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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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