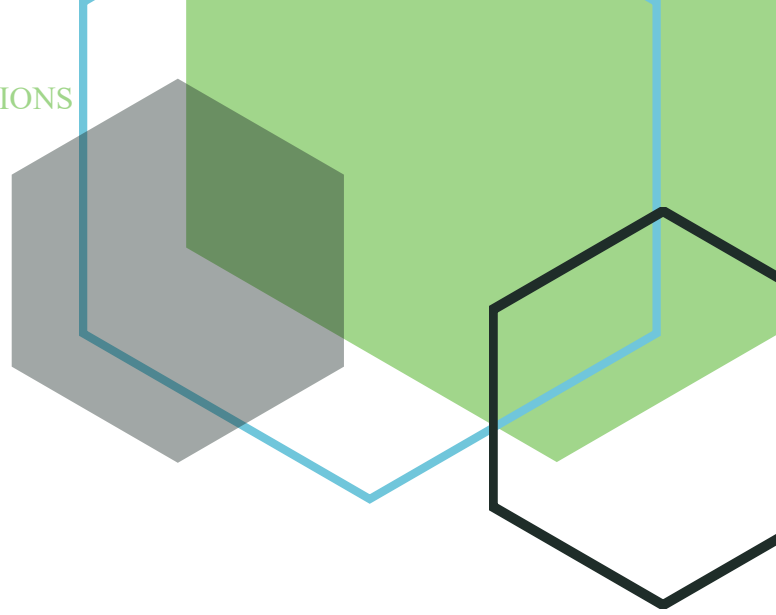
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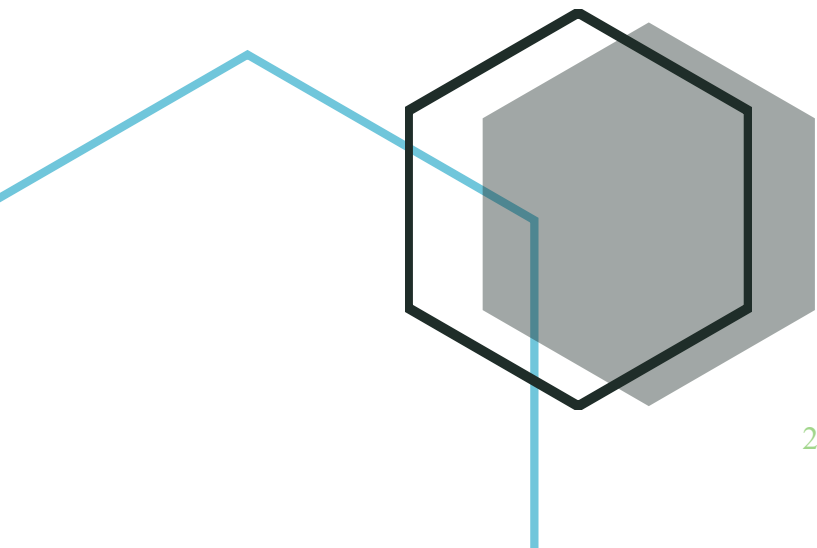
Supporting Materials



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Scope of Work



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Client: Motivations

Team Leads: Brenna Nelson and Nathan Sanders

Name of the project: *Motivations Website*

Contact information of the client: Liz Parsons

Email: motivationsfirst@gmail.com

Phone: 520-366-2478

Website: www.motivations1st.com

Purpose of the Project: Our purpose as a team is to design and develop a website for our client Liz Parsons. The website will accurately represent her business(es), is easy to use, and is set up to receive payments through PayPal. The website will be easy to maintain and will be well documented to ensure edits to the website can be made with ease. A social media account will be created and linked into the website. The website will have an eye-catching design.

Objectives and Success Criteria:

- Objective 1 is to provide a website domain
 - The website domain will reflect the business values in name.
 - The website domain will be simple and easy to remember.
 - A list of available website domains will be provided to the client.
 - The client will make the final decision on the domain name.
- Objective 2 is to create a website
 - The website will provide users with all the information, using diction that can be understood by everyone.
 - The website will clearly communicate Motivations' mission and vision.
 - The website will be able to receive payments through PayPal
 - The website will list upcoming workshops
 - The website will link to social media accounts
 - The website will feature an about me section which details Liz's story, as well as contact information
 - The website will be eye-catching and simple in design.
- Objective 3 is to research how to acquire a business license
 - Documentation will be created for multiple different business license options within the state of Arizona
 - Recommendations for next steps will be documented
- Objective 4 is to set up social media
 - Social media accounts will be created for Liz. Including but not limited to just Facebook for Blog functions.
- Objective 5 will be creating a how-to guide detailing how to maintain the website
 - A series of documents will be created with easy to follow steps of how to update and add elements to the website

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High-Level Requirements:

- This project will deliver a website to the client.
- This project will deliver the social media account to the client.
- This project will deliver documentation for acquiring a business license
- The project will include documentation for maintaining the website

Assumptions:

- The team will require guidance from the client.
- The team will require resources from the client including documentation, photos, and/or videos for use on the website.
- The team will require that the client is willing to share information about Motivations and provide feedback for drafted designs.
- The team will require the client to make a decision of what hosting site to use, based on research provided by the team.
- The team will require the client to provide monetary funds for the hosting site and domain name.
- The team must be able to communicate clearly within the group and with the client.

Constraints:

- A possible constraint is the client's limited budget.
- A possible constraint is that our team may have difficulties communicating due to COVID-19.
- A possible constraint is that the company is not licensed and doesn't have a set name/the business name may be subject to change.

High-Level Project Description and Boundaries:

Through the completion of this project, our team will create a new website for our client. Included in the scope of work is researching available website domains. Additional research will be done to evaluate what online hosting platform (Squarespace, Wix, or WordPress) will work best for our client based on how easy they are to use, and the costs associated with them. This research will be provided to the client so that a final decision can be made, and payment can be provided. Also included in our scope of work will be making a Social media account for the client and documentation on how to use it and show how the posts can interact with the website. Also included, is research and documentation for applying and obtaining a business license.

Not included in the scope of work includes, but is not limited to, filling for a business license, designing an application, developing an application, marketing, filming new videos, and poster making. By following the scope of work, we will ensure that the work we complete will be completed to the highest level of quality we are capable of.

High-Level Risks:

- Project Funding

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- Description: A change in the funding for the website redesign.
- Probability: Medium
- Impact on Project: High
- Planned Mitigation: In order to decrease the effect a change in funding would have on our project, we will research multiple different solutions to ensure we have both a recommended solution that meets the needs of the client, and a low cost solution that best saves the client money.
- Not Following the Scope of Work
 - Description: Not following the scope of work would include not following the guidelines above, focusing on work outside of the scope of work, or not completing work according to the schedule provided.
 - Probability: Medium
 - Impact on Project: High
 - Planned mitigation: In order to ensure the scope of work is followed, the team will monitor completed work on our Trello board. Team members will be assigned tasks on the board with clear descriptions of expectations and deadlines. Actions will be taken against members who do not get their work completed according to the Team Charter.
- Communication failure
 - Description: Failure to effectively communicate among the team members or with the client.
 - Probability: Medium
 - Impact on Project: High
 - Planned Mitigation: In order to prevent a communication failure, the team leaders will check in on team members once or twice a week to gauge their progress. To communicate with the client, an email will be sent each week to detail our progress. Meetings with the client will also occur on a biweekly basis.
- COVID-19
 - Description: Contracting the COVID-19 Virus
 - Probability: High
 - Impact on Project: Low
 - Planned Mitigation: Team meetings will be held virtually. Meetings with the client will be virtual. If the team decides it necessary to meet in person all team members will be required to comply with CDC guidelines. If a team member is not comfortable attending in person meetings, they will not be penalized and a virtual solution will be provided where possible. Additionally, team leaders will encourage team members to minimize their exposure to other people.
- Technology Issues
 - Description: Technology prevents the team from performing work or making meetings
 - Probability: Medium
 - Impact on Project: Low
 - Planned Mitigation: Notes will be taken at every meeting to catch up any team member who missed the meeting due to technology issues. Weekly work can and will be shifted if technology issues persist.

