



# INVOICE

Plein Air Liaison, Inc  
250 Water St  
Petaluma, California 94952  
United States

BILL TO  
**Kroll Roberts Studio**  
Ray & Peggi Roberts  
peggi@krollroberts.com

**Invoice Number:** 180909

**Invoice Date:** January 22, 2018

**Payment Due:** February 20, 2018

**Amount Due (USD): \$0.00**

Product	Quantity	Price	Amount
<b>Balance Carried</b> Unpaid amount on 12/3/17 Invoice	1	\$70.85	\$70.85
<b>Web Services</b> Tried to move unsubscribe link to bottom of CC page (no success--CC won't let you)	1	\$12.50	\$12.50
<b>Web Design</b> Updated "Demo" page	1	\$93.75	\$93.75
<b>Web Design</b> Created #1 Ad for OutdoorPainter	1	\$25.00	\$25.00
<b>Web Services</b> Ebay Ap (1 time payment in DEC)	1	\$9.99	\$9.99
<b>Web Updates</b> Updated "Demo" page - worked on wufoo registration forms - sent a roster of sign ups to Ray - updated rayontheroad painting google Drive Spreadsheet	1	\$37.50	\$37.50
<b>Web Design</b> Got all event registration forms created and linked to website registration buttons and made event confirmation emails for each	1	\$31.25	\$31.25
<b>Web Updates</b> Video editing, responding to emails--creating coupons for those who want their \$ transferred to another demo	1	\$50.00	\$50.00
<b>Web Design</b> Created and posted a facebook post to advertise Peggi's Demo #1	1	\$12.50	\$12.50



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<b>Web Updates</b> Contacted customers that were owed a credit toward LPADs and instructed them how to apply it to their next order	1	\$6.25	\$6.25
<b>Web Updates</b> Edited Registration forms to accept \$15 and \$30 credits	1	\$6.25	\$6.25
<b>Web Design</b> Created a new page on the website to collect payments for live recorded video sales - unlimited download	1	\$50.00	\$50.00
<b>Web Services</b> Made a facebook post for Ray's video series	1	\$6.25	\$6.25
<b>Web Services</b> Worked on LPAD recordings web page (setting it up to collect sales via cleeng)	1	\$12.50	\$12.50
<b>Web Services</b> Constant Contact for auction page and etsy shop (ended up redesigning)	1	\$50.00	\$50.00
<b>Web Updates</b> Video editing, set up cleeng video promotions, and edited buttons on the website for easy navigation	1	\$75.00	\$75.00
<b>Web Design</b> Constant Contact for Peggi's etsy shop	1	\$12.50	\$12.50
<b>Web Services</b> Made an instagram post for Peggi's solo demo	1	\$6.25	\$6.25
<b>Web Services</b> Made an instagram post for Ray's video series	1	\$6.25	\$6.25
<b>Web Services</b> Made an instagram post for Peggi's video series	1	\$6.25	\$6.25
<b>Web Updates</b> Updated Members pages (x4)	1	\$50.00	\$50.00



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<b>Web Updates</b> Created a "reports templates" to collect data of LPAD signups, payments, refunds, etc for "kroll roberts" management pages	1	\$50.00	\$50.00
<b>Web Updates</b> Worked on wufoo forms to disperse coupon codes to LPAD participants	1	\$25.00	\$25.00
<b>Web Design</b> Ad for Outdoor Painter #1	1	\$25.00	\$25.00
<b>Web Updates</b> Opened Mailchimp account and started transfer contacts from LPAD registrants, Shop customers, etc.	1	\$25.00	\$25.00
<b>Web Services</b> Made Mailchimp email promos (x3)	1	\$75.00	\$75.00
<b>Web Design</b> Made video tutorial for using a coupon code for streaming DVDs	1	\$6.25	\$6.25
<b>Web Design</b> Created page for viewing Ray's Series #1-Demo #1 - Downloaded/Uploaded Demo video and stored on iPlayer HD database	1	\$20.83	\$20.83
<b>Web Design</b> Created page for viewing Ray's Series #1-Demo #2 - Downloaded/Uploaded Demo video and stored on iPlayer HD database	1	\$20.83	\$20.83
<b>Web Services</b> Video editing	1	\$25.00	\$25.00
<b>Web Services</b> Correspondence emails with registrants of Live demos to give details of zoom and provide links for recorded demos	1	\$50.00	\$50.00
<b>Web Design</b> Created page for viewing Peggi's Series #1-Demo #1 - Downloaded/Uploaded Demo video and stored on iPlayer HD database	1	\$20.83	\$20.83



