the 20k Client Proposal

by sean vosler & the entrepreneur club

https://increase.academy

A Theme Will Help You Stand Out

LAUNCH PROPOSAL

HOUSE OF

client's name here

clients name redacted for privacy

ENIX

BY SEAN VOSLER & CO

At the time the potential client went on a rant about how much he loved House of Cards (pre-Kevin Spacey issues); so I decided to theme the proposal after the show.

1.) to capture his attention

2.) to stand out

3.) because it was fun

* *disclaimer*: I knew this potential client has a good sense of humor, always consider the "professionalism" level of the company or individual your approaching before you pick a theme; *and don't let it overshadow your message.*

Build Authority // Past Clients

Build Authority // Past Results

Products I've Created Or Helped Launch

VIDEO GENESIS *

TRAFFIC GENESIS *

retargetengine

fbinfluence *

VideoTrafficAcademy — Get More Traffic with Video!

membership manifesto

WEBINARjam *

MARKETING GENESIS

GENESIS LABS *

TEEPROFIT.COM MEMBERS AREA

Profit Bay

LinkedInfluence 2.0 *

*7 FIGURE

Future Pacing... *what's in it for them*

product name LAUNCH GOAL: **$1M**

sell results not technology

Future Pacing... *why read the proposal*

product name **LAUNCH DOC OVERVIEW**

This document is designed to give a detailed overview of the process of working with Sean Vosler on your 7 figure launch. It will also serve as a basis for the first part of the launch, Project Management, where we'll take all agreed upon elements and build a launch plan.

- pre-lauch: what do we need to accomplish before we take the first video life to the public?

- launch: timeline for managing of page changes, content updates and ongoing maintenance.

- post launch: Turning the launch into an evergreen funnel.

Tie sections in with the theme... *without overwhelming the message.*

relevant & interesting
quote from the show

DATA COLLECTION

First step in any successful launch is collecting the assets we'll need to build out all the launch elements.

- Server Information: Logins to Cpanel, Any WordPress Installs.
- Tool logins: google analytics, affiliate system, email system, domain name access, split testing system, etc.
- Any available content - copy, headlines, video scripts, 'freemiums/give aways'
- Collection of contact info for anyone in launch.

PROJECT MANAGEMENT

- Store all data in acceptable solution (Google Doc / Dropbox / Trello)
  - Recommending a combination of Trello and Google docs
- Daily Report on progress in project management system.
- All team members brief on expectation of reporting in project management system. Updates all need to be tracked in system.
- Team messaging system (Skype group recommended)
- Key team member given project management responsibility.

set the stakes early & often

TEACHING...
tell them what you're going to do, and *teach them why* *what you're doing is important.*

Specifics...

giving specifics gives you authority with the lead, even if they don't know each of the items listed; the perception is that you have it covered & they don't have to worry.

SUGGESTED TECHNOLOGY

Next we need to make sure we have all the proper technology in place, listed are the items we discussed to be used.

- Suggested Launch Server Provider: Rackspace - redundant server. (two servers set to compensate each other based on server load). We can work with whatever you have currently with some adjustments.
- Email System: Get Response
- Tracking System: Google Analytics (web traffic / sources) Get Response (opt in rates) JVzoo (Sales Conversion rate tracking)
- Split Testing: Visual Website Optimizer (recommended)
- Launch Theme: OptimizePress 2.0 (recommended)
- Membership Site: Instamember + Wordpress + Membship Site Theme (recommended)
- JVBlog: Wordpress + theme
- Affiliate System: JVzoo
- Cart System: JVzoo
- Project Management: Trello (recommended)
- Commenting System: Facebook Comments.

SETUP TIME TABLE

Suggested Dates for Tracking Progress of Launch Setup

- **September 23rd**: Approval of proposal [*if revisions needed - add 24 hours for each revision request.
- **Sept 23rd* - Oct 1**: Data collection (images, content, video) and planning, create full project outline in selected project management system. Build checklist of all items needing produced and all details that need to be verified. Build quality control checklists.
- **Oct 1 - Oct 8**: Initial sales funnel build. Testing of gateway system. Filler content added if needed, but all basic functionality of launch property built and ready.
- **Oct 8 - Oct 15th**: implementation of follow up sequences and connecting all technologies (Get response, Jvzoo, Retargeting, etc). Build of membership platform and content integration.
- **Oct 16th:** Full blown test day - all systems, stress test server, membership user setup, customer support integration.

Timeline
again, giving specific timelines (even if they're subject to change) gives the lead comfort in your process and confidence in your approach.

More Specifics *More* Confidence Built *that you can reach the goal.*

SETUP TIME TABLE

Suggested Dates for Tracking Progress of Launch Setup

- **Oct 16th - 20th:** Final content check - all videos added, all systems working, final launch countdown. During the final fazes of the pre launch production it's extremely to check all details (FB meta data, retargeting pixels, thank you page pixels, membership management, email capture functionality, auto responder links, analytic tracking, Visual Website Optimizer setup, JVzoo tracking integrated, affiliate tracking working, gateway system set up. Are all pages linking correctly, are the systems in place to switch pages based on when videos are going live, does the server generate static versions of the pages, do all pages have proper thumbnails and titles.
    - Finalize VSL Page production - agree upon layout elements.
- **Oct 21st - Oct 27th: Final week of verification. All hands on deck for testing. Final push for affiliate support. First video to go live October 27th with all tracking and content in place.**

*More* Specifics *also gives you* More Price Justification

PLANNING/ COMMUNICATION

We've touched on this - but just to clarify...

- We'll need to all use the same project management system for tracking of the progress of the launch.
- Skype group is recommended, or messaging app that is desktop & mobile based for team collaboration.
- Email is never recommended for project management, all tasks and communications should be managed through the PMS (heh).
- Weekly checkin calls (can keep them short 20min) should be held to make sure everyone is on the same page.
- Weekly reports (from us) will be sent at the start and end of each week listing out progress, items complete, and hurdles encountered.
- Create calendar for JV communications and JV blog management.

"The Map"

LAUNCH MAP
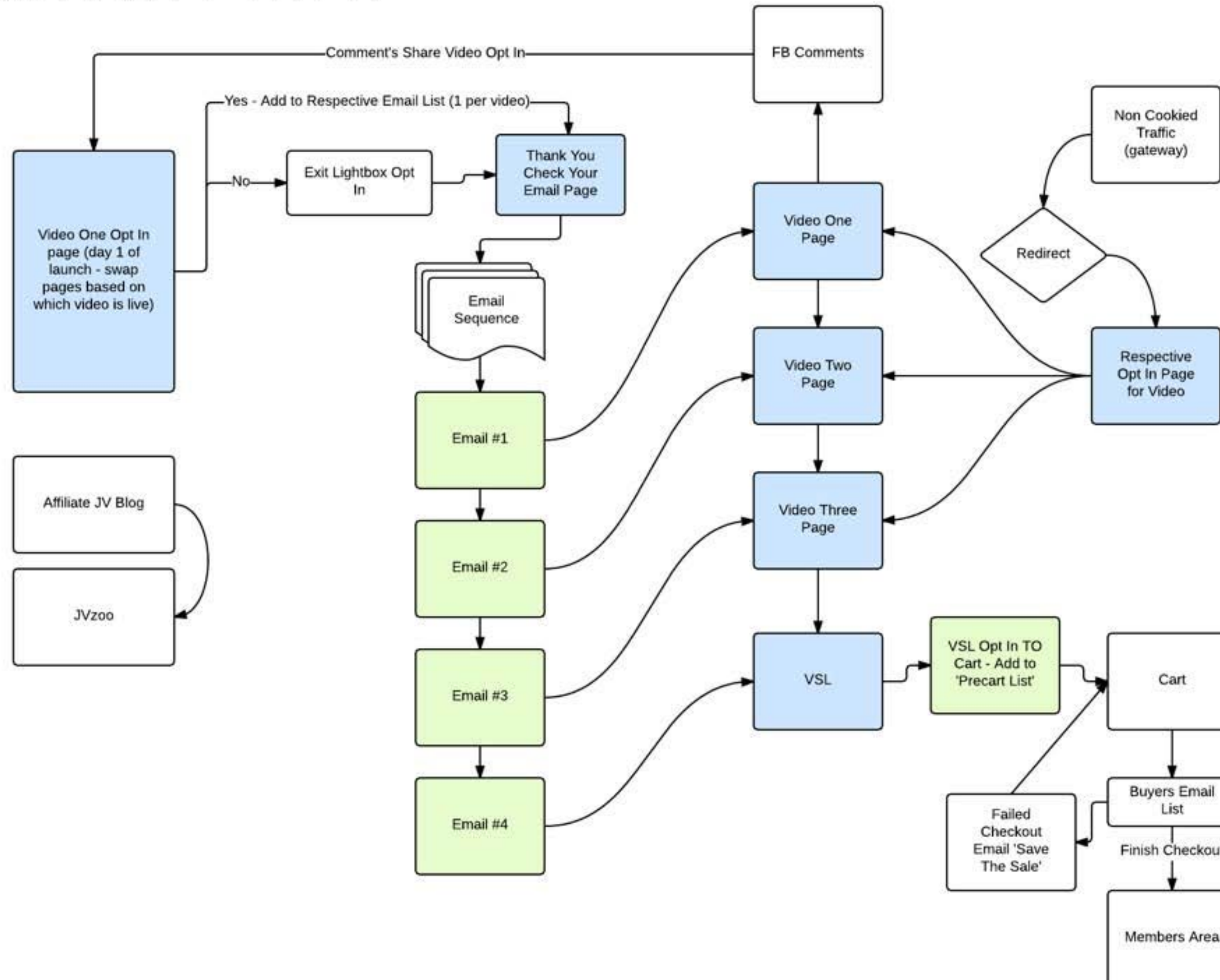
Don't be afraid to give away your map to success...

law of reciprocity is stronger than you think! yes they COULD theoretically take your plan and execute it themselves, but a good client (the kinds we want) are much more interested in hiring you to do it for them.

More Specifics *More* Confidence Built *that you can reach the goal.*

LAUNCH MAP - KEY PROPERTIES

- Launch Funnel Video Pages
  - Email confirmation page and instructions on how to access download
  - 3 prelaunch video pages with downloads attached from opt in page
- Launch Funnel Opt In Pages
- JVblog
  - Affiliate update page
  - Affiliate email swipe page
  - Dates
  - Contest update page
  - Links
- Membership Site (not included in launch fee)
- VSL Page + Alternate page.

More Specifics *More* Confidence Built *that you can reach the goal.*

LAUNCH BUILD PROCESS

1. Set up redundant server
2. Set up WP with cache system
3. Set up coming soon opt in page
4. Develop base set of video landing pages & opt in pages
5. Integrate AR system
6. Set up follow up sequences
7. Start production of JV blog
8. Start production of membership site
9. Test integration with JVzoo
10. Build VSL

PRODUCT PRICING / MARKETING

Just a restatement of our conversation about the product pricing and setup within JVzoo.

- Base product price point: $997
- No initial up sells

Recommendations

- Talk with JVzoo about ability to offer paypal financing through their system. About 33% of buyers took this option on Traffic Genesis.
- Implement a bonus at 28 days after purchase AR that provides buyers with an unannounced bonus "In a few days" - gets unlocked automatically after 30 days. This will greatly reduce refunds.
- Final 3 days of launch implement a 3 Pay option. (needs to be set up in advance)
- Last day of launch implement a 4 pay option. (needs to be set up in advance)
- Recommending you offer an up-sell, possibly a 4 week bootcamp at $497 - the bootcamp will be you walking them through the course and taking questions for 4 weeks… You can expect 20% of buyers to take this option - adding easily an extra 100k to the launch, helping to covering your JV contest fees.

Everyone likes a good listener.

IF you have a conversation before you send the proposal about expectations (ideally you have) be sure to include the information discussed.

Recommendations inspire confidence that you care as much about the project results as they do.

Recommendations… *frame yourself as a partner not just another vendor.*

MORE RECOMMENDATIONS

- Do not close the doors on the program on the last day of the launch, instead frame the launch as a grand opening and offer special bonuses & special pricing only during the launch grand opening. At the end of the grand opening, remove the ability for new buyers to gain access to the bonuses, but do not remove the product.
- Build an affiliates only FB group to announce new mailing opportunities. Work directly with affiliates and download the app Voxer for quick communications with top affiliates.
- Make affiliates mail for ALL parts of the launch to qualify for the JV contest, with a $997 product EPC's will very tremendously between those who mail to the prelaunch and those who do not. (ask me about this, amazing stuff)
- Offer incentives for affiliates to offer bonuses - perhaps throw in an extra $2,000 / $1,00 / $500 to the top 3 affiliates who offer bonuses, and $100 for each other affiliate who offers any kind of bonus offer.
- Use one single Facebook comment thread for all pages, but on the thank you page provide a testimonial thank you thread that you can show on the sales page (real time testimonials)… (see videogenesis.com/thankyou/)
- Consider using YouTube for the launch videos.
- Announce an affiliate appreciation mastermind for those in top 10.
- Daily updates and taunts to affiliates letting them know what place they rank.

Recommendations... *open the door for equity, you're not just "doing what they say" you're adding value to the conversation.*

MORE RECOMMENDATIONS

- Enable AR for cart abandon - (capture email before they continue to the cart) trust me will add at least 10% to the final sales.
- Enable time delay on pricing display on $997 product one day after cart open- worth testing, BUT we found at this price point after the cart open day people get scared if they dont consume your VSL. (testing recommended)
- Test all VSL elements over the time the cart is open.
- Get a small beta group in members area to catch any membership bugs.

Tie sections in with the theme…

LAUNCH

"I'VE ALWAYS LOATHED THE NECESSITY OF SLEEP. LIKE DEATH, IT PUTS EVEN THE MOST POWERFUL MEN ON THEIR BACKS."

Note on 'sections' – *you should always include these three; just like a movie there's "pre-production", "production", and "post production". These change based on your industry, but having a before/during/after analysis in your proposal will cover almost all process question your lead may have.*

The best sales people GUIDE their potential clients THROUGH the buying process… Define what happens on each step of the journey.

In This Specific Industry... *day one is very important; "the launch" has a lot of pressure on day one so I specifically address this day's challenges.*

DAY ONE

This is the most stressful day you'll experience in the launch - well maybe besides the last day. Hope for the best, plan for the worse, but it WILL be ok, just keep some baby aspirin near by.

- 12pm EST (or agreed up time) flip Coming Soon page to Video One opt in page, re-verify everything works - (AR connected, new leads being added, emails are sending, video works, facebook comments can be moderated, retargeting audience is being built.)
- Enable first set of split tests on opt in headline.
- Enable tests for Call to action to leave a comment, most wanted response on the video is to leave a comment.
- Check video stats - at what point are most visitors leaving the video? Add an annotation to the video 30 seconds before this point with an open loop headline - "coming up in a few minutes: benefit to them".
- Continue headline tests over next few days, also testing call to actions of opt in and other elements on the opt in page.
- Implement Facebook comment moderation with everyone on team.
- Have a hardy drink once everything works.

set the stakes let's them know you "get it"

a little humor never hurts (a lot can)

More *Specifics* More *Confidence Built* that you can reach the goal.

Your client should think...
"They've thought of everything!"

VIDEO TWO

Once you've made it through video one, there's still much work to be done. Video two dropping will seem easy, but don't be fooled, if something can break it will… unless you know all the things that can break ;).

- 12pm EST (or agreed up time) flip Video One Opt In Page to Video Two opt in page, re-verify everything works - (AR connected, new leads being added, emails are sending, video works, facebook comments can be moderated, retargeting audience is being built.)
- Enable first set of split tests on opt in headline.
- Enable tests for Call to action to leave a comment, most wanted response on the video is to leave a comment.
- Check video stats - at what point are most visitors leaving the video? Add an annotation to the video 30 seconds before this point with an open loop headline - "coming up in a few minutes: benefit to them".
- Continue headline tests over next few days, also testing call to actions of opt in and other elements on the opt in page.
- Have a hardy drink once everything works.

a little humor show's your human

keep building upon the journey you will be taking together

VIDEO THREE

Ok, made it this far - affiliates are getting excited, it's not time to slow down just yet. Best bet is to keep hounding affiliates to mail, make sure they know they NEED to mail to qualify for your awesome JV contest.

- 12pm EST (or agreed up time) flip Video Two Opt In Page to Video Three opt in page, re-verify everything works - (AR connected, new leads being added, emails are sending, video works, facebook comments can be moderated, retargeting audience is being built.)
- Enable first set of split tests on opt in headline.
- Enable tests for Call to action to leave a comment, most wanted response on the video is to leave a comment.
- Check video stats - at what point are most visitors leaving the video? Add an annotation to the video 30 seconds before this point with an open loop headline - "coming up in a few minutes: benefit to them".
- Continue headline tests over next few days, also testing call to actions of opt in and other elements on the opt in page.
- Have a hardy drink once everything works.

In This Specific Industry... *another important day to make sure our client understand that we "get it"*

CART OPEN DAY

GET THE MONEY.

- 12pm EST (or agreed up time) flip Video Two Opt In Page to VSL PAGE, re-verify everything works - (AR connected, new leads being added, emails are sending, video works, facebook comments can be moderated, retargeting audience is being built.)
- Enable first set of split tests on sales page.
- Test all call to actions.
- Check video stats - at what point are most visitors leaving the video? Add an annotation to the video 30 seconds before this point with an open loop headline - "coming up in a few minutes: benefit to them".
- Continue headline tests over next few days, also testing call to actions of opt in and other elements on the opt in page.
- Have a hardy drink once everything works.

More Specifics *More* Confidence Built *that you can reach the goal.*

CART OPEN WEEK/WEEKS

Get affiliates into the race.

- Cart Day 2 - Enable VSL with TIME delayed call to action (purchase button)
- Consider re-edit of video if conversion are not at the level expected.
- Enable count down timer in last 7 days
- Consider alternate full redesign of VSL - outside designer create an alternative for a test. A 1% boost in conversions at this point could mean $100k difference.
- Full fledge kick ass retargeting campaign MUST be regulated and tested.
- Daily communication needed with affiliates.

More Specifics *More* Confidence Built *that you can reach the goal.*

POST LAUNCH

"POWER IS A LOT LIKE REAL ESTATE. IT'S ALL ABOUT LOCATION, LOCATION, LOCATION. THE CLOSER YOU ARE TO THE SOURCE, THE HIGHER YOUR PROPERTY VALUE."

Most of your competition won't concern themselves with any "post production" aspects of a project – we can stand out by addressing what happens (or can happen) after a project is completed... *and open the door for further collaboration* *(aka more money for everyone).*

Open the door for further collaboration...

the initial prospect was just for the launch of the product, however I go on to explain what could happen after the launch by working together to go "evergreen".

AFTER THE LAUNCH

Going Evergreen - 7 day process.

- Create entry point for lead generation through ads/affiliates
- Automate email follow up sequence to all videos
- Integrate Facebook ads tracking for leads and sales

INVESTMENT COST

Details on pricing.

Scope Clarification.

The fun thing about launches is basically when it comes down to crunch time, there is a million things to do, it's hard to completely clarify who is going to do what. This is why it's a good idea to have someone on the team who's been there and seen the worse that can happen, and plan for it. The scope basically is - get done what needs to be done, no matter how much work it takes. This is why I charge based on a project fee and not a time or breakdown fee.

SHIT'S ON FIRE, YO

INVESTMENT COST

Price Breakdown

I like to keep it simple - I charge a flat fee of 10k for setup and 10k for maintenance over the course of the prelaunch and launch and a 0.5% (half of 1%) after affiliate profit share, this is a nominal incentive to increase conversions and reach out to potential JV's. This includes unlimited access to me personally and development of all properties listed in this document. Consider me on call during the course of production and the full course of the launch for this price. This fee includes costs on my end for server tech and any extra design costs.

The maintenance of the evergreen funnel is an optional post launch expense, or we can hand it off to your team with instructions on how to manage it.

You'll also be provided REAL TIME SPLIT TESTING AND OPTIMIZATION. This makes a HUGE difference over the course of the launch, and represents the largest missed opportunity for most large launches.

if you've done your job right the price justification will be for avoidance of failure of the project as much as it is for the promised deliverable.

Even if your pricing is double or triple a competitor the prospect will be much more interested in "partnering with a pro" than "saving money", if they're all about saving money than you don't want them as a client anyways

NEXT STEPS

If everything looks good - all we need to get started is a brief meeting on the process of getting content and logins collected.

Half payment upfront of the setup and maintenance fee.
(optional, pay in full and reduce the fee by 15%)

Give me a call to discuss ██████████ - or email ████████████

I look forward to working with you and your team!

The proposal is a living document, may need to be updated based on feedback from the prospect, always provide details on the "next steps" in the process.