

Your Name

123 Bakersville

Bread County, 8888

youremail@gmail.com

www.yourwebsite.com

Tuesday, 5 May, 2020

Client's Name

Owner

Company Name

Dear *Name*,

Thanks for discussing your business with me yesterday. I've compiled 3 options I believe will help achieve the business goals we've discussed.

Please review my proposal and let me know if you have any questions or comments. I will contact you next week Tuesday if I haven't heard from you by then.

Regards,

Your Name

PROJECT OVERVIEW

COMPANY (replace with the company name) would like to improve their existing website to focus on generating more free consultations which will result in more paying clients.

You recognize the importance of a conversion-centered website and thus the reason for a professional redesign with this purpose in mind.

Over 50% of your website visitors are viewing the website on their mobile device. The website will primarily be focused on a clear and simplified process to request a free consultation with less distractions.

You are currently running multiple marketing campaigns on various channels and the website will need to be tailored to the visitors from these channels using effective landing pages that are relevant to the visitor and achieves the necessary business goals of booking a free consultation.

According to your data, only 2% of website visitors result in free consultations and 10% of free consultations result in paying clients.

The goal would be to double the number of free consultations to at least 4%, which I believe is a low estimate based on the results I've seen in similar industries focused around effective call-to-actions (free consultations).

Realistically, I do believe we could achieve a 6 – 8% conversion rate of free consultations once the site has been completed and improved on, but I am 100% confident that 4% is a low estimate.

At an average value of \$1,250 per client and based on double your existing monthly client sign ups (4 per month), I'm very confident we could achieve **4 additional sign ups per month** ($4 \times \$1,250 = \$5,000$) or 48 additional sign ups per year ($48 \times \$1,250 = \$60,000$).

As a reference, below is the contact email of John Smith. After working with him on a similar project, his business almost tripled in sales within one year:

John Smith

Director at XYZ

johnsmith@xyz.com

PROJECT OPTIONS

I've listed 3 possible options below for the project. You will notice that option 3 has a monthly retainer service included. This provides you with on-going access to my expertise in this area as well as the tasks outlined below.

Based on our previous conversations, I would estimate and recommend that you will benefit from my retainer services for a minimum of 3 – 6 months.

Option 1:

I will redesign **COMPANY** website focused on acquiring more free consultations as the main priority.

Additional services under this option include:

- Integrating social media profiles
- Integrating your email marketing service provider
- Google Analytics integration

Option 2:

This option includes everything from option 1, but also includes the following additional services:

- Submission to Google Search Console for SEO purposes
- 10 Premium Stock Photo Images
- Creation of 5 additional landing pages for various marketing campaigns

Option 3:

This option includes everything from options 1 and 2, but also includes the following additional services:

- AdWords account setup, creating effective campaigns and monitoring for improvements
- Local directory submissions (this boosts your SEO results)
- Google local listing (this boosts your SEO results)
- Integrating and configuring additional CTA software tools like SumoMe
- Integrating live-chat software (Zopim)
- Marketing retainer includes SEO and 2x Monthly Articles

TERMS OF AGREEMENT

You will notice that I don't provide an hourly billing cost. This is harmful to you in the sense that it discourages efficiency and creativity from my part and in the end, we are both focused on the outcome and not inefficient hours worked.

The prices provided below are fixed, which means there are no hidden fees and I absorb all the risk in completing the project within these boundaries.

The pricing for each option is as follows:

- Option 1 is \$3,500 once-off
- Option 2 is \$4,500 once-off
- Option 3 is \$5,950 once-off + \$500 /month retainer

Once-off fees are to be paid in full upfront and the retainer amounts are due at the beginning of each month.

I guarantee my work. If at any point, you feel that I have failed in delivering what is described in this proposal, please contact me and I will either make necessary changes or refund you.

Please select the option you prefer with an "X" and sign below:

Option 1 ☐

Option 2 ☐

Option 3 ☐

Upon receipt of this agreement, I will send through an invoice for payment.

Name:

Client Name:

Signature:

Client Signature:

Date Signed: *Tuesday, 5 May, 2020*

Date Signed:

Note: This proposal is only valid until 31 May, 2020