



Scaling Your Funnel With Facebook Ads

Funnel Build / Management Agreement

Prepared for
{client_name}



Terms

THIS AGREEMENT (the "Agreement"), dated _____{date_submitted}_____, is hereby entered into by and between _____{client_name}_____, (the "Client") whose address is: _____{client_address}_____ and {company_name}. The Client and {company_name} (the "Parties") agree as follows:

1. Services

{company_name} is in the business of providing Funnel Build and Management services, and the Client wishes to buy its services. The Client hereby agrees to engage {company_name} for its Funnel Build & Management services program hereby made a part of this Agreement as "Attachment A".

2. Term

Unless the Parties enter into the Addendum attached hereto or separately agree in writing, this Agreement will commence on the effective date first set forth above and will continue for the period of 90 Days (the "Initial Term") from the date hereof.

3. Compensation and Payment

If the client pays for the entire Initial Term of the engagement in full at the start of the project, the client will pay ___{total}_____ for the engagement upon execution of this Agreement. If the client prefers to pay for the Initial Term in monthly installments, Client will pay ___\$30,000_____ for phase 1 webinar funnel campaign strategy, setup, project planning and funnel build upon execution of this Agreement and then ___\$20,000_____ at 60 days from the date hereof. For remaining balance see Bridge Note Addendum document. All amounts payable pursuant to this Agreement are exclusive of taxes. It is understood that any Federal, State or Local Taxes applicable shall be added to each invoice for services or materials rendered under this Agreement. Client shall pay any such taxes. Client will pay all invoices via Harvest app / wire / check. If Client wishes to pay via credit card a 3% processing fee will be added to each invoice total.



DESCRIPTION	COST	UNIT	SUBTOTAL
Performance Incentive	\$250,000	tbd	\$250,000
1% - 3% of topline revenue above baseline to achieve \$250,000 over the trailing 12 months.			
<input type="checkbox"/> Copywriting of all Funnel Assets	\$25,000	1	\$25,000
<input type="checkbox"/> Paid Media Management	\$5,000	3	\$15,000
+ 20% of ad spend above baseline spend of 35k per month			
Funnel Management & Optimization	\$6,500	3	\$19,500
Funnel Build	\$35,000	1	\$35,000
Research, Funnel Architecture, & Strategy	\$15,000	1	\$15,000
Funnel Performance Tracking & Reporting By FunnelDash	\$10,000	Annually	\$10,000
TOTAL			\$329,500

4.Termination



Unless either Party terminates for a material breach by the other Party as provided herein, this Agreement may not be terminated prior to the Initial Term above by either party. Under no circumstances will {company_name} be obligated to provide any refunds of the amounts paid for the Services hereunder. During the Initial Term(s) and any additional term(s) agreed to in the Addendum or otherwise, Client agrees to (a) provide sixty (60) days written notice to {company_name} of a request to cancel Services, (b) pay an early termination fee equal to three (3) months of Service, and/or (c) agree to pay any and all outstanding balances for Services rendered immediately. Client understands that upon an early termination of this Agreement, {company_name} reserves the right to stop all work immediately. This Agreement and any work assignment in progress may be terminated by {company_name} at any time without prior written notice to Client in the event that: (a) Client fails to meet the terms and or conditions of this Agreement; (b) Client defaults on payment as set forth in Section 3.

Unless either Party terminates for a material breach by the other Party as provided herein, this Agreement may not be terminated prior to the Initial Term above by either party. Under no circumstances will FunnelDash be obligated to provide any refunds of the amounts paid for the Services hereunder. During the Initial Term and any additional term agreed to in the Addendum or otherwise, Client agrees to (a) provide sixty (30) days written notice to {company_name} of a request to cancel Services, (b) pay an early termination fee equal to three (3) months of Service, and/or (c) agree to pay any and all outstanding balances for Services rendered immediately. Client understands that upon an early termination of this Agreement, {company_name} reserves the right to stop all work immediately. This Agreement and any work assignment in progress may be terminated by {company_name} at any time without prior written notice to Client in the event that: (a) Client fails to meet the terms and or conditions of this Agreement; (b) Client defaults on payment as set forth in Section 3.

