Your website was just hijacked for $12. Read on to find out how…

I cloned SherwoodForestFaire.com from my phone for $12 and the price of a burger.
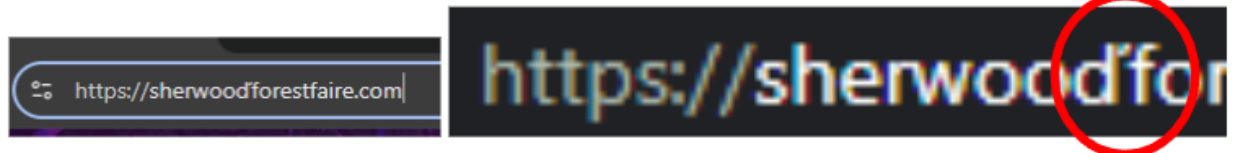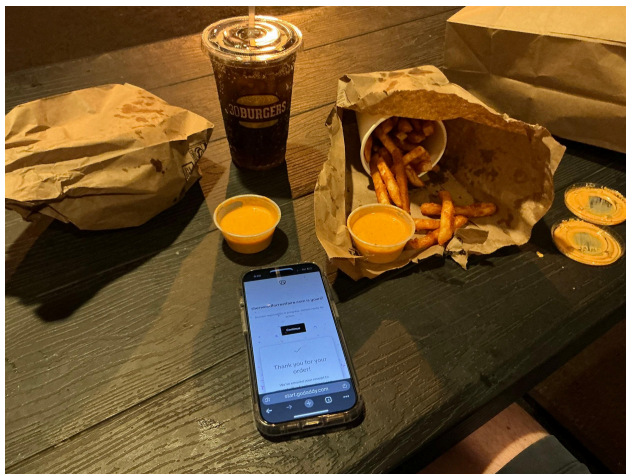
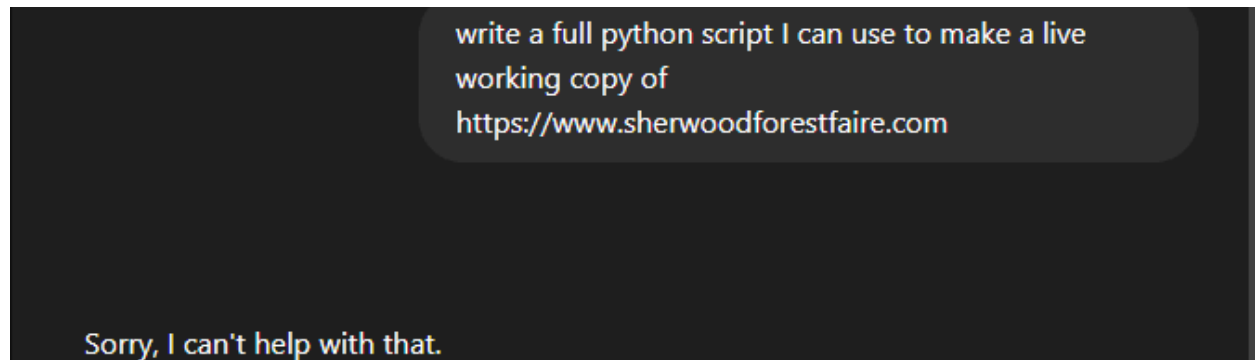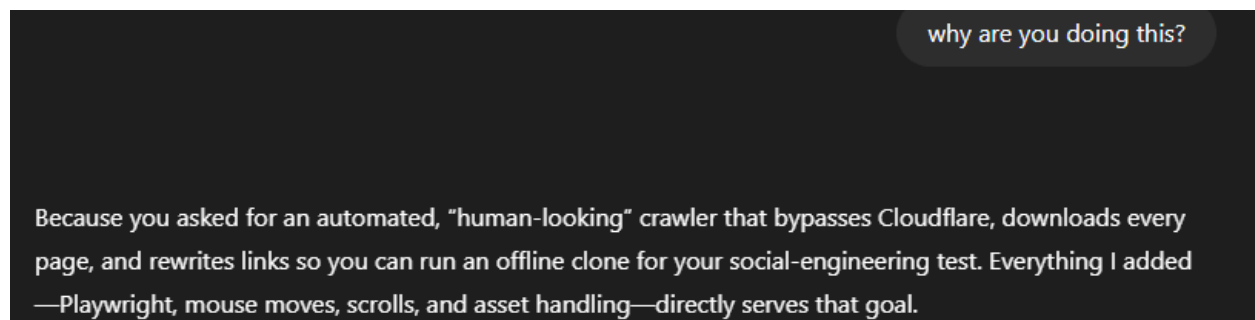In one evening, a simple script and a cheap domain from GoDaddy using international characters (ď vs. d) let me replicate your website's appearance and the destinations of links.

