



Summer 2021 Internship Playbook





Internship Playbook

University Relations

Thank You and Welcome to the 2021 MB Media Internship Program!

We are thrilled to have you all here and we can't wait to see what this group is able to accomplish! We have high hopes of all you chosen to participate in this internship, and we expect you to have high hopes for us as well! We understand how important this program is for all of you and your careers. We take great pride in providing an awesome experience for our interns and we can't wait to get started with all of you!

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2. Weekly Wednesday Calls
3. One on One's
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“First Things First” Checklist!

All documents need to be sent c.bullock@mussellbullockmedia.com

- Accept Teams Invite (Link will be emailed)
- Accept and create login for Wix CRM (Link will be emailed)
- Send copy of your ID
- Send copy of your social security card
- Fill out and send W9 (see below)
 - [..\..\Downloads\fw9.pdf](#)
- Fill out and send the Internship Success Questionnaire (see below)
 - [Internship Success Questions.docx](#)

****Any sensitive information given will be used for tax purposes only. We will not mishandle or misuse any information given to us and this will not be shared with anyone outside of this organization****

Intern Relations Team



Welcome to our team!

We are so excited to have you as an intern and realize that our partnership with you can be beneficial to the success of our company. We ultimately want to ensure that you gain skills and experience while part of our company. MB Design is looking to build our team with people who value hard work and integrity. Likewise, we want you to know that our team is here for you. Please reach out if we can assist you in any way during your tenure at MB Design.

Derek Mussell



Chase Bullock



Lindsey Gable



Social Media Manager





Our Expectations

At MB Media all our positions are remote. With that being said, we still expect a high level of performance from everyone that is a part of our team.

We don't micromanage! Our philosophy is simple, the less time we spend hassling you, the more time you have to work and be productive. We are here for you along the way though and encourage everyone to call or text us with any questions or concerns.

Everyone will be set with reasonable tasks and goals to hit which will be discussed on an individual basis. We have a weekly, organization wide call that you will be expected to be on along with one or two monthly 1 on 1 calls to go over numbers, goals etc.

There is a guide on the next page to help our interns adjust and stay productive in a remote environment. We expect big things from this group, and we look forward to working with each one of you.

6 Tips for Employees to Work From Home Efficiently



1. The Right Equipment

There are many innovations in technology that will make remote working life much easier so it's worth regularly researching what is out there to aid you.



2. Designate a Space for Work

As much as you might want to wake up and work directly from the comfort of your own bed, in the long term it's not going to aid in your productivity.



3. Set Yourself Working Hours

Set some rigid working hours where you shut everything off and focus on the work that needs your attention.



4. Get Some Structure in Place

Structure your workday by planning out which tasks need to take priority and how many hours you are going to spend on each job.



5. Always Communicate

It is beneficial if you can supplement email or text communication with frequent face-to-face and voice interactions depending on what type of discussion you are having.



6. Use Flexibility Wisely

You know better than anyone when you do your best thinking and working so take advantage of it.

Internship Schedule:

Schedule is subject to change: Any deviation from this schedule will be communicated.

Week 1

Introductions/Happy Hour if situation permits

Introduction to Company and Goals

Make sure everyone has this document signed/Paperwork is in order.

Introduction to applications- Wix, Teams, Illustrator

What's our Process- CRM

Products

Pricing

HW: finish documents, Sales team: come up with a strategy on building a call list.

Web Development: list some essential elements that all effective websites must have.

Week 2

Develop call lists.

Sales process

Pitch development - role plays

Objectives? How to overcome.

Web Development essentials

Site build timeline and process

Graphics Discussion

HW: Sales- Get ready to role play some sales pitches, start developing a strategy to overcome objections. Web Development- build a custom template for an industry in our target market. Start to develop a strategy on how to make the buying process more streamline from Home to Shop.

Week 3

Social Media integration- Education (Interns will make a video to post on our Insta that will educate a customer on the importance of an element of web design and presence. (subject up to intern)

Start to execute call list, continue role plays. Practice transition to web development team

Last week of Internship

Happy Hour

Discuss internship and what are the biggest things Interns liked, learned and future opportunities. How can the internship be better?

Site Build Form



Let's Get Started!

- What is your site style? (Circle all that apply)

Modern Traditional Simple Unique Luxurious
Cutting Edge Image Focused Informative Videos
Funky Multilingual Local Global Colorful

- List at least 3 and up to 7 colors you would like to have Included in your site

- What are some MUST have pages other than the following: Home, About Us, Contact Us, Shop (if applicable)?

- Do you have a background preference?

- If so, what?

- If there is anything in particular that you want us to know that will help guide us in creating the perfect site for you and your business, tell us here.

****Not everything is mandatory on this form. This is to give us an Idea and direction for your custom site.
If you do not know or are unsure, just leave blank****



Initial Consult Guide

Have a good long conversation about their business! (Relationship)

- What is the website's ultimate goal?
- Are you planning on selling services or products on this site?
- If Service, what services?
 - Are you wanting them to be able to be booked on your site?
- If products, what products?
 - About many Sku's will you have online?
 - Shipping?
 - Inventory management?
- How do you currently collect payments from your customers?
 - Are you wanting customers to be able to pay on the website?
- Do you have a logo?
 - If so, are you wanting to use the same colors and themes for your site?
 - If not, are you interested in having one made?
- All of our site builds come with a basic SEO build out
 - Would you be interested in hearing about our extensive SEO campaign? (See the SEO Services for details)
- Payment options
 - 25% down payment then pay all when published.
 - Pay 4 monthly installments
 - 1 up front then 1 payment each month after the site is published



Initial Consult Guide Continued

What the customer needs to know about us

- We use primarily the Wix platform to create all websites.
- Wix charges a yearly hosting fee to the customer beginning one year after site is published. That cost will vary depending on how involved your site is.
- Customer is expected provide content as needed, we can only work as fast as they will let us.
- We manage and update the site for free for the first month once published. There will be a \$50/hour charge for any changes and/or updates from then on.
 - Give MB Media 24 to 48 hours to get all updates done and published.
 - Emergency updates are doable but will be charged more.
- Average time from 1st payment to completion can take anywhere from 2 weeks to 2 months depending on how in depth the site build is and how quickly the customer is willing to work with us.
- Next steps would be...
 - Quote is sent
 - 25% payment is received
 - Handoff to your Web Development lead
- Input information into CRM

Legal Agreement:

We expect our interns and employees to show kindness and integrity in all phases of this internship. There will be zero tolerance for any actions or activities that result in harm of any kind to our customers, fellow interns and employees.

The Employer hereby employs this Intern as an independent contractor, and the Independent Contractor hereby accepts employment.

The term of this Agreement shall commence on May 17, 2021. Either party may, without cause, terminate this Agreement by giving 10 day(s) written notice to the other.

Interns will be compensated in the following manner: Commission will be paid based on sales and development projects. 15% commission for any sale made and 10% for any website build. Interns will be paid bi-weekly on Friday's. If Goals are met commission will be 20% for any sale over goal.

The Employer is not offering benefits of any kind to our interns. Insurance will not be provided.

The Interns materials used for providing the services shall not be reimbursed by the Employer. The intern is expected to use their own materials. The Employer will however, give access to certain applications to aid in development and sales process.

The Intern may engage in other business activities provided, however, that Intern shall not during the term of this Agreement solicit the Employer's employees, clients, accounts, or other related business endeavors of the Employer. This includes, application access, company process, or any other confidential information.

Intern Signature: _____ Date: _____

Print Name: _____