5. Ownership of Materials

All materials, data and similar items, produced by {company_name} hereunder in connection with the Services shall be, at all times, the sole property of The Client. All services and software used by {company_name} shall at all times be the sole property of Client.

6. Client Agreements

Client agrees to provide the following:

- Basic metrics on what is currently working in Client's business. (NOTE: {company_name} will be working to optimize Client's current sales process, so its best to have benchmarks to work from.)
- Detailed description of Client's market/buyer. (NOTE: Online Sales funnels are market-centric, so if the target market is unclear, the funnel may not perform as planned.)



- Sales copy and sales video and webinar scripts (NOTE: While {company_name} will review Client sales copy and assist with in-depth critiques and guidance. {company_name} does not provide sales copy from scratch, however can refer copywriters.)
- All email copy to be used in the "cart abandonment" sequence. (NOTE: {company_name} will provide Client with tested email templates, but it is up to Client to "fill in the blanks" and complete these templates.)
- Website traffic.
- Any custom coding necessary to deploy the funnel on the Client's server and CRM. Appropriate contacts with members of the Client's team including, but not limited to, marketing, product and customer support staff members.
- Access to hosting account, page builders, tracking, CRM's and other systems as it relates to the funnel build out, landing page creation and tracking within the first 7 days of contract.
- All product-based assets, including the lead magnet, liquidation offer, upsell offer, webinar offer, and bundle offer.
- Use of {company_name} project management system (teamwork) to communicate tasks, due dates, feedback, requirements, etc
- Meet deadlines as laid out in Attachment A. In order to deliver the funnel within 90 days (and not incur extra service fees) it is extremely important the Client provide all required collateral, access, tasks, etc

7. Project Scope of Services

All creative and additional services including calls outside the scope of this Agreement requested by the Client will be billed at a rate of \$150 per hour. (Client will be notified and must approve additional services before performed). Client will also be given opportunity to purchase additional services at package rates). The scope of the project is time sensitive and require both parties to respond within a reasonable timely manner, not to exceed 1 week. If Client does not continue monthly retainer services as laid out in Attachment A, additional work performed after the last monthly billing cycle will be billed at a rate of \$150 per hour.

8. Non-Interference



The Parties agree that, unless otherwise agreed to by the Parties in writing, during the performance of any Services hereunder and for a period of two (2) years after termination of such Services, Client shall not solicit, entice, encourage or induce (hereinafter collectively "solicit") any person who at any time during the Initial Term or Term of this Agreement shall have been an employee, staff, consultant, temporary personnel or technical personnel of {company_name} to cease being an employee, staff, consultant, temporary personnel, technical personnel or independent contractor of {company_name} and to become employed by or associated with any person, firm or corporation other than {company_name}, and Client shall not approach any such employee, consultant or contractor for such purpose or authorize or knowingly approve the taking of such actions by any other person, firm or corporation or assist any person, firm or corporation in taking such action. In the event that Client breaches the covenants contained in this Section 10, Client agrees to pay to {company_name} an amount equal to two times the annual salary (or annualized contract payments) of each employee or contractor as liquidated damages and agrees that such amount is a reasonable estimate of the cost and expense to {company_name} to retain new personnel.

10. Non-Disclosure

Client agrees that any and all proprietary information obtained from {company_name}, including the products and Services used to carry out the terms of this Agreement, the methods in which products and Services are implemented, information about inventions, designs, methods, systems, improvements, and any other proprietary and confidential matters gained as a result of this Agreement will be considered strictly confidential and shall not be used by or directly or indirectly disclosed by Client to any person or persons without {company_name} prior written permission. Except as set forth in the last sentence hereof, {company_name} agrees that any and all proprietary information which may be obtained by {company_name} from Client, its employees or consultants, including information about inventions, designs, methods, systems, improvements, and other private matters gained while on the premises will be regarded as strictly confidential and shall not be directly or indirectly used by or disclosed by {company_name} to any person or persons (other than {company_name} employees or vendors with a need to know solely for the purposes of this Agreement) without Client's prior written permission. Notwithstanding the foregoing, {company_name} shall be entitled to use Client's name and results from the Services in any and all marketing materials utilized by {company_name} to market its Services.



