

This proposal covers the following:

- 1) Brainstorm lead magnet and format
- 2) Work with website developer to set up lead magnet funnel page
- 3) Review webpages associated with lead magnet funnel
- 4) Set up basic email template with logo/colors in email provider
- 5) Integrate sign up form with email provider
- 6) 3-5 follow up emails (includes thank you email)
- 7) Test email sequence process

Items required and provided by you:

- 1) Webpage copy including images
- 2) Email copy including links and images

Expectations:

- 1) Timeline/schedule will be determined at start of project
- 2) Webpages will be reviewed within 48 hours of receipt for revisions
- 3) Test emails will be reviewed within 48 hours of receipt for revisions
- 4) Receive up to 2 revisions for webpages and emails
- 5) If all content is received at the start of project, this can be completed between 1-2 weeks.

Payment:

Quote - \$xxx

50% before start of project, 50% balance due at end of project