

DIGITAL MARKETING CONSULTANT PROPOSAL

Company Name

Address City, State Zip Code Phone: xxx-xxx-xxxx

Date

Dear [Client Name]:

I'm excited for the opportunity to help you make your marketing lead generation goals a reality.

Our mutual goal is simple: create an excellent and brand representative funnel that gets you more leads, more customers, and more sales without you having to be there all the time.

We are confident that we can help you do just that. The following proposal outlines the approach we recommend.

1. A GREAT, FREE OFFER

This first step is key to making your entire funnel work. You want someone to give their name and email address. This is where it all starts. You can use a book, a free report, an audio, or a series of videos, and we will decide that when we start working together. Either way, you can bet that we're going to have a great offer that people are going to be excited about when they come to your website.

2. A LEAD PAGE

How you set up your lead page, what you put on your lead page, what words are on your lead page, and more importantly, what words aren't can make a gigantic difference in your business. This can mean the difference doubling, tripling, or even quadrupling your results at the end. We will create a great lead page that will be tested and proven to work over and over and over again.

3. EMAIL FOLLOW-UP

Once you get someone's name and email, then the real work begins. That's when your email system will create a relationship, follow- up, inform, give them great content, and then make them an offer that they can't refuse.

4. PRODUCT OR OFFER

This is where the money starts to come in. Together, we will create a great offer that moves people to action, and we will create a sales funnel that is consistent, repeatable, and does not require you to be there all the time. 5. Production and packaging

5. SALES MECHANISM

This can be a video sales letter, an audio sales letter, a webcast, a written sales letter, or even an infographic to demonstrate of your product. Whatever we decide to do, we will be using industry leading software to help create, test, track, and prove an offer that you can use over and over and over again.

6. MEMBERSHIP SITE

This is the perfect place to send your new customer. A membership site can host your content. It can create connections between you your members. It can give members a place to communicate and ask questions to you and a place for you to put your ongoing content. We will create a brand representative membership site together that flat out works and helps your customers buy from you over and over again.

7. TRAFFIC SOURCE

You can have a great free offer, superb email system, and a great sales page. None of this works without traffic on the front end. We will work together to come up with a traffic strategy that works for you.

8. A TEAM

Finally, you'll have the assurance that you have one of the world's leading digital marketing teams behind you tracking, testing, tweaking, and making your offer work.

This program represents a strong focus of your marketing dollars into what really works: a digital marketing funnel. By the time we're done, you'll have a funnel that has been tested, tracked, tweaked, and is working to bring you new customers and new dollars.

I'm sure you will have questions and we can discuss them with you at your convenience.

The next thing we will do together is discuss price, agree on terms, and get started. Obviously, this is an expensive process, but I'm sure we can create a deal that works for both of us.

Sincerely,

Name
(Contact Information)