

Market SBN to Your Community...*Online!*
 Customized Nutrition Website & E-Newsletter Marketing
FREE 90 DAY TRIAL OFFER!

Cancel anytime within the first 90 days

Complete turnkey website provides your current and prospective patients with symptom-specific content that will allow them to learn exactly how your services can help them optimize their health and enjoy life.

See OnPointWeb.com for demo and details. Upon receipt of your order we will contact you to begin the customization process.



The
 ultimate
 marketing
 tool!

The Website

- ✓ Professionally designed website with custom domain
- ✓ SBN case examples
- ✓ Customized sample SBN Report
- ✓ Online office forms
- ✓ Search engine optimization and submission
- ✓ Your business on Google Places
- ✓ Chiro and Nutrition Patient Library
- ✓ Healthy recipe patient library
- ✓ Add unlimited practice-specific pages

Streaming Videos

- ✓ 20 SBN Symptom Based Videos
- ✓ 12 Chiro Symptom Based Videos
- ✓ Add patient testimonial videos and articles
- ✓ Add unlimited video content from You Tube

Social Networking

- ✓ Unlimited Blogging
- ✓ Social networking referral system
- ✓ Community events page
- ✓ Link to your social profiles such as Facebook, LinkedIn, etc.

Email Marketing

- ✓ Patients receive a welcome email explaining the SBN program and prompts them to watch the SBN Introductory video on your website.
- ✓ Total of six marketing campaigns emailed to your patients within the 90 days
- ✓ SBN newsletter emailed each month

**Your first 90 days are 100% free.
 After that you pay only \$99 per
 month to continue the service.
 Give it a try! You can cancel
 anytime within your 90 day trial
 period!**

OnPointWeb, LLC Website Service Agreement: Free 3 Month trial

The purpose of this document is to clarify expectations and set the stage for a mutually fulfilling long term relationship. The following agreement is between OnPointWeb, LLC or "We" or "our" and the client herein referred to as "You", "Your" or "Client". The following sets out the terms for implementation and maintenance of your OnPointWeb, LLC website service as illustrated by the OnPointWeb demonstration website: www.OnPointWeb.com as of the date of this agreement.

For the purposes of this agreement:

"Subscriber" is defined as a person (normally a prospective patient) who has granted permission to have his or her personal information held in your website database for the purpose of receiving personalized communications such as newsletter or emails.

"Local Content" is defined as practice-specific website content such as doctor biographies, adjusting techniques, practice hours, visit-to-visit procedures, contact details etc.

"License" is defined as an allotment of up to 1000 website subscribers held in your website database.

A) WHAT WE WILL DO:

To produce and optimize the performance of your website, we will:

1) Technical Configuration:

1. If you have a current web domain, we will coordinate the transfer of your domain to the Domain Name Server, "DNS" that we use.
2. If you do not have a web domain, we will:
3. Provide advice on selecting a suitable domain name.
4. Register and manage your selected web
5. Setup your web domain on DNS that we use.
6. Host your website and optimize website download speed and up-time. From time to time we will temporarily disable your service to perform upgrades and system maintenance. When possible this work will be scheduled during off-peak times.
7. Backup your website data and site member/subscriber records regularly.

2) Local Content:

- a) Publish your first 10 local content pages based on the text and images you supply. We will provide you with support and example articles to optimize the quality and effectiveness of your local content pages. Included with your monthly Subscription, we will edit existing Local content pages on request at no charge.
- b) We will provide you with password access to the Administration Area so you can add, edit or delete pages.
- c) In addition to your initial Local pages, we will include unlimited sub-pages of your choice, in which you must provide all content. Sub-pages may not appear in the main website menu.
- d) Testimonials page in which you must provide all content.
- e) Contact information.

3) Content:

1. Customize content by integrating your name and your practice name into selected pages where appropriate.
2. Edit text or images on any page, not including the animated flash header files or videos.