11. Liability Limitations

Except for bodily injury, {company_name} TOTAL LIABILITY AND CLIENT'S SOLE AND EXCLUSIVE REMEDY FOR LOSS OR DAMAGES RELATING TO OR ARISING OUT OF THE PERFORMANCE OF {company_name} UNDER THIS AGREEMENT AND/OR ARISING UNDER ANY THEORY AT LAW OR EQUITY (WHETHER TORT, NEGLIGENCE OR OTHERWISE), AND INCLUDING BUT NOT LIMITED TO ANY SPECIAL, INDIRECT, CONSEQUENTIAL, LOST PROFITS, LOST REVENUES, LOST OR CORRUPTED DATA, LOST USE, OR PUNITIVE DAMAGES AND ANY OF CLIENT'S CLAIMS OF CONTRIBUTION AND INDEMNIFICATION RELATED TO THIRD PARTY CLAIMS ARISING OUT OF SERVICES RENDERED BY {company_name}, AND FOR ANY LOSSES, INJURY OR DAMAGES TO PERSONS OR PROPERTIES IN CONNECTION WITH THIS AGREEMENT, SHALL BE LIMITED TO THE PAYMENTS RECEIVED BY {company_name} FROM CLIENT HEREUNDER DURING THE TWELVE MONTH PERIOD PRIOR TO THE DATE THE CAUSE OF ACTION AROSE. Client agrees that it will not allege that this remedy fails of its essential purpose.

12. Warranty Matters

{company_name} warrants that its Services shall be performed consistent with applicable industry standards. No other representation, express or implied, and no warranty or guarantee are included or intended in this Agreement, or in any report, opinion, deliverable, work product, document or otherwise. Furthermore, no guarantee is made as to the efficacy or value of any services performed. THIS SECTION SETS FORTH THE ONLY WARRANTIES PROVIDED BY {company_name} CONCERNING THE SERVICES AND RELATED WORK PRODUCT. THIS WARRANTY IS MADE EXPRESSLY IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, NON-INFRINGEMENT, TITLE OR OTHERWISE

13. Severability

If any provision of this Agreement is deemed as unenforceable or invalid under any applicable law or is so determined by applicable court decision, such unenforceability or invalidity will not render this Agreement unenforceable or invalid as a whole, and such provision will be changed and interpreted so as to best accomplish the objectives of such unenforceable or invalid provision within the limits of applicable law or court decision.

14. Force Majeure



Other than with respect to payment obligations hereunder, if either party is unable to perform any of its obligations under this Agreement because of a natural disaster, actions or decrees of governmental bodies, communications line failure not the fault of the affected party, or other events beyond the reasonable control of the affected party (a "Force Majeure Event"), the party who has been so affected will immediately give notice to the other party and will do everything possible to resume performance. Upon receipt of such notice, all obligations under this Agreement will be immediately suspended for the duration of the Force Majeure event.

15. Indemnification

Each Party shall indemnify, save, defend, and hold the other Party, and their respective officers, directors, shareholders, managers, members, employees and agents, harmless from and against all claims, liabilities, demands, causes of action, losses, damages, taxes, penalties, liens, costs, and expenses, including but not limited to interest, penalties, court costs, and attorneys' fees, incurred by the other Party (collectively, "Liabilities") in connection with any (a) material breach of any of the terms of this Agreement by the indemnifying party, or (b) act, omission, or misrepresentation of the indemnifying party, unless such Liabilities are caused by the gross negligence or intentional torts of the other Party.

16. Miscellaneous

This Agreement, along with the Addendum if entered into, shall be governed by the laws of the State of California, without regard to the conflict of laws provisions thereof. It constitutes the entire Agreement between Client and {company_name} for the Services.

A good faith (realistic) effort must be made by both parties to rectify disputes regarding service prior to pursuit of other avenues of resolution including but not limited to litigation. Failure to exercise this good faith effort and document the same by a party shall result in that party's losing the right to have attorney's fees and costs awarded to them in the event that they were successful in such dispute. Following use of such efforts, any controversy, dispute or claim arising out of or related to this Agreement or breach of this Agreement shall be settled solely by confidential binding arbitration by a single arbitrator in accordance with the commercial arbitration rules of JAMS in effect at the time the arbitration commences. The award of the arbitrator shall be final and binding. Except as otherwise provided in the prior paragraph, the arbitrator shall also award to the prevailing party in the arbitration (as determined by the arbitrator) reasonable legal fees, expert witness fees, and related costs of the prevailing party. The arbitration shall be held in Santa Barbara, California.