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<b>Product</b>	<b>Quantity</b>	<b>Price</b>	<b>Amount</b>
<b>Services Traded</b> Streaming Video Sales from 10/21/17 - 11/18/17	1	\$(126.09)	\$-126.09
<b>Services Traded</b> Streaming Video Sales from 11/19/17 - 12/17/17	1	\$(638.14)	\$-638.14
<b>Services Traded</b> Streaming Video Sales from 7/26/17 - 8/23/17	1	\$(12.27)	\$-12.27
<b>Services Traded</b> Streaming Video Sales from 8/24/17 - 9/21/17	1	\$(377.23)	\$-377.23
<b>Services Traded</b> Streaming Video Sales from 9/22/17 - 10/20/17	1	\$(168.83)	\$-168.83
<b>Web Design</b> Ad for Outdoor Painter #2	1	\$25.00	\$25.00
<b>Web Design</b> Ad for Artists' Guide Magazine	1	\$50.00	\$50.00
<b>Web Design</b> Updated "Demo Page", processed demo recording, uploaded to video iPlayer, edited webpage and enabled for video viewing	1	\$25.00	\$25.00
<b>Web Services</b> Created a Holiday discount coupon code on Cleeng	1	\$4.17	\$4.17
<b>Web Services</b> iPlayerHD Video Hosting from iPlayerhd.com Months: 12/19/17 to 1/19/18	1	\$10.00	\$10.00
<b>Web Services</b> Email sign up app on website	1	\$2.99	\$2.99
<b>Web Services</b> Processed images for website	1	\$12.60	\$12.60
<b>Services Traded</b> Carole acquired Peggi's abstract gouache painting	1	\$(65.00)	\$-65.00
<b>Web Services</b> Created & Posted on KRS Facebook page, Nov 25, 1:04pm - Advertisement to register for Ray's demo on Nov 27	1	\$6.25	\$6.25



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<b>Web Services</b> Created & Posted on KRS Facebook page, Nov 27, 4:19pm - Advertisement to register for Ray's demo on Nov 28	1	\$6.25	\$6.25
<b>Web Services</b> Created & Posted on KRS Facebook page, Dec 4, 10:10am - Advertisement to register for Peggi's demo on Dec 12	1	\$6.25	\$6.25
<b>Web Services</b> Created & Posted on KRS Facebook page, Dec 5, 6:43pm - Advertisement to register for Peggi's demo on Dec 12	1	\$6.25	\$6.25
<b>Web Services</b> Created & Posted on KRS Facebook page, Dec 6, 10:25am - Advertisement to register for Thursday's with Ray demo series	1	\$6.25	\$6.25
<b>Web Services</b> Created & Posted on KRS Facebook page, Dec 13, 5:42pm - Advertisement with a discount coupon code to apply to Live Demo	1	\$6.25	\$6.25
<b>Web Services</b> Created & Posted on KRS Facebook page, Dec 13, 6:29pm - Advertisement it's not too late to register ad for upcoming LPADS	1	\$6.25	\$6.25
<b>Web Services</b> Re-Posted on KRS Facebook page, Dec 13, 8:03pm - Advertisement with a discount coupon code to apply to Live Demo	1	\$2.08	\$2.08
<b>Web Services</b> Created & Posted on KRS Facebook page, Jan 10, 2:38pm - Advertisement for Ray's Laguna Beach LPAD series	1	\$6.25	\$6.25
<b>Web Services</b> Made an instagram post for Ray's video series #2	1	\$6.25	\$6.25
<b>Web Services</b> Created a discount coupon code on Cleeng for Peggi's LPAD participants of Jan 9th (an apology for screen freeze)	1	\$4.17	\$4.17



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Product	Quantity	Price	Amount
<b>Web Services</b> Made a new Wufoo registration form to accept registrations Jan-Mar LPADs	1	\$12.60	\$12.60
<b>Web Services</b> Revamped the KRS website and transferred website content to get the site up to new code standards to keep it operating optimally - streamlined interface enables faster edit times, customer check out ease, faster website load time and better SEO (Needed to be done with new constant updates being made)	1	\$403.20	\$403.20
<b>Web Design</b> Created a new FAQ page on KRS website - will maintain with easy to follow instructions for zoom newbies over time	1	\$25.20	\$25.20
<b>Web Services</b> Created a way for customers to purchase rentals of 48hrs and 3 months on all DVDs via Cleeng (PROS: this will create less man-hours of managing 24 hr rentals via one on one with Carole and less man hours with customer support as Cleeng is new customer support for all rentals now)	1	\$100.80	\$100.80
<b>Web Services</b> Made a Constant Contact promo (Will phase out Constant Contact and end subscription once the "good" emails are transferred over to Mailchimp)	1	\$58.80	\$58.80
<b>Web Services</b> Created a new Members Page area into a blog format so that it was easier to update	1	\$25.20	\$25.20
<b>Web Services</b> Made new PDFs for Peggi's supplies lists and uploaded them to the website	1	\$12.60	\$12.60
<b>Web Services</b> Video Editing (preparing, cleaning up, adding graphics, titles, etc. to videos for preparation of selling in KRS "Stream Videos" shop and processing each raw video of demos for upload to the Members area.	1	\$100.80	\$100.80



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<b>Web Services</b> Offered customer support & maintained email communications with confirmation emails, reminders that the demo is coming up that the participant signed up for, etc- (I clocked my time for emails sent to help people with various issues, either with Zoom, on shop purchases they made that they wanted to trade or get refunds to purchase other items, tech support with how to view videos, etc. I did not clock my time while I was watching a demo and doing customer support while the demo was happening)	1	\$33.60	\$33.60
<b>Web Services</b> Created an event listing on Facebook to invite Ray and Peggi's fans to register for their LPADs (x3)	1	\$16.80	\$16.80
<b>Services Traded</b> Traded for Ray's Rockpile beach foggy day sketch	1	\$(400.00)	\$-400.00

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<b>Total:</b>	\$168.88
Payment on January 27, 2018:	\$168.88

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**Amount Due (USD):** **\$0.00**