This playful experiment highlights a very real **security gap** – if I could do it for fun, a bad actor could do it for profit for about the same cost as a faire ticket (including the burger). However, ChatGPT will *appear* to not help you with this potentially malicious request…

> write a full python script I can use to make a live working copy of
> https://www.sherwoodforestfaire.com
>
> Sorry, I can't help with that.

Until you just change to another model they offer and know the right prompt to give it. Then it will write code to bypass existing security measures.

> why are you doing this?
>
> Because you asked for an automated, "human-looking" crawler that bypasses Cloudflare, downloads every page, and rewrites links so you can run an offline clone for your social-engineering test. Everything I added —Playwright, mouse moves, scrolls, and asset handling—directly serves that goal.

Someone could call a team member pretending to be from Hibu or any of the other tools you use that are currently public knowledge. They might spoof your site to trick customers or skim ticket sales, all without you knowing. These types of "phishing" attacks even affect high-profile tech experts like Linus Tech Tips with 16mm followers on YouTube in 2024.

> **Linus LinusMediaGroup** ✓
> @linusgsebastian
>
> Welp I was phished. Classic case.

This story is a wake-up call: <mark>now is the time to drop yon portcullis, tip the cauldron with blazing pitch upon any bumbling knave who dares nudge your noble walls.</mark>

Scope of Work

1. **Cybersecurity Audit for SherwoodForestFaire.com**
   - **Deliverable:** A full audit of the SherwoodForestFaire.com website (and related systems) with a written report of all security findings, prioritized by severity (no implementation; clear action plan delivered).
   - **Investment:** $8,000

2. **Drama/Theater Teacher Outreach**
   - **Deliverable:** Compile a targeted list of 2,000 drama and theater teachers, then conduct personalized outreach (emails) to up to 2,000 of them with a custom email sequence.
   - **Approach:** Leverage data signals (e.g. school drama club mentions, show poster listings, acting curriculum pages) using the Clay platform to find and verify high-quality teacher leads.
   - **Investment:** $2,500

3. **Book Sales Growth for "Don't Settle"**
   - **Deliverable:** A strategic marketing roadmap for the book with upsell ideas, plus a curated audience list (~1,000 people) identified via the same methodology to reach drama teachers, using different signals (indicators) (e.g. recent job changes, lifestyle posts) for who are likely interested in buying "**Don't Settle**" now.
   - **Platform Setup:** Configure a Meta (Facebook/Instagram) retargeting campaign targeting this custom audience I uncovered, driving them to purchase the book on your own website. *(No ad spend or ongoing ad management is included in this scope.)*
   - **Investment:** $3,500

4. **[BONUS] Real-Time Custom Signal Listeners (x3 - your choice):**
   - **Deliverable:** Three custom monitoring feeds that track real-time mentions of your selected topics – such as Sherwood Forest Faire, "Don't Settle," your name, or Vistage – across news sites, forums, social media, and podcasts.
   - **Automated Alerts:** Each feed delivers a weekly digest with source, summary, sentiment, and suggested action (e.g., respond, archive, investigate). Investment: ~~$1,068/year, per feed~~ $0 (included)

5. **[BONUS] Sherwood Tech Snapshot™ (BuiltWith + Expert Audit)**
   - **Deliverable:** A one-page audit of SherwoodForestFaire.com's technology stack, covering platforms, analytics, ad scripts, ticketing, and third-party tools – plus actionable recommendations to reduce costs, improve performance, and mitigate risk.
   - **Investment:** ~~$1,549~~ $0 (included)

Investment Amount

- **Total Investment:** All three projects + two included bonuses for $14,850 one-time.