Summary Milestone Schedule:

1. Approval of Team Documents

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- a. Description: Team charter and scope of work will be signed by all team members. Scope of work will be signed by the client. Documents will be submitted to the instructors to review.
- b. Deadline: September 29, 2020
2. Research
 - a. Description: Team will work together to research and recommend some website design platforms for our website to be developed on and sent to the client for a decision
 - b. Deadline: Flexible October 5, 2020
3. Design
 - a. Description: Team will work together to design a couple wireframe designs for what they think the website should look like. Designs will be sent to the client for review and feedback.
 - b. Deadline: Flexible October 27, 2020
4. Socials
 - a. Description: Team will work together to create a new social media for Motivations with a first post and documentation for how to do future posts.
 - b. Deadline: Flexible November 17, 2020
5. Development
 - a. Description: The team will implement the website reconstruction.
 - b. Deadline: December 1, 2020
6. Website Documentation
 - a. Description: The team will document how to maintain and expand the current built website to keep Motivations in the present
 - b. Deadline: December 4, 2020
7. Documentation
 - a. Description: The team will construct a final report to give to the client to document changes made and how to maintain the site in the future. A final presentation will also be given to the instructors and the client.
 - b. Deadline: December 7, 2020

Stakeholders:

- The Team
 - Our team is a stakeholder in this project as it is responsible for completing the project. Each team member's reputation and grade in the class will be affected if the project is not completed to the best of our abilities.
- The Client
 - The client is a stakeholder in the project as they have trusted our team to complete the task we were assigned. The client is counting on us to deliver the project by the end of the semester.
- The Instructors
 - The instructors are stakeholders in the project as we represent them. How we perform affects both our reputation and theirs. If there is a conflict between the team and client, the instructors may be asked to be involved.
- The Bachelor of Innovation Program
 - The BI Program is a stakeholder as we are representing the program as a whole. If we do not perform well, the reputation of the BI Program may be tainted.

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Signatures:



Signature

09/29/2020

Date

Printed Name: Callie Boyd Email: cboyd2@uccs.edu



Signature

09/29/2020

Date

Printed Name: Anika Du Plooy Email: aduplooy@uccs.edu



Signature

09/29/2020

Date

Printed Name: Shewli Ghosh Email: sghosh2@uccs.edu



Signature

09/29/2020

Date

Printed Name: Brenna Nelson Email: bnelson5@uccs.edu

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Signature

09/29/2020

Date

Printed Name: Nathan Sanders Email: nsander2@uccs.edu



Signature

09/29/2020

Date

Printed Name: Tyler Verhovec Email: tverhove@uccs.edu

Client:

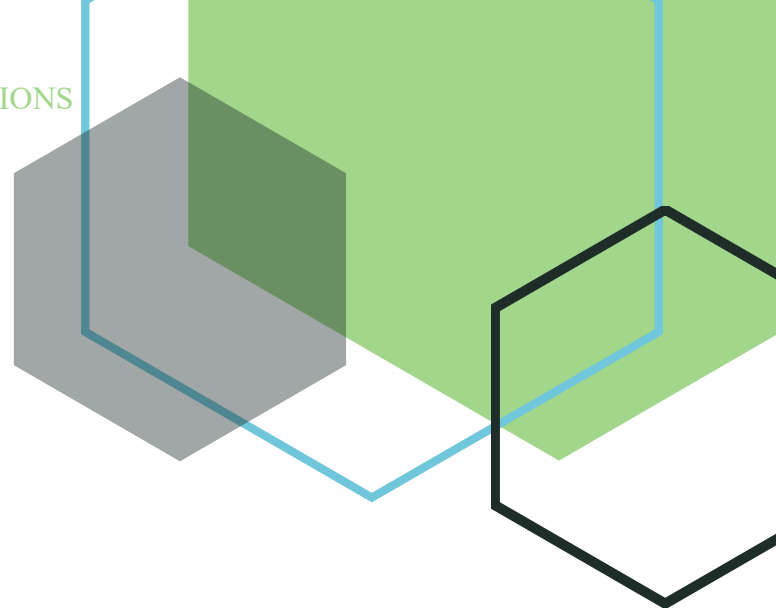
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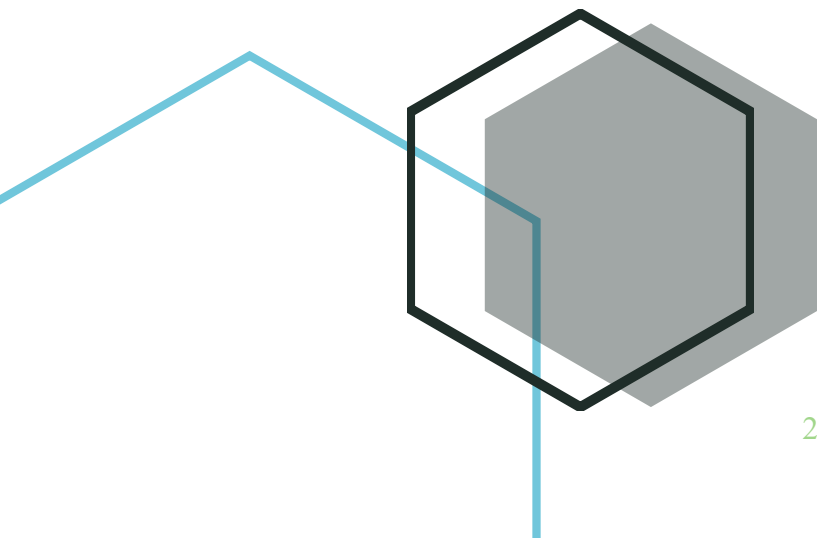
Date

Printed Name: Liz Parsons Email: motivationsfirst@gmail.com

MOTIVATIONS



Team Member Profiles



MOTIVATIONS

Brenna Nelson

bnelson5@uccs.edu | 503-816-4212

Brenna Nelson is a senior studying Computer Science with a minor in Leadership Studies. Since 2018, Brenna has been working as a College Intern at Lockheed Martin. In addition to building websites for personal use, Brenna has had experience building web applications using Angular 8 and React.js and she looks forward to the opportunity to refine her website design and development skills.



Nathan Sanders

nsander2@uccs.edu | 970-901-6977

Nathan Sanders is a senior studying Computer Security with a cross-discipline in Creative Communication. Last summer, Nathan interned at Northrop Grumman and got to learn and practice creating new company applications. Nathan is excited to learn about websites development and UI/UX design.

Anika Du Plooy

aduplooy@uccs.edu | 720-233-4817

Anika Du Plooy is a Junior majoring in Cyber security. Anika has had some previous website development experience in a previous innovation team. Anika is interested in Motivations itself and the work the team will be doing to transform the website.