4) Member and Subscriber Management:

1. Will update, add or delete Subscribers once per month using the updated list you provide.
2. We will send an email campaign to your list that introduces the Science Based Nutrition Program. We will send a total of six emails during the 3 month trial period, and one per month thereafter. You may not customize any email campaigns/newsletters within your trial period.

5) Support:

1. Support will be provided via email only. No phone support will be provided.
2. We will provide you with an email address to send all of your support requests.
3. We will spend up to 15 minutes per month editing or creating your custom content, or customizing the configuration of your website. Requests that will take more than 15 minutes will be quoted and billed accordingly.

6) Search Engine Visibility:

1. Your website will be search engine friendly and submitted to the three major search engines: Google, Yahoo and MSN. We have no control over search engines and cannot assure if or when the website will be indexed by search engines or your site's ranking with each search engine.

B) WHAT YOU WILL DO:

To aid the production and optimize the performance of your website, you will:

1) Supply Information:

1. Supply all necessary logos, images and text to populate the Local content area of your website.
2. Certify that you have the rights, permissions and releases to post any material that you supply us.
3. Provide us with your patient email list in Excel format so they begin receiving your newsletters.

2) Payment & Fees:

1. **Trial Period:** Trial period length is 3 calendar months from the date we notify you that your website has launched. You may cancel during the trial period.
2. **Regular Price:** \$99 each calendar month.
3. **Cancellation Policy:** Cancellation will only be accepted before your trial period ends.
4. When we "launch" your website, you authorize us to begin your trial period and to collect your monthly subscription payment every month for the next 12 months after the trial period ends.
5. This agreement will automatically continue month-to-month after the initial 12 month term has been met at the Regular Price unless either party provides written notice to the other party at least 30 days prior to expiration of the then-current agreement.
6. If we registered a domain for you, you will be assessed a \$25 domain renewal fee annually.
7. Payment for any additional services (website add-ons or custom work) is payable on confirmation of your order. Any customization request that will require more than 15 minutes in one given month will be quoted and billed upon your approval.
8. A fee of \$20 will be assessed for any late payments, or payments that could not be processed using your current billing information.
9. All fees are non-refundable.

10. Your initial Subscription Fee includes a single license which entitles you to add your first 1000 email addresses to your mailing list.
11. To offset additional bandwidth expense, should you exceed your license, you authorize us to add another license (additional 1000 email address allowance) and increase your monthly Subscription Fee by \$35 per month commencing on the next scheduled payment day and for the balance of the then-current agreement. (Most clients average less than 1000 email addresses.)
12. Your payments may be processed through Science Based Nutrition, Inc., and/or OnPointWeb, LLC.

3) Publicity:

1. You grant us the right to place on your website; its business name, trademark and logo, including hyperlinks to its own website, a link back to our sales website www.OnPointWeb.com near the bottom of your website (example: "Powered by OnPointWeb").

4) Due Diligence:

1. You have reviewed all the content of the OnPointWeb.com demo website and accept its content and philosophy. You agree to preview new content when it is announced and assume all responsibility for any consequences resulting from the ideas, opinions, possible errors, omissions or claims that are included.

5) Intellectual Property & Property:

1. OnPointWeb provides a service. All content and software is copyrighted and owned by their respective copyright holders.
2. You may not reproduce or create derivative works from the copyrighted content.
3. You maintain ownership of your custom/personal domain name. Should you cancel this service, it is your responsibility to contact us in writing and request that we transfer your domain within 10 business days of cancellation of service. If you do not request a transfer we will not renew your domain and you may lose your domain forever.
4. Any content you submit to our office or directly to your website will not be returned or provided should you cancel this service, including but not limited to photos, blog posts, Subscriber information, and office intake forms.

6) Acceptable Use:

1. You agree to comply with our acceptable use guidelines, which we may change from time to time. We reserve the right to discontinue service due to, but not limited to: publishing private, illegal, defamatory, obscene, slanderous or inappropriate materials, fraud, copyright infringement, non-payment of services and abusive use of our website and email services.