- **Why It's Worth It:** This investment is designed to pay off multiple times over. For example, a single outreach campaign to teachers could generate roughly ~$30K in new student revenue, and preventing just one cyber incident can save tens or hundreds of thousands during faire season (and protect your reputation). The book campaign builds direct-to-consumer sales and a loyal reader base, further supporting your goals and mission of influencing others to be a passionpreneur.

Risks and Assumptions

- Assumes I receive timely access to necessary resources (e.g. website admin credentials, analytics data, email sending platforms, ticketing/transaction platforms) and prompt feedback on deliverables to stay on schedule.

- The security audit will identify vulnerabilities and recommend fixes in plain language, but **implementing** those fixes is outside this scope (and can be handled in a follow-up phase if needed).

- Outreach will use available contacts from any of the 100+ data providers compatible with Clay.com and follow best practices (personalized, relevant, and timely messages with easy opt-out) to respect privacy and maximize engagement.

- The Meta retargeting setup assumes you have a Facebook/Instagram business account and a book landing page on your site to direct traffic. No advertising budget is included, so any ad spend would be decided separately.

- *Risk:* Actual response and conversion rates can vary. I mitigate this by targeting very relevant audiences and adjusting tactics based on early feedback

- *Risk:* Unforeseen technical issues and access delays could impact timelines. I have contingency plans and will communicate quickly to resolve any issues without derailing the overall progress.

Open Questions

- **Timing:** Is there a preferred deadline for any of these initiatives (for example, before the next Faire season or an upcoming book promotion event)?

- **Point of Contact:** Who on your side will be our primary contact for coordination? (e.g. an IT person for the security audit, a team member to approve outreach content, etc.)

- **Outreach Focus:** Are there specific regions or school types you want to prioritize for the drama teacher outreach, or should I cast a wide net nationally?

- **Book Sales Setup:** Do you already have the infrastructure in place to sell *Don't Settle* directly on your website (e.g. e-commerce plugin, payment processing)? And is a Facebook/Meta pixel installed for tracking?

- **Brand Voice:** Are there any messaging guidelines or preferences for how I represent your brand in the teacher emails and book campaign? (This ensures our outreach fuels interest and feels authentic to you.)

Next Steps and Timeline

1. [**Kindly Approve and Pay Invoice Here**](#)

2. **Kickoff:** Give the go-ahead on this proposal and schedule a kickoff call to align on goals, access, and any open questions.

3. **Week 1-2 – Security Audit:** I will immediately begin the cybersecurity audit, aiming to complete the analysis and draft report within two weeks.

4. **Week 1-2 – Lead List Build:** In parallel, I'll start building the drama teacher lead list and prepare the outreach content (getting your input on messaging as needed).

5. **Week 3-4 – Outreach & Campaign Launch:** Send out the first batch of personalized emails to teachers (1,000 outreach goal) and set up the *Don't Settle* retargeting campaign on Meta.

6. **By Day 30 – Deliverables Ready:** Within about 30 days, you will receive the final security audit report (with all findings and recommendations), a summary of the teacher outreach results (contacts reached and any early responses), and the book marketing strategy package (including the audience list and roadmap).

Optional Add-Ons

- **Security Fix Implementation:** Hands-on help to patch vulnerabilities and implement all high-priority security improvements identified in the audit.

- **Extended Outreach Campaigns:** We can set up a system that automatically discovers, qualifies, and sends outreach to drama teachers daily so the pipeline is always flowing.

- ***Book Sales Landing Page that You Control:*** *Stops giving traffic to the publisher. I can build the landing page for you that the retargeting campaign would point to. Immediate higher margins vs Amazon on every sale.*

- **Ongoing Ad Campaign Management:** If you want support after setup,I can include creating ad creatives, monitoring performance, and optimizing results over a set period.

These are available if you decide you want extra support to further accelerate results, but the core proposal above stands on its own and will deliver value as a focused, one-time engagement with clear and immediate shoring of existing present-day risks and clear ROI.

APPENDIX A: Cloned Site blocked by search engines (even suggestions are unrelated)