

SERVICE PROPOSAL

Lead Generation & Outreach Automation

Prepared by: Small Group

Prepared for: Joseph Cyriac

Date: February 13, 2026

Proposal valid until: February 19, 2026

1. OVERVIEW

This proposal outlines the scope, deliverables, timeline, and investment for a fully managed lead generation and outreach automation system – designed specifically for Joseph Cyriac's construction staffing business.

Small Group will build, deploy, and continuously manage an automated pipeline that sources qualified decision-makers in the data center construction space and reaches them through LinkedIn and email – so Joseph can focus entirely on closing deals.

2. OBJECTIVES

- Replace manual LinkedIn outreach with an automated multi-channel system
 - Source 500–1,000 verified leads per week from the data center construction industry
 - Run LinkedIn + email outreach in parallel with multi-touch sequences
 - Automatically classify and route responses to streamline follow-up
 - Configure HubSpot as the central pipeline for all lead activity
 - Continuously iterate on targeting, messaging, and funneling strategies to improve conversion rates
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3. SCOPE OF WORK

Month 1 – System Build & Launch

3.1 Lead Sourcing Engine

- Configure LinkedIn Sales Navigator with precision filters (titles, industries, geographies, company size) targeting Project Managers, Directors, VPs, and Field Leads at data center construction companies across the US
- Set up automated lead extraction to pull 500–1,000 new contacts per week
- Build an email enrichment waterfall (multi-provider verification) to achieve 70–85% email match rate on sourced leads
- Establish deduplication and list hygiene processes to maintain data quality

3.2 Email Outreach Infrastructure

- Procure and configure 3 dedicated sending domains (separate from the client's primary domain to protect sender reputation)
- Set up 9 email accounts across those domains
- Execute a 2–3 week email warm-up and ramp-up process
- Ramp to 350–450 cold emails per day at full volume

3.3 Email Sequences

- Write and deploy a 7-touch email sequence over 30 days per lead, including:
 - Direct pitch
 - Short follow-up
 - Case study / proof angle
 - Pain point angle
 - Referral ask
 - Social proof
 - Breakup email
- Configure auto-stop on reply – sequences halt the moment a prospect responds

3.4 LinkedIn Outreach Automation

- Automate 100 connection requests per week with personalized notes
- Set up automated DMs triggered on connection acceptance
- Configure follow-up DMs for non-responders
- Set up InMail sequences for high-value targets who don't accept connection requests

3.5 Response Handling

- Build an automated response classification system:
 - **Interested** – flagged for immediate follow-up
 - **Not Right Now** – tagged and queued for future re-engagement
 - **Wrong Person** – logged with any referral information
 - **Unsubscribe** – removed from all sequences automatically
- Route classified responses into HubSpot with appropriate tags and pipeline stages

3.6 HubSpot Pipeline Configuration

- Configure deal stages aligned to the outreach funnel (New Lead → Contacted → Responded → Meeting Booked → Contract)
 - Set up contact properties, tags, and views for managing inbound responses
 - Integrate outreach data so all lead activity is visible in one place
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Month 2 Onward – Iteration & Expansion

Starting from the second month, the focus shifts to:

1. Strategy Iteration

- A/B test email sequences (subject lines, copy, send times, follow-up cadence)
- A/B test LinkedIn messaging (connection notes, DM copy, InMail scripts)
- Adjust targeting criteria based on response data (refine titles, industries, company sizes)
- Analyze conversion metrics at each funnel stage and optimize for drop-off points

2. Additional System Development (Phase 2 Scoping)

- Explore and build sourcing from additional platforms beyond LinkedIn (job boards, industry directories, bid databases)
- Expand targeting to adjacent trades (plumbing, HVAC, other skilled trades) as opportunity arises
- Build new automation workflows based on learnings from Phase 1

3. Ongoing Management

- Weekly lead sourcing managed by Small Group
 - LinkedIn + email outreach operated and monitored by Small Group
 - Response classification and routing maintained by Small Group
 - Weekly performance reports delivered to the client
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4. PROJECTED RESULTS

Based on conservative industry benchmarks and the client's own metrics:

Metric	Monthly Projection
People reached	3,000+
Responses	150–280

Metric	Monthly Projection
Meetings booked	15–25
New contracts	3–5

Based on a 5–8% response rate across LinkedIn + email combined. Actual results depend on market conditions, messaging quality, and offer strength – all of which Small Group will continuously optimize.

5. TIMELINE

Phase	Timeframe	What Happens
Infrastructure Setup	Week 1	Sending domains purchased, email accounts created, Sales Navigator configured, HubSpot pipeline set up. Email warm-up begins.
Build & Configure	Week 2	Lead lists pulled (first 500–1,000 leads). Email sequences and LinkedIn messages written and loaded. Response workflows built and tested.
Go Live	Week 3	LinkedIn outreach starts at 20 connects/day. Email outreach begins at low volume. First responses expected.
Full Volume	Week 4	Email at 350–450/day. LinkedIn at full speed. All systems operational.
Iterate & Expand	Month 2–6	Continuous A/B testing, strategy refinement, and Phase 2 system development.

6. INVESTMENT

6.1 Small Group Service Fee

Period	Amount	When Billed
Month 1 (advance)	\$750	Due upon signing this agreement
Month 1 (remaining)	\$750	Due at the end of the first month
Month 2	\$1,500	Due in the first week of month 2
Month 3	\$1,500	Due in the first week of month 3
Month 4	\$1,500	Due in the first week of month 4
Month 5	\$1,500	Due in the first week of month 5
Month 6	\$1,500	Due in the first week of month 6

Period	Amount	When Billed
Total (6 months)	\$9,000	

6.2 Third-Party Platform Costs (Client Responsibility)

The following tools and services are required to operate the system. These are subscribed to directly by the client and remain the client's property regardless of engagement status.

Tool	Approximate Cost
LinkedIn Sales Navigator	~\$100/mo
N8N (automation hosting)	~\$20/mo
Email sending domains (3)	~\$3/mo
Email accounts (9)	~\$54/mo
Additional API and server costs	Variable, based on usage

Exact costs may vary based on provider pricing at time of purchase. Small Group will advise on optimal plans and configurations.

6.3 Cost Summary

Category	Monthly Cost
Small Group service fee	\$1,500/mo (after Month 1)
Third-party tools (estimated)	~\$177+/mo
Estimated total	~\$1,677+/mo

7. WHAT THE CLIENT PROVIDES

- Access to LinkedIn account (for Sales Navigator and outreach)
- Access to HubSpot CRM
- Input on target audience, messaging tone, and business context
- Timely responses to questions and approvals during the build phase
- Payment for all third-party platform subscriptions listed in Section 6.2
- Availability to take meetings booked by the system

8. WHAT SMALL GROUP PROVIDES

- Complete system design, build, and deployment
 - All outreach copy (email sequences, LinkedIn messages)
 - Ongoing system management and monitoring
 - Weekly performance reporting
 - Continuous strategy optimization (A/B testing, targeting refinement, funnel improvements)
 - Phase 2 system development beginning in Month 2
 - Direct communication channel for questions and updates
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9. TERMS & CONDITIONS

1. Contract Duration: 6 months from the date of signing.

2. Payment Terms:

- \$750 advance due upon signing.
- \$750 due at the end of the first month.
- \$1,500 due in the first week of each subsequent month (Months 2–6).
- Late payments (beyond 7 days past due) may result in pausing of services until payment is received.

3. Third-Party Costs: All API, server, and third-party platform costs listed in Section 6.2 are the sole responsibility of the client. Small Group will advise on setup but does not cover these expenses.

4. Ownership:

- The client owns all third-party tool accounts and subscriptions.
- The client owns all lead data generated by the system.
- The client owns the HubSpot pipeline and all CRM data.
- Automation workflows and system architecture built by Small Group remain the intellectual property of Small Group but are licensed to the client for continued use after the engagement ends.

5. Confidentiality: Both parties agree to keep proprietary business information, strategies, and performance data confidential.

6. Termination:

- Either party may terminate with 30 days written notice.
- Early termination by the client does not entitle a refund of fees already paid.

- In the event of termination, Small Group will provide a handoff of all active systems and documentation.

7. No Guarantees: While Small Group will apply best practices and continuously optimize, specific lead volumes, response rates, or contract closings are projections – not guarantees. Results depend on market conditions, offer quality, and client responsiveness.

10. ACCEPTANCE

By signing below, both parties agree to the terms outlined in this proposal.

This proposal is valid until February 19, 2026. After this date, terms and pricing may be subject to revision.

Small Group

Name: _____

Signature: _____

Date: _____

Client – Joseph Cyriac

Name: _____

Signature: _____

Date: _____

Prepared with care by Small Group.