No action, regardless of form, arising out of this Agreement, may be brought by either party

- more than two (1) year from the last date of payment.



This Agreement may be executed simultaneously in one or more counterparts, each of which

- shall be deemed an original, but all of which together shall constitute one and the same Agreement.

All of the terms and provisions of this Agreement shall be binding upon and shall inure to the

- benefit of the parties hereto and their respective transferees, successors, assigns and heirs, unless otherwise specifically provided herein

The warranties, representations and covenants of each of the parties hereto shall be true and

- correct as of the date of this Agreement and shall survive the date of the within Agreement.

If any party brings any action or proceeding to enforce, protect or establish any right or

- remedy under this Agreement or with respect to the transaction contemplated hereby, the prevailing party shall be entitled to recover actual attorney's fees and costs

By their signatures below, the parties hereby understand and agree to all terms and conditions of this Agreement.

The Client _____

By: _____

Print Name: _____

Dated: _____{date_accepted}_____

Company _____{company_name}_____

By: _____

Print Name: _____{company_name}_____

Dated: _____{date_submitted}_____



Attachment A

The Service to be provided are as follows:

This attachment contains the detailed description of services to be rendered by {company_name} as follows:

- Production of a custom funnel map and graphical flowchart of your sales funnel
- Assistance in offer creation and positioning of offer
- Website Optimization and Complete Funnel Setup including Landing Pages, Sales Pages, Webinar Registration pages, VSL Upsell Pages
- Complete automation and sequence setup
- Naming conventions for funnel assets (i.e. Lead Magnets and Webinar and Offer Titles)
- Setup FunnelDash, Google analytics, tag manager and paid media pixels
- Scheduled weekly calls (20 min) with Client decision makers
- Customer support (via Teamwork & Slack)

PHASE 1: Strategy Kick Off (15k)

2 Day In Person Strategy Kick Off Meeting

- Schedule weekly decision maker call
- Gather login details to your automation tools, analytics, wordpress, landing pages, webinar tool, etc
- Define your core offer and upsell offer & price points
- Nail down your unique positioning
- Brainstorm funnel campaign strategy and funnel type (webinar funnel, launch funnel, book funnel)
- Take inventory of what's working now and case studies
- Walk through of how the 90 day engagement will work and a breakdown of all 4 phases
Nail down your video and webinar content strategy and list out all the copy assets
- Email recap of the discussion
- List out any other future funnels



- Project plan built out in teamwork

Client project plan build out to include with...

- Calendar, Dashboards, Useful Links, Team Members, Naming Conventions, Trainings, Reports

Slack Team, Google Drive, and Teamwork setup

Funnel Map Mockup PDF delivered via client site (Wordpress)

Video training Inside Academy.FunnelDash.com

- 49 Step Funnel Optimization Blueprint
- How to craft an irresistible offer
- How to create a liquidation offer that maximizes your conversions Ultimate Webinar Presentation Blueprint
- How to find your "Goldilocks Price" that maximizes your upfront revenues

Timeline - Complete Within The First Week

PHASE 2: Copy Asset Creation (25k)

Complete webinar outline with slides + 5,000 written words across all email sequences and video scripts

- 50 - 100 black n white slides with talking points.
- 7,500 word count across all emails and video scripts for complete done for you copy
- Copy process includes interview, outline, writing, and critiquing
- For all copy above 5,000 word count the interview, outline and
- critiquing process is included. Client will execute the actual writing process. Additional copy can be purchased in blocks of 5,000 words at \$2.5 per word.

