



3890 Dunn Ave Suite 804 ❖ Jacksonville, FL 32218 ❖ 1-888-210-9880
Talena R. Mathis, Owner

Q. Why do we request Power of Attorney?

A. The nature of our work is creative. Every project that comes out of our studio is tailor made specifically to suit the client in mind who requested the work. Our most successful outcomes rely heavily on our ability to “capture” the personality, persona, ideologies, feelings, vision, mission, or dream of the client just as one would capture a picture. It is nearly impossible to snap a photo of the target while aiming the lens at another subject, so to speak. Likewise, there is an increased likelihood to miss the mark in working “with you”, but doing so “vicariously through” another individual (*gaining insight into your mind through a middle-person*).

For this reason, we prefer to have personal interaction with each client so that together we can best achieve the project goals. However, in the event that a client or pastor has delegated another agent to represent them, please be aware that this may greatly affect the outcome of your project if the delegated agent does not adequately convey to us the scope of your project, ministry, vision or purpose.

In the past we have had several situations to arise where clients have appointed someone else to handle business matters with us on their behalf. Yet, when we completed our work, the final outcome was not their desired result because the person they designated failed to adequately convey to us their vision and in the end, they chose not to compensate us for our hard time and our work. In another instance, we took on a project by lay-members who were never authorized to initiate business on behalf of the pastor, and we were asked to remove the website shortly after it was completed – and again, Miracle Studio Ink was not compensated for the web development project.

Be aware that some concepts are subjective; others are not. Your request for a 5 page website will result in 5 pages. But to convey to us that an organization is multicultural, cutting edge, and alternative when in fact it is comprised of inner-city, traditional and conservative associates, can lead to two very different outcomes from a marketing perspective. When this level of miscommunication occurs, there is no “modification” to be done; the work entails starting over a new project based on new concept and layout design.

PLEASE BE ADVISED: Miracle Studio Ink will not accept responsibility to redo, undo, modify, change direction or start over on a project as a result of you appointing a person on your behalf who misses the mark in relaying information to us about your ministry, organization or event. In the event that this occurs, our goal is still to please the client, but be aware that there will be additional charges incurred for additional services requested and for any time that we spend correcting a project that was completed according to the terms of the signed contract. We ask that you please consider meeting with us so that we can give you and your project the personalized service you deserve. In the event that scheduling conflicts do not permit you to do so, please sign the attached General Power of Attorney Form as we enter into this business relationship.



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GENERAL POWER OF ATTORNEY

NOTICE: THE POWERS GRANTED BY THIS DOCUMENT ARE BROAD AND SWEEPING. IF YOU HAVE ANY QUESTIONS ABOUT THESE POWERS, OBTAIN COMPETENT LEGAL ADVICE. THIS DOCUMENT DOES NOT AUTHORIZE ANYONE TO MAKE MEDICAL AND OTHER HEALTH-CARE DECISIONS FOR YOU. YOU MAY REVOKE THIS POWER OF ATTORNEY IF YOU LATER WISH TO DO SO.

I, _____ [YOUR FULL LEGAL NAME], residing at _____ [YOUR FULL ADDRESS], hereby appoint _____ of _____, as my Attorney-in-Fact ("Agent").

My Agent shall have full power and authority to act on my behalf solely as it relates to web or graphic development and design and to business and financial decisions regarding Miracle Multimedia & Marketing Studio Ink, specifically in the interest of the project. This power and authority shall authorize my Agent to manage and conduct all of my affairs and to exercise all of my legal rights and powers. My Agent's powers shall be limited to, the power to:

1. Conduct, transact and make decisions on my behalf with regards to Miracle Studio Ink specific to aforementioned services I have requested and desire to have rendered.
2. Enter into binding contracts on my behalf for the aforementioned services I have requested.
3. Accept financial responsibility for the contract entered into, and to settle any claim, made against any other person or entity. This shall include the billing department of Miracle Studio Ink or any 3rd party collections agency appointed by the same.

Dated _____, 2009

YOUR SIGNATURE:

YOUR PRINTED FULL LEGAL NAME:

WITNESS' SIGNATURE:

AGENT'S SIGNATURE:

AGENT'S PRINTED FULL LEGAL NAME:

WITNESS' PRINTED FULL LEGAL NAME:
