

The Three Secrets To Closing 90% of Your Leads With a Proposal They Pay For....

...and One That Costs 10x What You Normally Charge.

Welcome!



I'm SO EXCITED.

js.

This is one of those topics...that once you get it, you'll see a quick win - REALLY fast.





Pamela Dale 1:59 PM



She voxed me that she got 3 clients to pay for proposals just like 2 hours ago!

js.

A lot of the programs I offer are HUGE...since
I'm teaching the kinds of skills you go to
college for, and the kinds of skills that you
build an entire business off of...

A handwritten signature in gold ink, located in the bottom right corner of the slide. The signature is stylized and appears to be the initials 'JS' followed by a period.

But tonight, I get to share something that's digestible RIGHT NOW...and the shift in your business will make a massive difference.

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The most important thing to know first...is
that if you've not had a lot of high ticket
proposals yet...it might not be your fault.

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My guess is you probably saw other people
charging a lot, and maybe you tried it...and it
didn't work.

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You thought maybe it was you, or your client
avatar...am I right?



It's because what you're not seeing...is the
psychology and framing. That is
EVERYTHING.



My goal for this workshop:

To help you make more money

To help you write higher-end
proposals

To shorten the discovery call
time

To banish scope creep

To get you paid to write
proposals



Who this is for:

Service Providers who are in business

- Social Media Managers
- Copywriters
- Videographers
- Sales funnel builders
- Agencies
- Facebook Ads Managers
- Consultants and Strategies
- Web Designers
- Content Marketers



It can also be used for other service based businesses like...

Money Coaches
Interior Designers
Local Service Professionals



Those who stay til the end, will get a
surprise...guaranteed!





A bit about who I am and where I've been....

- Blogger/Writer
- Web Designer
- Side Hustler
- Big dramatic life event (that was no joke)
- Transitioned to Marketer
- Made lots of money
- Built Million Dollar Funnels
- Started Teaching
- Made a lot more money
- Now working for one of the most famous Internet Marketers of all time - Russell Brunson

A stylized, handwritten-style logo consisting of the letters 'j' and 's' with a dot, likely representing the initials of the speaker.



js.

**Here's what we're going to cover
in the next 30-40 minutes...**



Secret #1

Service Packages Hurt Your Proposal Process And Cost You Clients

Secret #2

How To Simplify The Discovery Call And Have Money In Hand
Within 15 Minutes...

Secret #3

How To Charge 10x More Than You Normally Do, and Permanently
Avoid Scope Creep on Projects Forever



Secret #1

Service Packages Hurt Your Proposal
Process And Cost You Clients



What would you rather have?





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Packages help YOU, not the customer.



- Packages Listed On Your Website
Pre-Frame the Customer...who may have happily paid for more.
- We Assume Customers Have a Price Point in Mind...based on our financial lens.

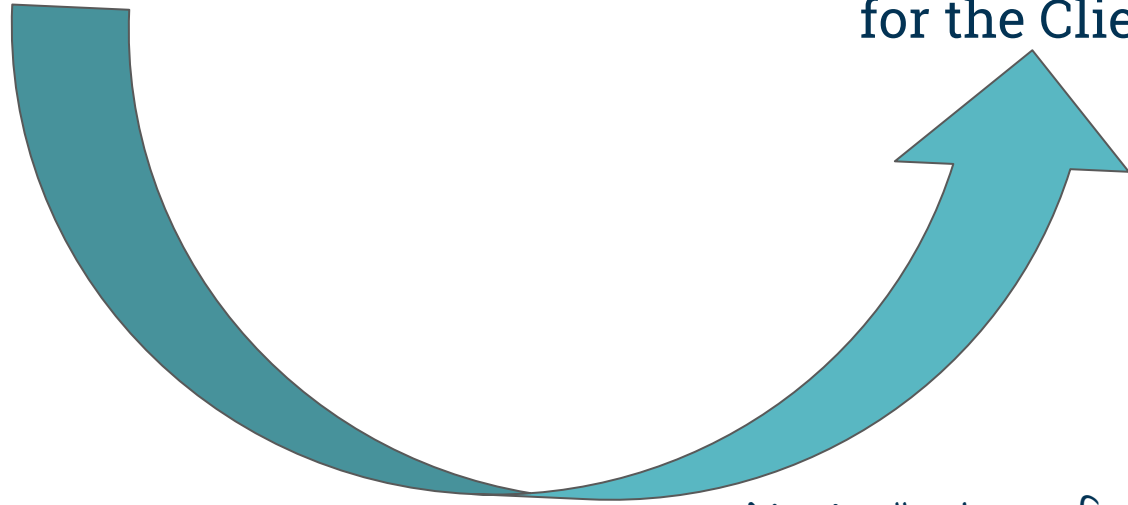


Most Freelancers + Agencies Feel Liberated When
They Move from Hourly to Packages...
and yet, There is Something Better.



Your SECRET Backend System....

Complete Custom Offer
for the Client



Magically transformed to...

js.

You do not have to give up the idea of packages entirely,
but you must always keep them SECRET
and behind the scenes. :)

A stylized, handwritten signature in white ink, located in the bottom right corner of the slide. The signature appears to be a combination of letters, possibly 'js' or 'js.', written in a cursive, flowing style.

There are lots of ways to use packages and set pricing to help proposal writing go faster, but that's for YOUR sake, not the client.



They don't care if it takes you 10 hours to write a proposal. They want an accurate proposal that works for THEM.



The customer must feel like a one-of-a-kind client.
That you are doing everything to create
an offer that fits them...LIKE A GLOVE.



Their business is too important for some “off-the-rack” package. They need a clearly outlined, perfectly designed...proposal, for them.



Packages often don't fit perfectly anyway, and you find add-ons and scope creep are regular occurrences.



I know what you're thinking...custom proposals for every client take so much work. It's easier to have things systematized and batched...right?



The primary reason most of us hate writing custom proposals...is because we don't like the unpaid time it takes, and we don't like doing it for people who aren't going to say YES.



Because let's face it, custom proposals are more accurate,
help control scope creep, and pay you what you're
worth...rather than undercutting your work for some
“pre-defined” rate.



We just don't want to go through the trouble
unless it's a good client and a good project.



I used a la carte pricing with the client so they could see
just how much everything cost.
It also allowed me to make ANY custom proposal I
wanted, quickly and easily.



But I didn't do this UNTIL a certain point in the relationship.



Secret #2

How To Simplify The Discovery Call
And Have Money In Hand
Within 15 Minutes...

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Discovery Calls...Raise Your Hand If...

- They go on too long
- You feel pressured to give a price
- You don't have enough info to write a great custom proposal



One of the reasons packages are handy is because you can sell them right on the call, and satisfy the customer with a quote - then and there.



What if you only had to sell ONE THING, with ONE SET PRICE...for EVERY SINGLE DISCOVERY CALL?



You were allowed to have ONE package in your business that the customer did know about...and you could use it on the discovery call.



Selling One Thing Would Change Everything...

- Calls would be shorter
- You'd be more "in charge" during the conversation
- You'd be able to quote on the spot
- You'd know by the end of the call (not 100% of the time, but more than now) if they were IN



**You sell
a paid proposal...**



Inside of a Business Intensive



What is a Business Intensive?

- My version of VIP day (popular with coaches)
- Between 1-3 hours in length
- Is performed in three stages
- Is a paid call where you gather all the real information you need to write a custom proposal



Stage One • The Pre-Work

- Client fills out extensive form
- You review the form prior to the call



Why?

This helps legitimize the cost of the call, because it's not just a call. It's got "meat" to it.



Why?

It also gives you time to do your homework
so you're prepared for the intensive.



Stage Two • The Intensive

- Recorded on Zoom
- Done with client (and perhaps their team)
- You work to create strategies and plans together



The Goals of the Intensive

- Ignite the imagination
- Make comprehensive plans
- Inject marketing strategy into their business
- Ask important questions
- Gauge workload and timeline
- Get to know the client better



Stage Three • The Report + Proposal

- After the call, you send them a report within seven days
- Your high ticket, custom and detailed proposal is attached to the report



What do you charge?

For this intensive, you can charge anywhere from
\$500-\$2000.



All the work you would NORMALLY do to make a kick-butt custom proposal, is done during the Intensive, and you are getting PAID for it.



Secret #3

How To Charge 10x More Than You
Normally Do, and Permanently Avoid
Scope Creep on Projects Forever

A handwritten signature in a light brown or gold color, located in the bottom right corner of the slide. The signature is stylized and appears to be initials or a first name followed by a last name.

Once you've done the Intensive, you have everything you need to write a proposal.



You also have a client whose imagination is ignited
and they are hopefully ready to implement.



This positions you to charge 2-10x more than a typical package, because they've walked through the entire plan and steps...WITH YOU.



They also can now “feel” the weight of the project, because you’ve taken their ideas and outlined them on paper during and after the Intensive.



Scope Creep is gone because you have the full plan
and the ability to build EVERYTHING r
ight into the proposal.

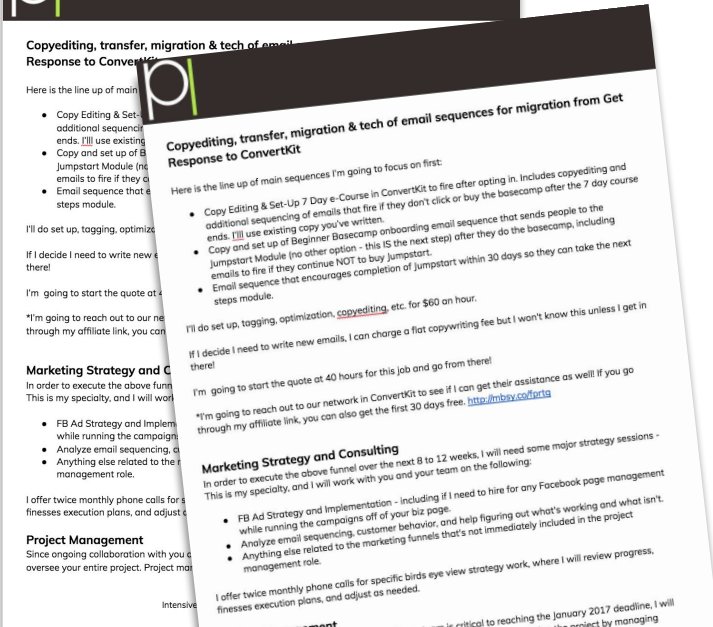


You send the report of the Intensive and a Proposal...
with the a la carte pricing I mentioned earlier.

A handwritten signature in white ink, consisting of a stylized 'J' followed by a 'S' and a period.

You use your a la carte pricing to create a custom proposal that is nearly IMPOSSIBLE to argue or object to, now that the Intensive is done.

A handwritten signature in white ink, located in the bottom right corner of the slide. The signature is stylized and appears to be initials or a name.



\$1,000.00

\$5,400.00

✓ Quote

✓ Contract

✓ Invoice

Print

JULIE STOIAN

create your laptop life™

FROM: Pipe & Lime Media, LLC

164 N. Brookville Road

Cheshire, CT 06410

QUOTE

1118074

QUOTE FOR: Skyrack

ISSUED

November 10, 2016

ITEM	QUANTITY	PRICE	TOTAL	
<div><div>A La Carte Pricing COPY</div><div>Copy for your Launch. This is honestly the most work of anything. We have the sales page plus ALL the emails that happen when you're in launch mode!</div><div>Includes two rounds of edits</div><div>Longform Sales Copy (up to 3000 words) \$1000</div><div>Launch Sequence (up to 10 emails, including 2 sales emails) \$3000</div><div>Pre-Launch Content Pages \$300</div></div>				
	1	\$2,300.00	\$2,300.00	
<div><div>A La Carte Pricing Design</div><div>Funnel Design & Text-Site Up</div><div>Includes Funnel build out in ClickFunnels, design and tech set up in the backend.</div><div>Landing Page Design \$450 (for a list building freebie)</div><div>Long Sales Page \$1000</div><div>Order Forms \$150</div><div>Pre-Launch Content Pages \$350</div></div>				
	1	\$1,950.00	\$1,950.00	
<div><div>FB Ad Campaign for Building Your List</div><div>FB Ad Campaign for Building Your List (does not include ad spend)</div><div>1 Campaign with 5-8 audience targets and 3 ads (2 ad creative variations on each ad for a total of 6 ads)</div><div>Copy</div><div>Graphics</div><div>Audience Setup</div><div>Placement of FB posts on proper pages for ads</div><div>Initial testing for 48 hours to assess audiences</div><div>Analysis of results and suggestions for ads to leave on/turn off</div><div>Monitor ads for until launch!</div></div>				
	1	\$700.00	\$700.00	
<div><div>Freebie Design and Development</div><div>Creation of a free offer that we use in the FB ad campaign to build your list prior to launch!</div></div>				
	1	\$300.00	\$300.00	
			Subtotal:	\$5,250.00
			Tax:	\$0.00
			TOTAL:	\$5,250.00

PAYMENT TERMS 20.00% on receipt, 20.00% on project start date, 20.00% 1 month after project start date, 20.00% 2 months after project start date. Remainder on Mar 15th, 2017.

✓ Access

4th Nov 2016

2016

New View Contract





Copyediting, transfer, in
response to ConvertKit

Here is the line up of main sequences I'm going to focus on first:

- Copy Editing & Set-Up 7 Day e-Course in ConvertKit to fire after opt-in. Includes copyediting and additional sequencing of emails that fire if they don't click or buy the basecamp offer the 7 day course ends. [link](#) to existing copy you've written.
- Copy and set up of Beginner Basecamp (an onboarding email sequence that sends people to the next step or to sign up for the 7 day course) (is the next step) after they do the basecamp, including Jumpstart Module (no other option - is the next step) after they do the basecamp, including emails to fire if they continue NOT to buy jumpstart.
- Email sequence that encourages completion of jumpstart within 30 days so they can take the next steps module.

steps module.

I'll do set up, tagging, optimization, copyediting, etc. for \$60 an hour.

If I decide I need to write new emails, I can write them

there! ... this job and go from there!

Marketing Strategy and Consulting

through my ultimate client.

- to order to execute the above plan, I will work with you and your team on the following:
- FB Ad Strategy and Implementation - including if I need to hire for any Facebook page management
 - While running the campaigns off of your biz page.
 - Analyze email sequencing, customer behavior, and help figuring out what's working and what isn't.
 - Anything else related to the marketing funnels that's not immediately included in the project
 - Management role.
- ...work, where I will review progress,

I offer twice monthly phone calls for specific business needs, and adjust as needed.

Project Management

Project Management

Since working collaboration with you and your team is critical to reaching the January 1, 2016 deadline, project management activities include overseeing the project by managing all aspects of the project. Project management activities include overseeing the project by managing all aspects of the project. Project management activities include overseeing the project by managing all aspects of the project.

Intensive Client Report © Pipe & Lime Media, LLC 2016

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\$17,400.00

[illegible]



Copyediting, transfer, migration & tech of email Response to ConvertKit

Here is the line up of main sequences:

- Copy Editing & Set-up of additional sequences
- Copy and set up of existing Jumpstart Module (no emails to fire if they do steps module.

I'll do set up, tagging, optimization

If I decide I need to write new emails there!

I'm going to start the quote at \$1,000.00

*I'm going to reach out to our network in ConvertKit to see if I can get their assistance as well if you go through my affiliate link, you can also get the first 30 days free.

Marketing Strategy and Consulting

In order to execute the above funnel, I will need some major strategy sessions - This is my specialty, and I will work with you and your team on the following:

- FB Ad Strategy and Implementation while running the campaign
- Analyze email sequencing, customer behavior, and help figuring out what's working and what isn't
- Anything else related to the marketing funnels that's not immediately included in the project

I offer twice monthly phone calls for specific birds eye view strategy work, where I will review progress, finesses execution plans, and adjust as needed.

Project Management

Since ongoing collaboration with you and your team is critical to reaching the January 2017 deadline, I will oversee your entire project. Project management activities include overseeing the project by managing

Intensive

Copyediting, transfer, migration & tech of email sequences for migration from Get Response to ConvertKit

Here is the line up of main sequences I'm going to focus on first:

- Copy Editing & Set-Up 7 Day e-Course in ConvertKit to fire after opting in. Includes copyediting and additional sequencing of emails that fire if they don't click or buy the basecamp after the 7 day course ends. I'll use existing copy you've written.
- Copy and set up of Beginner Basecamp onboarding email sequence that sends people to the Jumpstart Module (no other option - this IS the next step) after they do the basecamp, including emails to fire if they continue NOT to buy Jumpstart.
- Email sequence that encourages completion of jumpstart within 30 days so they can take the next steps module.

I'll do set up, tagging, optimization, copyediting, etc. for \$60 an hour.

If I decide I need to write new emails, I can charge a flat copywriting fee but I won't know this unless I get in there!

I'm going to start the quote at 40 hours for this job and go from there!

*I'm going to reach out to our network in ConvertKit to see if I can get their assistance as well if you go through my affiliate link, you can also get the first 30 days free. <http://mbay.co/afn>

Marketing Strategy and Consulting

In order to execute the above funnel over the next 8 to 12 weeks, I will need some major strategy sessions - This is my specialty, and I will work with you and your team on the following:

- FB Ad Strategy and Implementation - including if I need to hire for any Facebook page management while running the campaigns off of your biz page.
- Analyze email sequencing, customer behavior, and help figuring out what's working and what isn't
- Anything else related to the marketing funnels that's not immediately included in the project

I offer twice monthly phone calls for specific birds eye view strategy work, where I will review progress, finesses execution plans, and adjust as needed.

Project Management

Since ongoing collaboration with you and your team is critical to reaching the January 2017 deadline, I will oversee your entire project. Project management activities include overseeing the project by managing

Intensive Client Report © Pipe & Lime Media, LLC 2016

4

\$1,000.00

\$21,100.00

Quote Contract Invoice

Print

JULIE STOJAN
OWNER / FREELANCE WRITER

FROM: Pipe & Lime Media, LLC
164 N. Brookside Road
Cheshire, CT 06410

QUOTE FOR: Sarah Sandy

QUOTE: 1472122
DATED: March 18, 2017
VALID UNTIL: March 31, 2017

ITEM	QUANTITY	PRICE	TOTAL
DISCUSS Logo for 30/90 Day Protocol Cover and Formatting for 11 Items Guide (\$7 book) Sales Page Design for 30/90 Day Protocol MY Introduction for 12's Workshop Course Dashboard Member Login Cover and Formatting for Workshop Companion Guide for the Workshop Sales Page Design for the 12's Workshop Quiz Landing Page Content Upgrade Images in Three Signature Blog Posts Content Upgrade Design and Formatting Order Form Order Confirmation (Quizzes &) Graphics for 3 Ad Campaigns 20 Hours of Design Support for Course Worksheets New Cover Photo for Facebook Group	1	\$9,025.00	\$9,025.00
Design work includes one round of edits. Additional rounds of edits will be billed at \$80 an hour. *Exception: The Logo will cover 2 rounds of edits.			
COPY Sales Page for 30/90 Day Protocol Quiz Landing Page Sales Page for 12's Workshop Welcome Sequence after Quiz to 12's the Workshop Email Sequence to 12's Protocol AFTER the Workshop Copy for 3 Ad Campaigns	1	\$6,700.00	\$6,700.00
Copy includes one round of edits. Word Max Issue: https://docs.google.com/spreadsheets/d/14fwwA8v0v9G2Y3Ug4Y2p27J3kcv7M6dg/edit?usp=sharing			
TECH Automation in ConvertKit with ClickFunnels Integration of Custom Domain to ClickFunnels Integration of Payment Gateways 20 Hours to build all Contentless Dashboard	1	\$1,320.00	\$1,320.00
ADS Pixel Placement & Custom Conversion Tracking 3 Campaigns Awareness, Lead, and Buy Campaigns Audience Research Monitor and Scale for 30 Days (from the date we turn ON the funnel)	1	\$1,650.00	\$1,650.00
MISC Workshop Pitch Strategy and Coaching	1	\$250.00	\$250.00

Subtotal \$21,145.00
Discount -\$500.00
Tax \$50.00

TOTAL: \$20,645.00

PAYMENT TERMS: 10.00% on receipt, 30.00% on project start date, 30.00% 1 month after project start date, 20.00% 2 months after project start date. Remainder on Aug 15th, 2017.

Accepted: March 18, 2017

Next: View Contract

js.

I also had some intensives that didn't end up working with me....but it was okay because I was paid \$1000 for the work.

A handwritten signature in white ink, located in the bottom right corner of the slide. The signature is stylized and appears to be initials or a first name followed by a last name.

In 7 months, I made \$14,000 just doing these intensives so I could write proposals. About \$2k a month in revenue for proposal writing....

And it resulted in \$90,000 worth of PAID proposals.

September 21, 2016		
TUESDAY, SEPTEMBER 21, 2016	120 MIN	100%
10:00am	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 10:00AM-12:00PM	
October 21, 2016		
THURSDAY, OCTOBER 21, 2016	120 MIN	100%
8:00am	CYLL BIZ INTENSIVE -- (DELETED CALENDAR) FROM 8:00AM-10:00AM	
October 4, 2016		
TUESDAY, OCTOBER 4, 2016	120 MIN	100%
11:00am	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 11:00AM-1:00PM	
November 12, 2016		
THURSDAY, NOVEMBER 12, 2016	120 MIN	100%
8:00am	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 8:00AM-10:00AM	1
November 15, 2016		
TUESDAY, NOVEMBER 15, 2016	120 MIN	100%
10:30am	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 10:30AM-12:30PM	
November 3, 2016		
THURSDAY, NOVEMBER 3, 2016	120 MIN	100%
8:00am	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 8:00AM-10:00AM	
December 15, 2016		
THURSDAY, DECEMBER 15, 2016	120 MIN	100%
9:30am	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 9:30AM-11:30AM	
January 12, 2017		
THURSDAY, JANUARY 12, 2017	120 MIN	100%
11:00am	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 11:00AM-1:00PM	
February 16, 2017		
THURSDAY, FEBRUARY 16, 2017	120 MIN	100%
1:00pm	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 1:00PM-3:00PM	
February 13, 2017		
MONDAY, FEBRUARY 13, 2017	120 MIN	100%
1:00pm	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 1:00PM-3:00PM	1
February 28, 2017		
TUESDAY, FEBRUARY 28, 2017	120 MIN	100%
2:00pm	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 2:00PM-4:00PM	
March 21, 2017		
TUESDAY, MARCH 21, 2017	120 MIN	100%
1:00pm	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 1:00PM-3:00PM	
March 16, 2017		
THURSDAY, MARCH 16, 2017	120 MIN	100%
2:00pm	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 2:00PM-4:00PM	
March 7, 2017		
TUESDAY, MARCH 7, 2017	120 MIN	100%
1:30pm	2 HOUR BUSINESS INTENSIVE -- (DELETED CALENDAR) FROM 1:30PM-3:30PM	

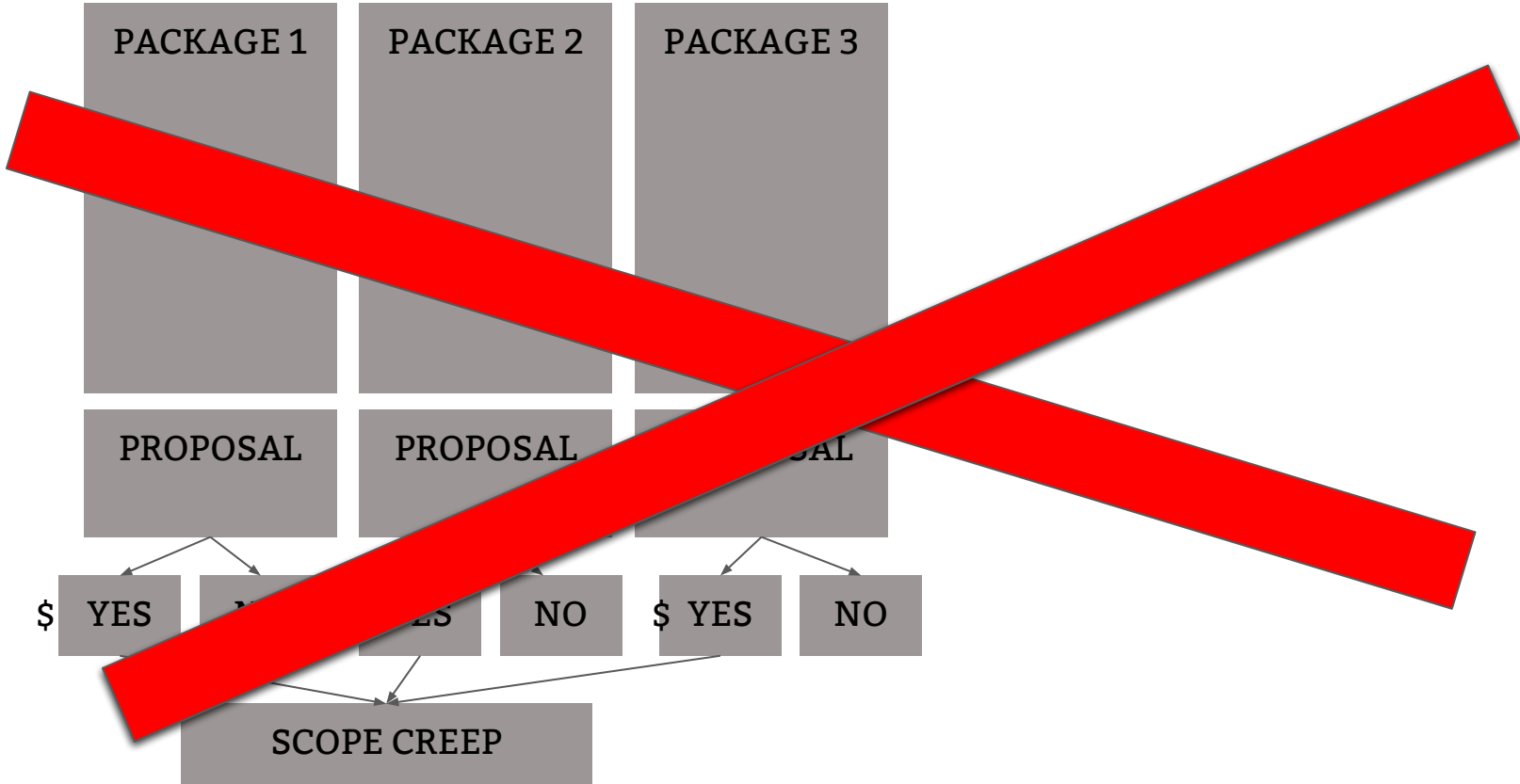
js.

By the time the quote hits their inbox
(I use 17hats)...they are sold.

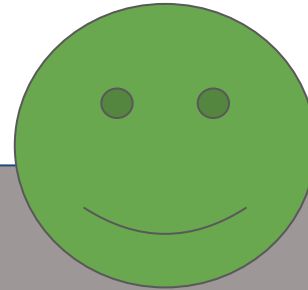
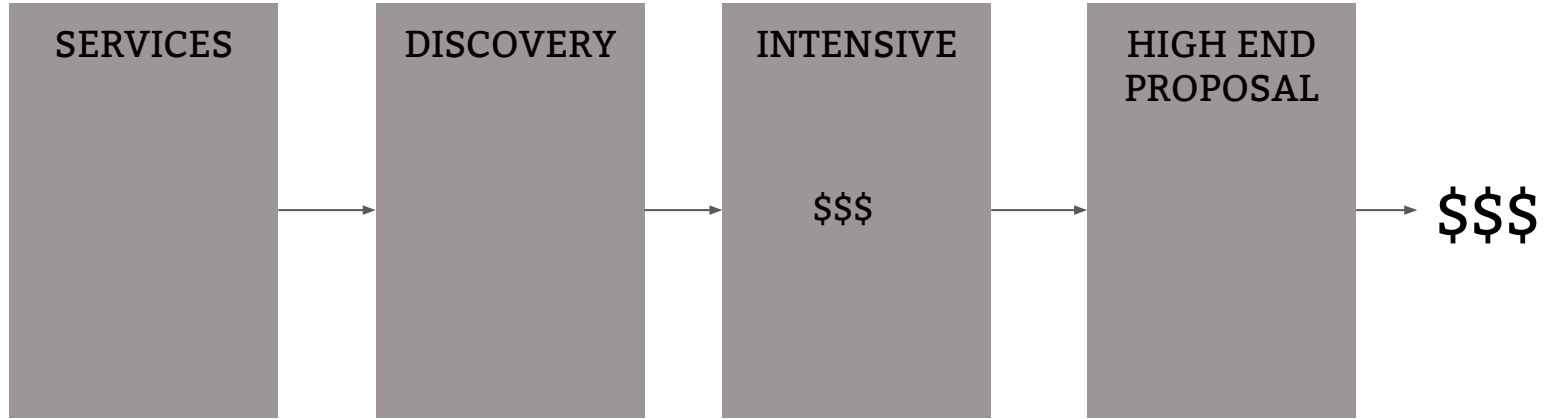


The A la carte pricing method and systems in software like 17hats, or heck...even Google sheets... makes writing the proposal SUPER easy.





js.



A stylized white signature or logo, possibly reading 'js.', located in the bottom right corner of the gray bar.

Many of you will pop off this class, go implement, and make money! Awesome!!!

But a lot of you are like, “Wait - I need to know more. How do I frame this for my business, how do I execute on it and sell it, and how do I price?”

Hang with me for the next few minutes, because I’m going to take you inside my latest course...



PROPOSAL SECRETS

Get Paid to Write Proposals That Crush Scope Creep
and Help You Earn What You're Worth



Proposal Secrets Masterclass (\$5000)

- Module 1 - Creating Your Business Intensive
 - Prewrite application questions
 - Selling the Intensive
 - Doing the Live Intensive
- Module 2 - Building Your Funnel + Pipeline for Your Intensive
 - Framing it properly for the sale
 - Successful follow up
- Module 3 - Post Intensive Reporting
 - What to include
 - How to deliver it
 - Scripts to frame the proposal
- Module 4 - Write and Close Your Proposal
 - How to streamline your process
 - How to frame high ticket for closing the sale

Proposal Secrets Masterclass (\$5000)

- How to price YOURS when you start
- What your main intensive offer looks like
- How to build a funnel for your intensive
- Scripts and examples to shortcut the setup time
- How to run an intensive that wows
- Proposal writing 101
- A la carte pricing examples and system setup

Proposal Secrets Masterclass (\$5000)

This course gives you the psychology and framing behind the whole process and what to do and say every step of the way in order to make it feel like a no brainer for the client.

- Do it wrong and it looks like you're asking for more than a lawyer asks just to write a proposal.
- Do it right and you have a SUPER happy client ready to drop \$10k or more on your services.

Without the flow in place, it's hard to justify the price
point!

Make your offer custom to what you do best!

Before I started using Julie's proposal creation method, my proposal creation system was all over the place. In fact, I wouldn't even consider it a "system" at all. My only guarantee of getting the client was pricing myself at the very bottom of the barrel, and though I had a fairly high percentage of clients that said yes to that price, I'm sure you understand what I mean when I say that didn't always lead to the best client experiences.

When I started using Julie's method of proposal creation, it literally changed the game for me.

When Julie first told me "I can teach you how to get paid to create proposals." I legit thought she was insane and talking about some voodoo magic only she can create, but the **very first time** I pitched this method to a potential client, **it worked**.

And then it worked again.

And it worked again.

Now I'm being paid to create my proposals, AND because the proposals are based on a relationship that's already been established and includes a detailed plan, you just can't create from a 20 minute discovery call.

-Allie

PROPOSAL
SECRETS



Proposal Secrets Masterclass (\$5000)

Intensive Report Examples + Template (\$2000)

- Real life intensive reports for you to download from my business
- Intensive report template for you to customize
- Application questions to swipe
- Setup instructions for proper framing of your intensive from services page to call
- Discovery call scripts for email and phone

You'll get all the experience and examples that I used during my intensives, including real life reports and shortcuts I learned.

There are small details that help frame each step of the process to ensure you close the deal - from the initial intensive to the full proposal.

"When I talked to Julie about my issues with me going for 30-45 minutes, maybe even an hour on discovery calls and not converting the client, I felt like I was doing a lot of work for free. Julie gave me this advice of doing a 15-minutes discovery call and then a 2-hour VIP intensive, and charging for it... I tried it with my first client. I went on a discovery call and at the end I pitched a VIP Exclusive the client said yes!

"A VIP Intensive is the only way to get paid for understanding the client's business, to actually work and see if you both are fit to work together, and getting paid for proposals."

-Roota

Proposal Secrets Masterclass (\$5000)

Intensive Report Examples + Template (\$2000)

High Ticket Project Considerations (\$2000)

- How to frame a high ticket proposal so it makes sense
- How to safeguard yourself when things don't go as planned - AKA cover your ass
- Workflow and walkthrough of how I create the Disney Experience from start to finish
- The step by step process I took all my clients through
- How to figure out your pricing!

"Proposal Secrets is an invaluable method because I'm getting paid for the time that goes into a bit of the discovery call, but more so the strategy time...By doing that, it was exhilarating to me because no longer do I have to wait until they sign off on the final contract to get started, I can start to get paid sooner, whether they hire me or not.

"I'm a huge advocate for Proposal Secrets and I feel like a lot of freelancers, entrepreneurs, and business owners are missing out on tapping into their strategy, their know-how, their skillset, and monetizing it even sooner in the process."

-Dallin

Proposal Secrets Masterclass (\$5000)

Intensive Report Examples + Template (\$2000)

High Ticket Project Considerations (\$2000)

Intensive Share Funnel (\$200)

- Get a funnel pre-built and written so you can swap your copy and colors and GO!



Jessica Thank you Julie for the Proposal Secrets, I have just gone through the content and know exactly what to do now. I had already started to implement your tips around getting paid for proposals, but this is the topper on the cake and adds all the pieces I was missing! I'm going to amend my services page and start creating the templates for the proposals this week and I can't wait to try out more of these across January and finally get paid to write proposals all the time!

Like · Reply · 1h



3

Proposal Secrets Masterclass (\$5000)
Intensive Report Examples + Templates (\$2000)
High Ticket Project Considerations (\$2000)
Intensive Share Funnel (\$200)
Proposal to Workflow BONUS (\$100)

- Walkthrough video that outlines how I turned my proposals into a workflow in Basecamp
- Perfect for Digital Marketers and agencies

Proposal Secrets Masterclass (\$5000)

Intensive Report Examples + Templates (\$2000)

High Ticket Proposal Writing Secrets (\$2000)

Intensive Share Funnel (\$200)

Proposal to Workflow BONUS (\$100)

TOTAL VALUE - \$9300

Obviously, I'm not going to charge \$9300. ;)

But if all this package did was help you to get 10-15 intensives over the first year, would a one time payment of \$9300 be worth it?

And if this course ALSO helped you turn 50% of those 10 intensives into high ticket proposals that you closed, would a one time payment of \$9300 be worth it?

And if this course shortens the time it takes to get your intensive offer up and running, and helps you banish scope creep from your proposals, would a one time payment of \$9300 be worth it?

I had two choices. I could go as cheap as possible and try to sell as many as I could. But I really don't want just anyone buying this. It has a lot of my personal work in it, and the last thing I want is people using it to make a quick buck when they aren't ready for it!

I also decided to "gift" this course into the The Digital Gangsta curriculum, so people who need the FULL strategy of growing an online business, can couple it with Proposal Secrets, to get to making money FASTER.

How much do YOU think Proposal Secrets is worth...
for your business?

How much scope creep will you banish, how many beautiful proposals you're paid for...will you write? How many high ticket offers will you feel comfortable selling... once you've worked through Proposal Secrets and set up your offer?

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High Ticket Project Considerations (\$2000)
Intensive Share Funnel (\$200)
Proposal to Workflow BONUS (\$100)

TOTAL VALUE - \$9300

YOU PAY - ~~\$797~~ **\$497**

PROPOSAL
SECRETS



You have two choices now!
There's a package of Proposal Secrets waiting for you...

PROPOSAL
SECRETS

A stylized, handwritten-style signature logo in white, consisting of a large 'j' followed by a cursive 's' and a period.

Or you can do nothing. Doing nothing definitely means getting nothing. Business will go on as it is right now.

If you're tired of charging peanuts, spending hours on discovery calls that go nowhere, slogging through proposals that end up with massive scope creep, and want your client to PAY for their high end proposal, then Proposal Secrets is the only option.

Take a leap of faith.
And guess what...it's okay if it doesn't work for you!

Guaranteed That You Will Make Your Investment Back
Within 5 Discovery Calls or Your Money Back.

That means..go through the course.
And with your next 5 discovery calls, do exactly as I
say...if you can't close at least one \$500 intensive, get
your money back.

Proposal Secrets Masterclass (\$5000)

Intensive Report Examples + Templates (\$2000)

High Ticket Project Considerations (\$2000)

Intensive Share Funnel (\$200)

Proposal to Workflow BONUS (\$100)

TOTAL VALUE - \$9300

YOU PAY - \$497

PROPOSAL
SECRETS



Who this is for:

Marketers, Strategists,
Service Providers, Agencies
ALREADY in BUSINESS.



Who this is NOT for:

People who haven't started or opened their Digital Marketing or Agency yet.



If you haven't started your business yet, you will definitely need a FULL digital marketing curriculum. The kind that can save your butt with any kind of client, 24/7/365. The Digital Gangsta is designed for people who've not started a business yet, and you'll get Proposal Secrets inside.

The real question is....Even if Proposal Secrets only does
HALF of what I've claimed today, it will pay for itself
within days and weeks.

It'll work for LOTS of different types of service based businesses...

Dallin did it with his videography business.

Videography
Facebook Ads Agency
Social Media
Virtual Assistance
Digital Marketing
Content Marketing
Sales Funnels
SEO/Web Development
Copywriting

If you are a coach or a consultant,
you can add an intensive in front of your packages as
well.

This way, you create a custom consulting or coaching
package after working with them for a few hours.

Karyn is doing it for her Interior Design Business



Karyn Reynolds So, I have gone through the beginning and it is has given me an insane ahah around how to modify this to doing an office design proposal #cantsleep #toomuchtothinkabout Thank you Julie Christine Stoian 😊💎💎🤪🤪

Love · Reply · 23h



Proposal Secrets Masterclass (\$5000)

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High Ticket Project Considerations (\$2000)

Intensive Share Funnel (\$200)

Proposal to Workflow BONUS (\$100)

TOTAL VALUE - \$9300

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PROPOSAL
SECRETS

A stylized, handwritten signature in white ink, likely belonging to the creator of the proposal secrets masterclass, positioned in the bottom right corner of the slide.

For those who stay til the end...your gift!

[Juliestoian.co/getpaid](https://juliestoian.co/getpaid)