MOTIVATIONS

Callie Boyd

cboyd2@uccs.edu | 719-487-5247

Callie Boyd is a junior studying Digital Filmmaking through the Bachelors of Innovation program. Since 2019, Callie has been working as a creative assistant and video technician. Callie has experience in video capturing and editing as well as live production. Callie is excited to learn about the process of website creation and development.



Shewli Ghosh

sghosh2@uccs.edu | 720-891-8840

Shewli Ghosh is a Senior majoring in Cyber Security. She is a photographer/videographer with a background in website design. She is interested in what Motivations is and enjoys bringing creativity into her work.

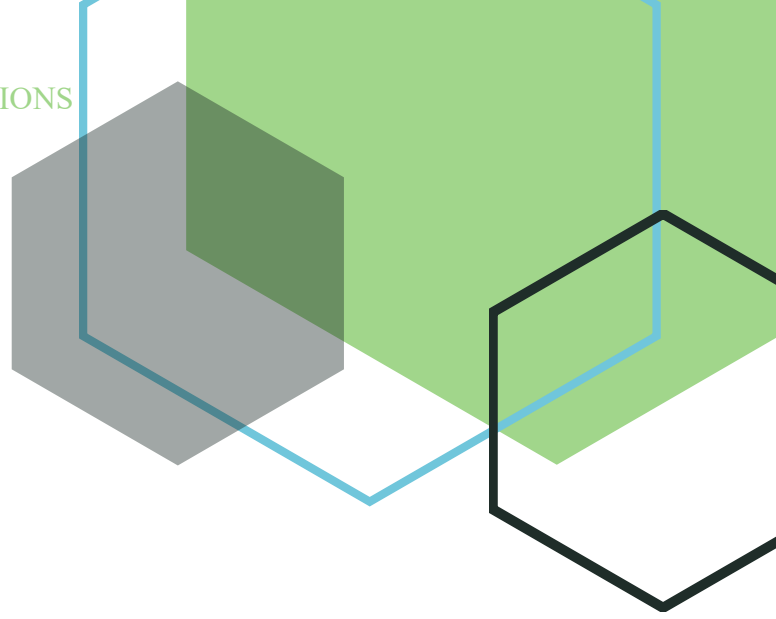
Tyler Verhovec

tverhov@uccs.edu | 719-360-3705

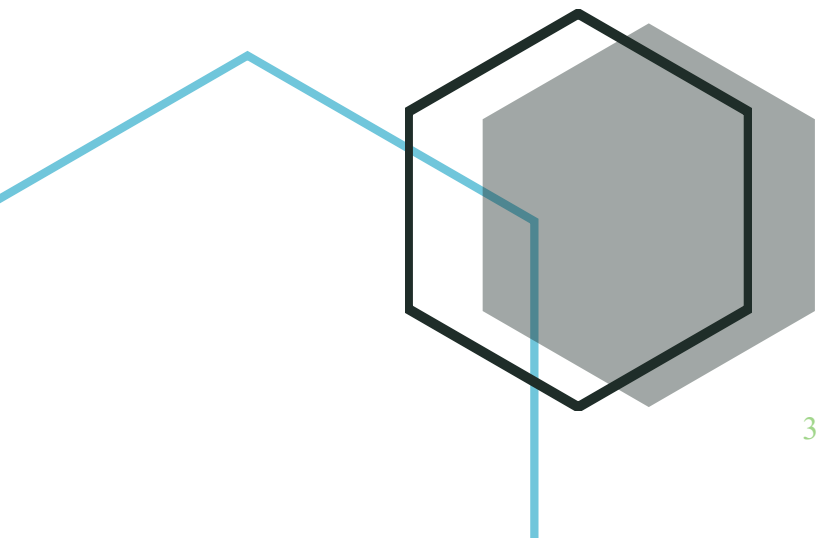
Tyler Verhovec is a sophomore studying Computer Science through the BI program while also minoring in Business. He looks forward to working on this project since he is always willing to learn any skill that involves technology.



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Business License Research



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10 Step Guide to Starting a Business in Arizona:

<https://azcc.gov/corporations/ten-steps-to-starting-a-business-in-az>

Initial Prices for First time license:

Bottom line upfront should be around \$168 for all licensing fees

LLC

LLC Form: <https://www.azcc.gov/docs/default-source/corps-files/forms/I010-articles-of-organization.pdf>

- Limited liability company - business structure that protects your personal assets in the event the company gets sued
 - Low maintenance
 - Structure of LLC: <https://www.llcuniversity.com/arizona-llc/>
 - Arizona LLC formation: \$50 (regular) or \$85 (expedited)
 - Arizona LLC annual report: none

- 1. LLC Name *Make sure the name is almost final - changing is a pain
 - 1. LLC Designator:
 - 1. LC
 - 2. L.C.
 - 3. LLC
 - 4. L.L.C.
 - 5. Limited Company
 - 6. Limited Liability Company
 - b. CANNOT INCLUDE
 - 1. Inc.
 - 2. Incorporated
 - 3. Corp.
 - 4. Corporation
 - 5. LP
 - 6. LLP
 - 7. Non-Profit
 - 8. Non-Profit Corporation

Statutory Agent

• An Arizona Statutory Agent is a person or company who agrees to receive notices, legal mail, and court documents (called Service of Process) in the event your LLC is sued or involved in a court case.

*requires an AZ resident and AZ address

Who can be Statutory Agent:

Option #1 is for you to be your LLC's Statutory Agent.

Option #2 is for a friend or family member to be your LLC's Statutory Agent.

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Option #3 is to hire a Commercial Statutory Agent. Hiring a Commercial Statutory Agent is a good idea if you want to keep your address off public records or if you don't have an address in Arizona. Average cost (130\$)

3. Arizona LLC Articles of Organization
 - a. Form L010
 - b. Online filling <https://ecorp.azcc.gov/AzAccount/Register>
 - c. File your LLC by mail: Along with your Articles of Organization, you must also mail 3 additional documents:
 - i. AZCC Cover Sheet
 - ii. Statutory Agent Acceptance
 - iii. Membership Attachment i (Member-Managed or Manager-Managed)

Arizona Corporation Commission
1300 West Washington Street
Phoenix, Arizona 85007

4. Arizona LLC approval documents: After your Arizona LLC is approved, you'll receive the following two documents:

- Approval Letter
- Notice of Publication
- To obtain your Article of Organization you must: go to this link

_____ > <https://ecorp.azcc.gov/EntitySearch/Index>
search your LLC name, click "Document History" (bottom of page), and click "Articles of Organization".

5. Apply for an EIN once approved; EIN (Employer Identification Number) is obtained from the IRS after your Arizona LLC is approved by the AZCC

There are 3 ways to apply for an EIN for your Arizona LLC:

If you have an SSN or ITIN, you can apply for an EIN online: <https://www.llcuniversity.com/irs/apply-for-ein-for-llc-online/>

If you apply for an EIN online and you get an error message, you'll need to apply for an EIN with Form SS-4 instead : <https://www.llcuniversity.com/irs/apply-for-ein-for-llc-ss4/>

If you don't have an SSN or ITIN, you can still get an EIN for your LLC by following these instructions: how to get an EIN without an SSN or ITIN:
<https://www.llcuniversity.com/irs/how-to-apply-for-ein-without-ssn/>

6. Newspaper Publication Requirement

Trusted AZ publishing sites: <https://www.llcuniversity.com/arizona-llc/approved-newspapers/>

- Within 60 days of your Arizona LLC being approved, you must publish an ad in a newspaper for 3 "runs" (publications). 3 runs usually take about 1-2 weeks, depending on the newspaper.