C) FAIRNESS AND COMMON SENSE:

1) Unavoidable Events:

1. Neither party will be liable for its inability to follow these terms for any interruption in the service that might be due to weather, disaster, terrorism, the unavailability of the Internet or acts of God.

2) Service Enhancements:

1. We reserve the right to change subsequent terms of this agreement by submitting such changes in writing within 30 days prior to the expiration of this agreement.

3). Indemnification:

1. Client shall indemnify and hold OnPointWeb, LLC, its owners, shareholders and employees and Science Based Nutrition, LLC its owners, shareholders and employees harmless from and against any and all claims, judgments, awards, costs, expenses, damages and liabilities (including reasonable attorney fees) of whatsoever kind and nature that may be asserted, granted or imposed against us directly or indirectly arising from or in connection with Client's use of our services or the unauthorized representation of the services or any breach of this Agreement by Client.

4. Governing Law:

This Agreement shall be exclusively governed by the laws of the State of Ohio. Any legal action related to this Agreement shall be brought solely in Montgomery County, Ohio, in a State or Federal Court located in such jurisdiction, and Licensee agrees to the jurisdiction thereof. This Agreement shall be binding upon and inure to the benefit of the Client and us, their heirs and permitted assigns.

D) AGREEMENT CONFIRMATION: To indicate your approval of these terms, please initial each page, sign below and fax all pages to **(937) 439-0088**.

Name: _____ **Sign:** _____ **Date:** _____

BILLING INFORMATION

CC# _____ Exp. Date: _____ Verification Code: _____

Type of credit card: American Express Visa MasterCard Discover

Name as appears on card: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

I authorize Science Based Nutrition, Inc., and/or OnPointWeb, LLC., to use this credit card to apply charges for OnPointWeb, LLC products and services ordered by me or my office staff.

Sign: _____ **Date:** _____

Website Customization Options

1. Color: (see DEMO at NutritionPracticeBuilder.com) ___Morning Blue ___Forest Green ___Brown ___Magenta
2. Office/Business Name: _____
3. Office Address: _____
(NOT your home address!)
4. Email address that patients will send inquiries, appointment requests, etc: _____
5. Send email offer to my patients for a FREE analysis/2nd opinion using lab results they already have: ___Yes ___NO
6. Do you provide any of these services? ___Acupuncture ___Massage Therapy ___Physical Therapy
7. Domain: *Select one option below.*

Option 1: *I already registered a domain to use.*

What is your domain? www._____.com

Where is your domain managed/hosted: _____
(example: GoDaddy.com)

Login/User ID: _____ Password: _____

We need login to details so we can point your domain to our server.

*I understand that my domain will be "pointed" to my new website, and I am responsible for making a backup of my current website or any content currently linked to my domain. I understand that this new website will **replace** any website or content currently on this domain.*

Option 2: *I want you to register a domain for me.*

___ I want you to register this domain: www._____.com

-OR-

_____ Pick a domain for me. I understand I can change this domain in the future for \$35. I understand my website will be launched using the domain that you choose for me and I will not be asked to confirm the domain that is chosen.

You will receive an email with instructions for providing your BIO, PHOTOS, OFFICE HOURS AND INTAKE FORMS

SBN Office Use Only

Progress Checklist

- Enrollment Acknowledgement Email Sent
- Domain Name Registered or Domain Login Details Received
- Domain Point to Server
- Files Uploaded to Server
- Video Links Approved
- Google Places Listing Created/Updated
- Google Places Listing Confirmed by Client
- Email List Received & Marketing Drip Campaigns Setup
- Website Setup Complete & Launch Email Sent

Fax

To: SBN Enrollment Department
Fax: (937) 439-0088
Phone:

From:
Fax:
Phone:

Date:
Subject: SBN & Website Enrollment

Comments: