



Jack Voorheis 1010 N H ST Lompoc CA 93436

Proposal

#9343927

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The following is a proposal for the fulfillment of the action plan delivered on July 10th 2015. This action plan is also available now for you at [Trello.com](https://trello.com) for you to review.

The proposed action plan outlined does not reflect any subscription, website hosting, marketing/advertising cost, copywriting, photography, art work, etc. If contracted, Jack Voorheis will advise, build the structure and manage this project.

This proposal has been separated into two stages.

Stage One - Promotion & Platform

Stage Two - Prospecting & Marketing Funnel

Stage One - Promotion & Platform

Two VIP seasons

4 hour in person meeting to flush out details of project, including training.

Brand Development

How to tell your story, develop your tag line, come up with your mantra that is the DNA of your business. Coming up with you I help X do Y so that Z, Logo and color theme.

Website Development

Setup hosting, map domain, install Wordpress, load theme/builder, install and configure plugins, social sharing features, training of builder/theme, map out pages for site, setup blog, Facebook integration, integrate LeadPages and GetResponse or Ontraport, setup A/B split testing, LeadBoxes, launch site.

FaceBook

Make sure FanPage is setup correctly, refine or develop artwork, link to website, website integration, develops ad platform. Ad sets, follow me ads.

Credentials

Populate existing credentials and or develop new ones through press releases and articles published to major media outlets.

Systems And Structures

Find and refine your modality, publish through blogging, Podcasting, videos, audios, seminars and more.

Youtube Channel

Setup youtube channel with art work and channel name.

Plan for Lifestyle Video

Plan for a professional lifestyle video

Stage Two - Prospecting & Marketing Funnel

Two VIP seasons

4 hour in person meeting to flush out details of project, including training.

Identify Ideal Prospects

Occupation - fitness industry, age, sex, race,kids,behaviors,location

How best to reach Prospects

Developing post (ads) that are sharable, setting up dark post,Ad sets, monitor conversions, Constant analyzing and tweaking of Ads (Post)

Marketing Funnel (Setting up actions we want prospects to take)

Join Email List, Register for tele-seminar or webinar, delivering free gift, sending of notifications via email and SMS, after event did you miss it email with link to limited time to consume recording.

Deliver the Event (formula for success)

Reward for staying to the end, Make prospect feel something emotionally - Hopeful - Excited, Deliver the ownership experience, Get prospect to feel they want to join our community, At the end there must be a strong call to action

Followup

- 1.) Did you miss it? (add link to a page the has recording with countdown timer)
- 2.) Here is the answers to some question people have been asking.
- 3.) real life results of product and/or business opportunity.
- 4.) Another reason to sign up now. (introduce sacristy)
- 5.) Last chance to _____. (strong sacristy)

Monitoring and tweaking the system.

Possible Youtube Advertising

30 second video ad spots

Break down of cost and deliverability.

Estimated time of completion in 90 days

Stage One - Promotion & Platform

Cost \$9,700

Stage Two - Prospecting & Marketing Funnel

Cost \$9,700

or

Save 10% by choosing a one time full payment option.

Bonuses:

- 1.) Jake Kelly would receive the outlined project in tandem.
- 2.) Jack will offer support for and additional 30 days after completion of project.
- 3.) 12 months website maintenance of software updates including plugins.

Questions?

Call 248-765-2005



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