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- Once your ad has run, the newspaper will send you proof/verification; a document called an Affidavit of Publication : Save this document
 - Site explaining : <https://www.llcuniversity.com/arizona-llc/publication-requirements/>
- 7. Arizona Business License & Permit
 1. Transaction privilege tax
 1. Transaction Privilege Tax (TPT) is a tax on sellers for the privilege of doing business in Arizona. The amount of tax varies by the location of your LLC.
 - 2.
 2. Business license
 1. <https://www.azcommerce.com/small-business/quick-links/business-licensing/>
 2. LLC may need a local business license from the county, city, or town it is located or does business in. Furthermore, you may also need a permit depending on your business activities.
 3. *contact county to see if you apply
 1. <https://www.azcommerce.com/small-business/quick-links/citytown-offices>
Or
 - ii. <https://www.azcommerce.com/small-business/quick-links/citytown-offices>
 4. Regulatory license
- 8. AZ LLC taxes
 - LLCs are taxed based on the number of Members they have.
 - Check to see if you need transactional privilege tax: <https://azdor.gov/transaction-privilege-tax-tpt>
- 9. Business Bank account
 - Articles of Organization (stamped and approved)
 - Approval Letter from AZCC
 - EIN Confirmation Letter from the IRS (or EIN Confirmation Letter 147C)
 - Photo ID (driver's license and/or passport)
 - Operating Agreement (usually not needed, but good to bring anyway)

DBA - operating name of company vs business name; used to protect (Nickname)

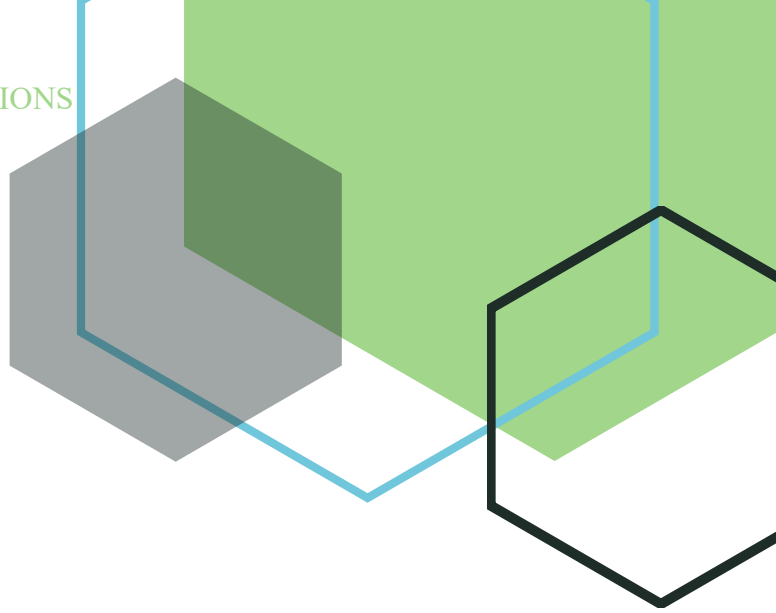
- Is not required unless you do not want your business to be associated with your surname (Example: Smith's Autorepair)
- Legal restrictions through the name of your company instead of your personal name
- DBAs DO NOT provide asset protections or liability protections to informal business structures
- Guide on how to get a DBA in Arizona (<https://howtostartanllc.com/dba/dba-arizona>)
- 2 options:
 1. File for a DBA yourself
 - Choose a name
 - Follow Arizona naming requirements
 - Check if the name is already taken (Try az.gov)
 - Try searching up your name on google to see if its already in use
 - Try <https://ecorp.azcc.gov/EntitySearch/Index>
 - Check if someone has already trademarked your name (Try <https://www.uspto.gov/>)
 - You should already be done with this if you've registered an LLC

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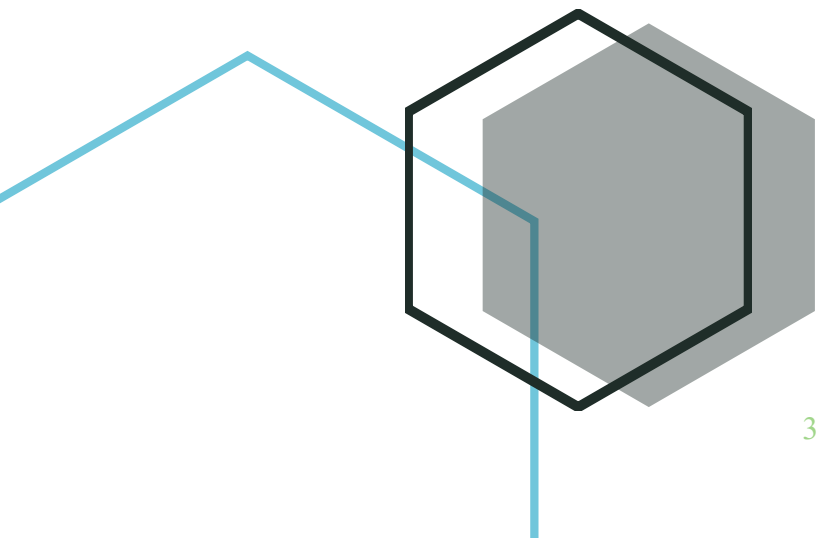
- Recommended to buy website domain with chosen name
 - Register DBA
 - Fee of \$10
 - Register it through Secretary of State (<https://apps.azsos.gov/apps/tntp/index.html>)
 - Registry may take 2 to 3 weeks
 - Arizona DBA must be renewed every 5 years
 - Recommended to renew 6 months before expiration date
 - Fee of \$10
2. Hire someone else to file a DBA
- Costs ~\$50 to ~\$150 extra
 - Hired professionals will file and register your DBA, and keep you up to date with your DBA renewals

Overall, a DBA will cost you about \$10 for its initial creation, and an additional \$10 every time it needs to be renewed. If you are wanting to hire someone to file a DBA, it will cost you ~\$60 to ~\$160 for its initial creation, and an additional \$10 every time it needs to be renewed. We recommend you file the DBA yourself and write yourself a reminder when to renew your DBA. This will save you ~\$50 to ~\$150.

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Website Hosting and Domain Research



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The following research was conducted to help our client decide which website hosting platform would be the best match for their needs.

Company	Plan Type	Cost (monthly, annual)	Pros	Cons	Recommend?
Wix	Combo (for personal use)	Monthly: Starts at \$23	Easily link socials and PayPal, easy to use, customer accounts, custom domain, free domain for 1 year, Free SSL certificate, 3 GB of storage space, 30 minutes of video	-Have to have a business or premier account to have a PayPal button -Domain is only free for a year	Yes
Squarespace	Business(to change CSS and javascript) Personal(No CSS and javascript changes)	Monthly:12 personal 18 business	Templates, paypal integration, commerce options included	Not super easy to use, but it is intuitive. Slow page load times	Maybe
WordPress	Personal Or Premium More customization) Business has more custom themes plus plugins	Monthly: Personal 4 Premium 8 Business 25	Cheaper prices depending on what plan we need.	Plugins only at business level	No
Wordpress.org	Free, but you have to find someone to host and give you a domain name which costs money	Depends on hosting website	Have access to all paid and free WordPress plugins. Supposedly easy to use	Have to host your own site. Have to update and do your own backups	Maybe?
Wix	Personal	\$14/month	Social Links can be added to the site. Easy to use and maintain	No secure PayPal	Yes!

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Available Domain Names:

The following is a list of domain names related to the phrase “Motivations”

MOTIVATIONS:

motivations-caring.com

Motivations-personality.com

motivationsfirst.com

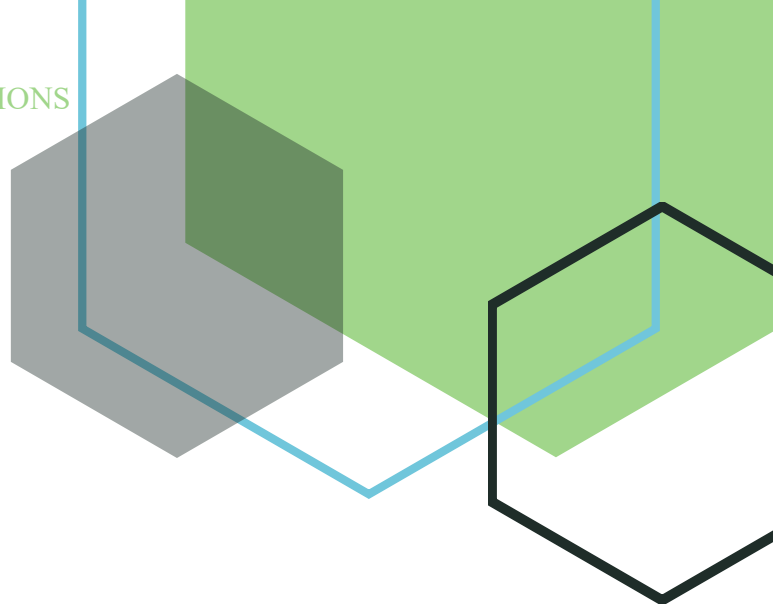
Motivations-first.com

Motivationsonline.com

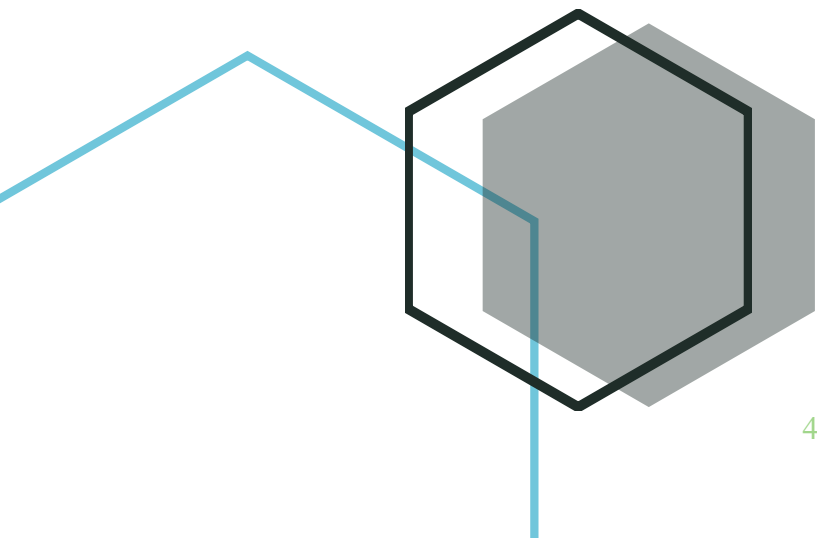
Totalmotivations.com

Motivations1st.com

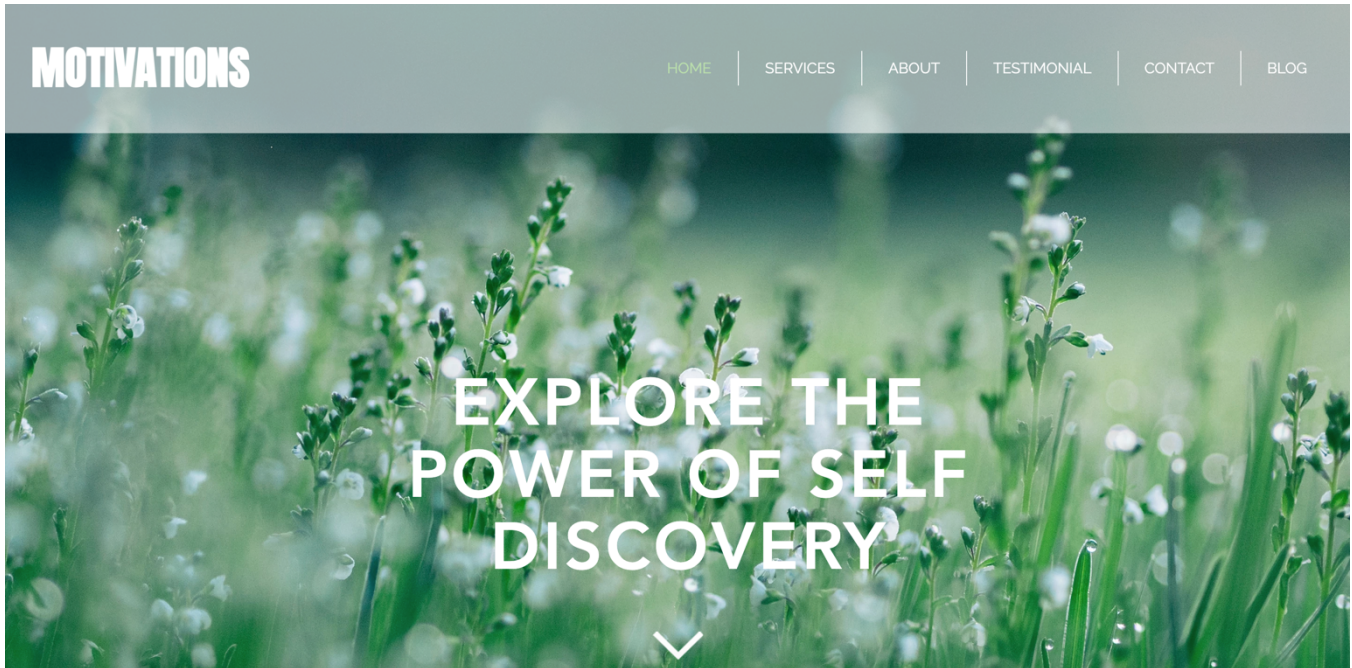
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Website Images



Desktop Images:



SERVICES



Myers Briggs

Who are you and how does your personality affect your work? Myers briggs can go in depth on your character.

[Learn More](#)



True Colors®

Do you ever have trouble working with others? Ever wonder why you do things the way you do? Do you need help discovering yourself? Reveal your True Colors® today!

[Learn More](#)



Massage

If you suffer from chronic pain, therapeutic massage could be the drug free pain remedy you need!

[Learn More](#)

ABOUT ME

My name is Lizbeth Ann Parsons and I am a sole practitioner for health and wellness.

I live in Arizona and have been working with others for longer than 30 years.

I strongly believe in the three P's: Preference, Progress, Performance.

Everyone has so much to learn about themselves and who they really are. I am passionate about guiding people to finding their true-type fit in order to better understand themselves.

I help you relax along this journey and provide tools to really help you dive into yourself.



Testimonials

“My freshman year of college I learned that I was an ENTP, but nothing more. What could I even do with that? I retok to test senior year, and while I was still an ENTP, Liz taught me so much more about myself and what my strengths as an ENTP are. I learned about my dominant cognitive process and Why I make the decisions that I do. Liz is so kind, and makes the learning experience fun.”

- Nathan Sanders

CONTACT

Contact

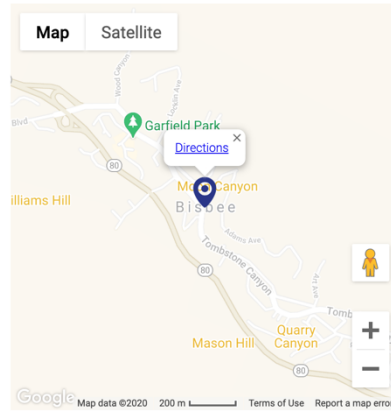
First Name

Last Name

Email

Subject

Message



MYERS BRIGGS

Who are you and how does your personality affect your work? Myers Briggs can go in depth on your character.

Myers Briggs is a personality test that helps towards finding your true fit. This true fit is how you interact with the world based on the dominant senses you utilize. Your true fit is based on 4 characters selected from 8:

4 Scales of Polar Opposites:

I: Introverted
E: Extroverted

S: Sensing
N: Intuition

F: Feeling
T: Thinking

J: Judging
P: Perceiving



These are the senses that you use in your everyday life that make up

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TRUE COLORS

Do you ever have trouble working with others?
Ever wonder why you do things the way you do?
Do you need help discovering yourself?
Reveal your True Colors® today!

True Colors® is a model I use to understand my clients based on their personality. There are four colors associated with the True Colors® program; Orange, Gold, Green, and Blue. Each color is associated with a certain type of personality style.

For instance, Oranges have a personality in which they are full of energy, excitement, and motivation. Yellows associate themselves with a more organized, stable, and responsible lifestyle. Greens think with logic, while Blues think more with their feelings.



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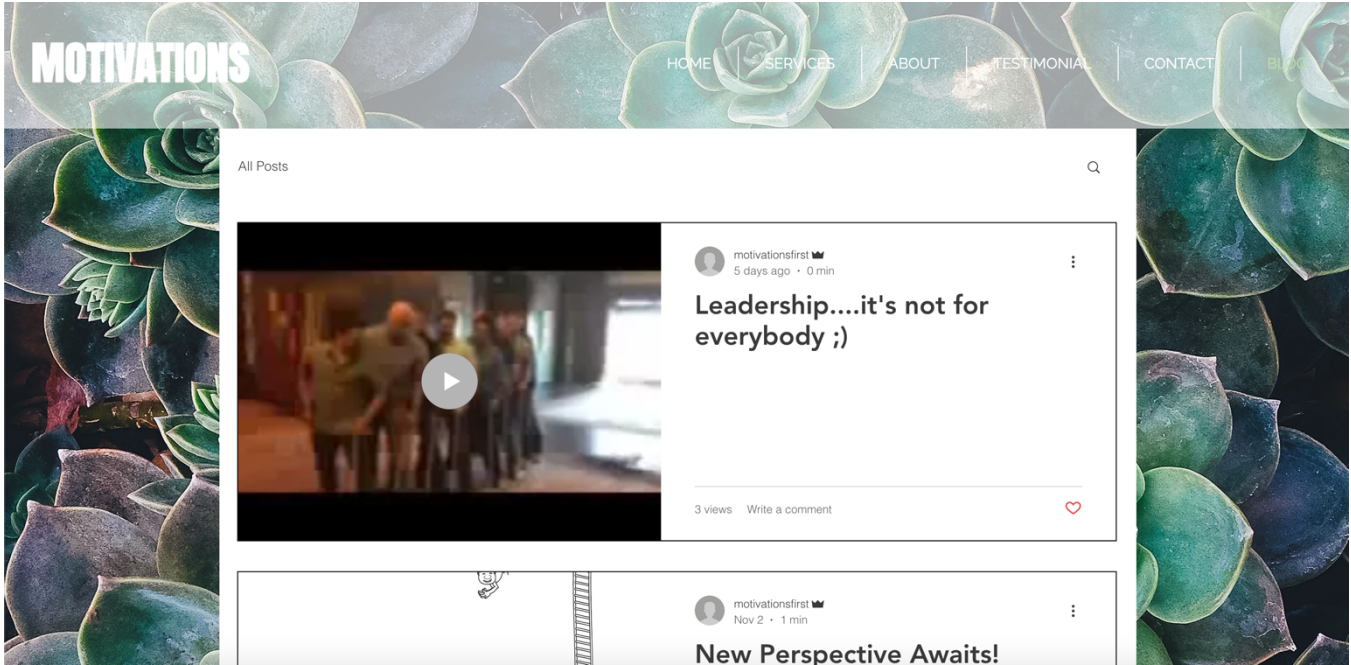
MESSAGE

If you suffer from chronic pain, therapeutic massage could be the drug free pain remedy you need!

I have been giving Chronic Pain massages for almost 30 years. Turn to the technique that eases pain naturally. Enjoy quiet relaxation or casual conversations with me as we explore tranquility together.

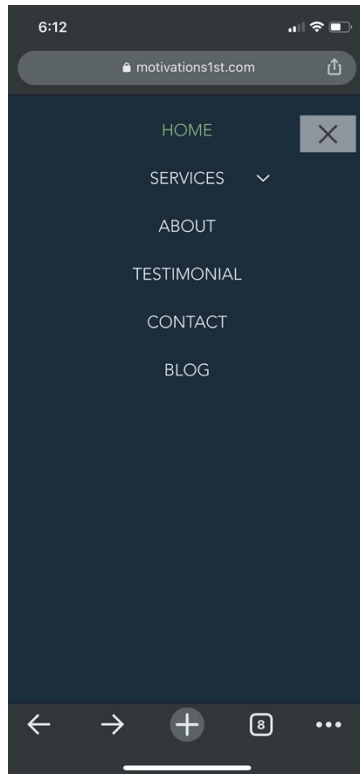
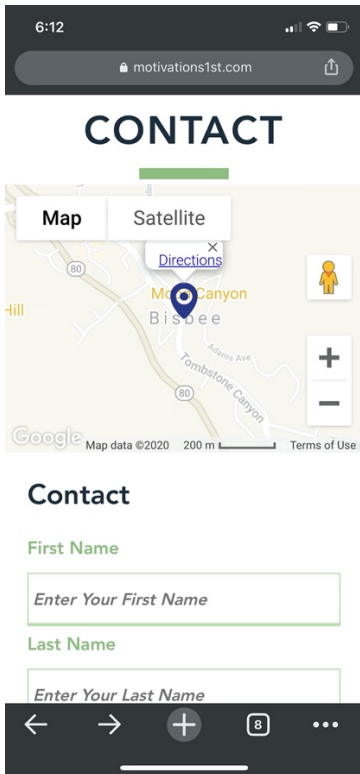
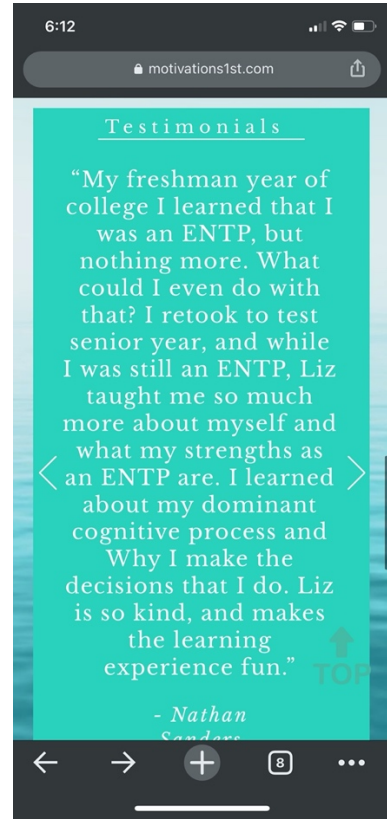
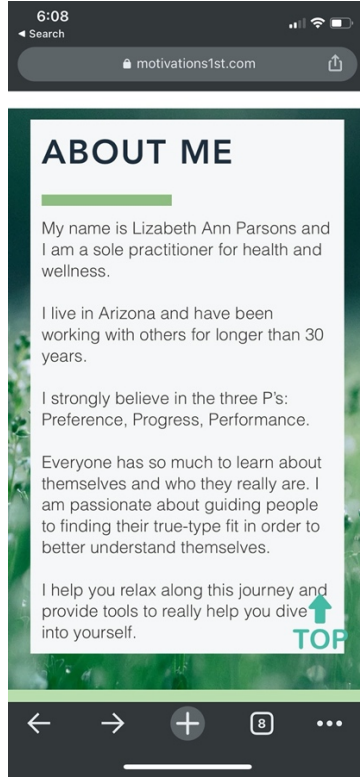
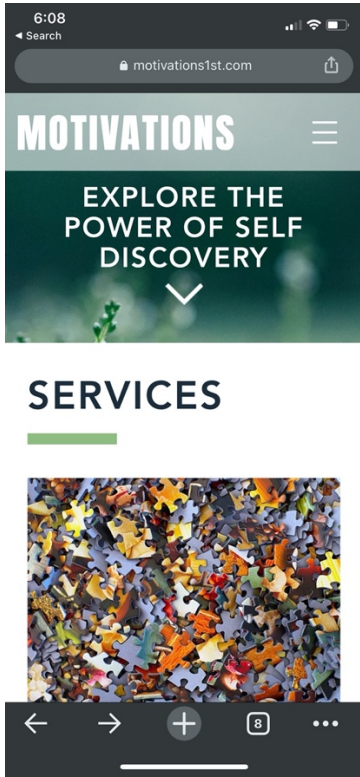


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MOTIVATIONS


Mobile Images:



MOTIVATIONS

6:12
motivations1st.com

MOTIVATIONS



MYERS BRIGGS

Who are you and how does your personality affect your work? Myers Briggs can go in depth on your character.

Myers Briggs is a personality test that helps towards finding your true fit. This true fit is how you interact with the world based on the dominant senses you

6:12
motivations1st.com

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MASSAGE

If you suffer from chronic pain, therapeutic massage could be the drug free pain remedy you need!

I have been giving Chronic Pain massages for almost 30 years. Turn to the technique that eases pain naturally. Enjoy quiet

6:12
motivations1st.com

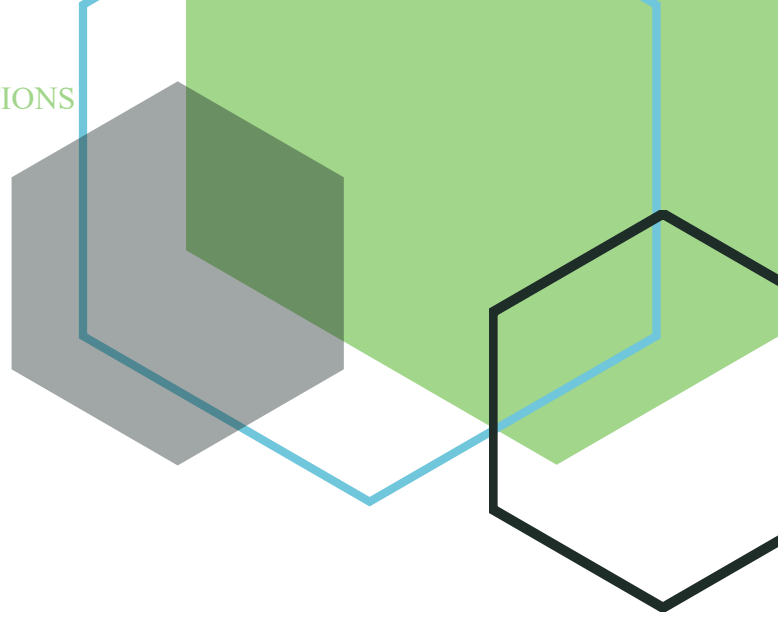
MOTIVATIONS

TRUE COLORS

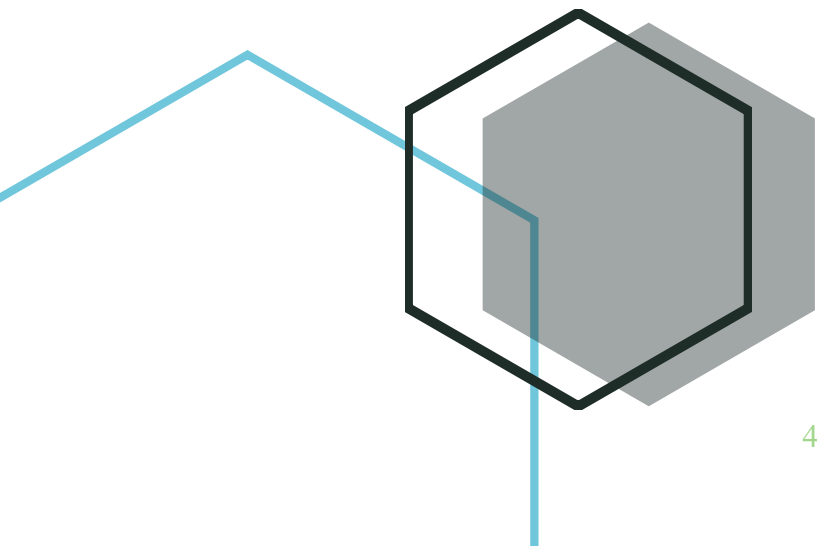
Do you ever have trouble working with others? Ever wonder why you do things the way you do? Do you need help discovering yourself? Reveal your True Colors® today!

True Colors® is a model I use to understand my clients based on their personality. There are four colors associated with the True Colors® program; Orange, Gold, Green, and Blue. Each color is associated with a certain type of personality style. For instance, Oranges have a personality in which they are full of energy, excitement, and motivation. Yellows associate themselves with a more

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Website How-to Guide



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Account Information

Email: motivationsfirst@gmail.com

Password: #1Surrender

1. How to Change Email Address Affiliated w/ Your WIX Account:

When you're logged into your WIX account, click on your email/account in the top right corner of your screen. Proceed to click on the "Account Settings" option, and it will bring you to a menu with all of your account information. Scroll down until you see "Login Info," and click on your email right below that. From there, you must enter your account information and the new email address you would like to connect to your WIX account. Keep in mind, the email address you want to change your WIX account to must already be created, or else it will tell you the email address does not exist.

2. How to Change Password of Your WIX Account:

When you're logged into your WIX account, click on your email/account in the top right corner of your screen. Proceed to click on the "Account Settings" option, and it will bring you to a menu with all of your account information. Scroll down until you see "Login Info," and click on "Edit Password" right below that. From there, you must enter your current password, and the new password you want to change to. After that, you should now be able to log into WIX with a different password.

3. Annual cost of the website and when the costs will be renewed:

a. When it will be renewed:

Your motivations1st.com domain will be renewed every October 28th unless changed.

However, you will be charged 30 days before it is renewed (September 28th).

MOTIVATIONS

- b. Additional costs for the following years if any (domain renewal):

To view your payment history or subscriptions, click on your email/account in the top right corner of your screen, then click on either “Billing History” or “Premium Subscriptions.” Under “Premium Subscriptions,” you can see the cost of your subscriptions by clicking on “View Payment Details” next to each of your subscriptions. You can see that the Premium Plan costs \$178.24 and the cost for your website domain costs \$15.86. Your payment for your domain is due on September 28th, while your payment for the Premium Plan is due on October 9th.

4. How to edit the visual appearance on the website:

Before you're able to change anything about your website, you must first get into the editor. Click on “My Sites” in the top left of the screen, then hover your mouse over your Motivations website and click on “Select & Edit Site.” From there, click on “Site Actions” near the top middle of the screen, and click on “Edit Site.”

- a. How to switch to different pages of your site in the editor:

When you're in your site editor, there should be a “Page” tab in the top left of your screen. By clicking this, you will be able to access every page in your website.

- b. How to change colors:

In WIX, you can click on anything in your site and change how it looks. In order to change the color of something, click on the thing you want to change, and then click on either “Change _____ Background” or “Change _____ Design.” From here, you will be able to change the color/design of anything you select.

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c. How to change background images:

On the left side of your screen, there should be circular tabs with different symbols on them. In order to change the background image/color, click on the second from the top tab labeled as “Background” when you hover your mouse over it. From here, you can either change your background to a solid color, a still image, or a video.

d. How to edit text:

In order to edit text, click on the text you want to edit, then click on “Edit Text.” From here, you are able to type/edit the text however you want, and you can change the font, size, color, etc. of your text in the “Text Setting” menu that pops up.

e. How to add a new element to the page:

On the left side of your screen, there should be circular tabs with different symbols on them. In order to add a new element to your site, click on the third from the top tab labeled as “Add” when you hover your mouse over it. From here, you may add any element you want to your site. Some elements require you to drag and drop them wherever you need them to go, for if you just click them, they will appear at the bottom of your page. If you click on an element and a menu pops up (Example: Images), click on one of the options it gives you. The element will then appear in the middle of your site, allowing you to move it wherever you want.

f. Add a new image or replace an old one:

Images are one of the many elements that you are able to add to your site, and maybe one of the most important ones. In order to add a new image to your site, click on the third from top tab on the left side of your screen labeled as “Add” when you hover your mouse over it. A menu should then pop up, you want to click on the “Image” tab. From here,

MOTIVATIONS

you may either upload an image of your own under “My Uploads” or choose one of the images WIX provides you under “Image Collections.” Once you select an image, it will then appear in the middle of your page. You may reposition and resize the image however you want. If you want to change an image to a different image, you must click on the image and click “Change Image.” From here, you can either change the image to your own uploaded image under “Site Files,” or you may choose an image WIX provides in the tabs underneath “Explore.”

5. How to make visual edits to the mobile version of the site:

In order to change how your site looks on mobile devices, you must first click on the phone icon in the top left of your screen to the right of “Pages.” This will take you to a version of your website that looks exactly like what it would look like on a phone. In WIX, you are only able to reposition and resize most of the elements on the mobile version of your site. For instance, you are able to resize, reposition, and change the color of text, but you are not able to change the words to something else. If you wanted to change the words, you would have to go back to the computer version of your website by clicking the computer icon in the top left of your screen to the right of “Pages.”

6. How to make a blog post:

There are two ways to create a blog post; on the Blog Dashboard or within the Website editor.

1. Blog Dashboard

- a. To post you go to the Motivations dashboard
- b. On the left you will find a Blog section - click it
 - a. This will direct you to the published section of your blog

MOTIVATIONS

- b. Here is where you can edit previous posts
 - c. To add a new post, click the blue “Create New Post” button on the right of screen
 - a. This redirects you to the blog formation page
 - d. Here you can type the phrases you'd like to have included in the post
 - e. Include a catchy title to give the gist of the post for this is what will be displayed first
 - f. At the bottom of the text box is a control panel with different icons
 - a. MOST IMPORTANT ICON: Camera
 - i. This will allow you to upload a photo
 - ii. If you would like to add photos that are on your computer but not on the WIX folder, select the “Upload Media” button that can be found on the top left.
 - b. SECOND MOST IMPORTANT ICON: Video
 - c. THIRD MOST IMPORTANT ICON: The last icon on the control panel with an arrow
 - i. This option allows you to upload a file if you'd like
2. Within website editor
- a. Click on Menu and pages button that is located on left hand side (First Bubble)

MOTIVATIONS

- b. Click on Blog page
- c. Click on Blog posts
 - i. On the top left of the box, it will give a button called “Manage Posts”
 - ii. Click this button and it'll redirect you to the blog dashboard
- d. To add a new post, click the blue “Create New Post” button on the right of screen
 - i. This redirects you to the blog formation page
- e. Here you can type the phrases you'd like to have included in the post
 - i. Include a catchy title to give the gist of the post for this is what will be displayed first
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 - ii. SECOND MOST IMPORTANT: Video
 - iii. THIRD MOST IMPORTANT ICON: The last icon on the control panel with an arrow

MOTIVATIONS

- i. This option allows you to upload a file if you'd like

7. How to Edit a Blog Post

a. Blog Dashboard

- a. Click on preferred post
 - i. A blue edit button will appear
- b. Click on the blue edit button
- c. Edit post to preferences
- d. Click update post to publish changes

b. If on Website Editor

- a. Click on blog posts
 - i. This will redirect you to the blog dashboard
- b. Choose the post you'd like to edit by covering mouse over post
 - i. A blue edit button will appear
- c. Click on the blue edit button
- d. Edit post to preferences
- e. Click update post to publish change

8. How to view submissions from the "Contact Me" form:

- a. Should receive email notification

MOTIVATIONS

- b. Can access form within editor
 - i. Click Menu and Pages button on the left
 - ii. Select Contact
 - iii. Click on the section where information is entered
 - iv. Select form settings
 - v. Click view submissions Table
 - vi. Click view table on the relevant form

9. How to add pages to the site:

- a. Go into the site editor for your website
- b. Click on the “Menu & Pages” button on the left side of your screen
- c. Click on “Add Page” button on the bottom of the pop-up menu
- d. Name the new page

10. How to change payment information on file:

- a. Click on your account/email in the top right corner of your screen
- b. Click “Payment Methods”
- c. Click on “Actions” right next to your credit card info
- d. Click on “Update”
- e. Fill out information for your new payment method and submit

MOTIVATIONS

11. How to cancel the website if it is no longer needed:

- a. Click on your account/email in the top right corner of your screen
- b. Click “Premium Subscriptions”
- c. Click on the 3 dots to the right of your subscriptions
- d. Click “Cancel Plan” or “Cancel Domain”
 - i. Do this for each of your subscriptions
- e. Click on the WIX logo on the top left corner of your screen
- f. Click on “Site Actions”
- g. Click on “Move to Trash”