3 60 min Copy Calls with {company_name} in house copywriter

- Review the copy phase and all the copy assets as outline in the funnel map
- Brainstorm on "Your Big Idea" for the funnel



- Figure out the angle for your funnel
- Customize your follow up email sequences
- Define webinar headline and landing page bullets for landing page
- Create your Unique Selling Proposition

Unlimited copy critiques during the 90 day engagement inside of Google Docs

- Detailed feedback on your webinar, liquidation scripts, and email copy from our own in-house professionally trained copywriter.
- Email in your scripts and we'll mark em up left in right with Google Doc comments and 5 min. Jing video critiques
- Position your product as "Premium"
- Create strong call to actions, better subject lines and flat out more compelling copy.
- Attract high-end customers excited to buy

Video Training & Swipe Files

- Ultimate Webinar Presentation Formula - Tips For Following Our 24 Step Process Crafting your perfect landing page headline and bullet points
- Building your anticipation, objection handling, encore, and abandon cart fail proof follow up sequences
- Scripting out your bullet proof video sales letter
- How to prepare, record and edit a VSL
- How to prepare, record and edit a Webinar

Timeline - Complete Within First Month Of Project

PHASE 3: Funnel Build (35k)

3 60 min Funnel w/ our in house funnel automation expert

- Finalize funnel map & strategy for build
- Weekly funnel calls to stay on task for the build out as outlined in teamwork (and below)

Complete website optimization with your existing website to maximize lead generation

- A single, focused funnel that becomes the cornerstone of your offer.



- Exit pop setup and welcome gate setup if organic traffic exceed 10k uniques per month to be coordinated with your team.
- Lead Box/pop ups that drive new webinar registrants.
- Compelling links strategically placed in customer communications for increased response.

Complete Funnel Setup Using LeadPages or ClickFunnels

- Building of landing pages for webinar and VSL's
- Implement offer positioning for maximum results based on finalized strategy.

Automation Setup Using Infusionsoft

- Streamlined automated Infusionsoft integration
- Staggered email sequences for automated follow up before and after your webinars. Automated emails that communicate with prospects in all stages of the funnel. Invest now page reviews and critiques.

Worry-Free Webinar Optimization

- Segment registrants based on attendance, who saw the offer and when, and have targeted communication with each group to maximize response and conversion.
- Set up automated webinar systems so they run on autopilot 3-5 times a day.
- Naming conventions, tagging structures, and simple sequences so you'll never get lost in your automation account.

Sequence Setup Inside Your Automation Tools

- 3-part pre-webinar reminder email sequence.
- 3-part objection handling email sequence.
- 3-part "recording take-down" email sequence.
- Cart Abandonment Sequences



Video training Inside Academy.FunnelDash.com

- Website optimization 101 w/ a walkthrough of the 8 new entry points Web Page Development For Your Funnel
- Segmented Sequencing with Fuzed and GoToWebinar
- Pre & Post Webinar "No Fail" follow sequence
- Stealth Seminar tutorial
- Evergreen Business systems tutorial
- Dummy proof checkout pages and upsells

Timeline - Completed Within 2nd Month Of Project

PHASE 4: MANAGEMENT & OPTIMIZATION (6.5k/mo)

60 min Funnel w/ our in house analytics expert

- Create standardized UTM variable naming conventions so your tracking is clean and consistent Understand the numbers that reveal the strengths and weaknesses of your offer.
- Know exactly what analytics need to be addressed and when.
- Walk through on how to Set and Achieve your analytics goals.
- Know the exact metrics you need when you're at five, six, seven and eight figures in revenue. Track the revenue you make per webinar registration and attendee.

Google Tag Manager & FunnelDash Tracking Setup

- Google Tag manager setup to be installed on all funnel pages (on a as needed basis)

Custom Business Dashboard Setup

- A dashboard that tells you funnel performance, paid media performance, conversions, and revenue growth.

Paid Media Conversion Pixels Install

- Facebook, Google and Perfect Audience pixels installation assistance.



- Add conversion pixels to Google Tag Manager and set all the custom rules to make sure they fire correctly. (Only applicable if Google Tag Manger is installed.)

Timeline - Within 3rd Month Of Project. This Is The Completion Of The Project.

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Appendix I.1 - Payment Authorization Agreement for Checking Account

Payment Authorization Agreement for Checking Account

Client hereby authorizes {company_name}, to initiate debit entries for payment of the monthly Services fee and/or Cancellation Fees to Client checking account at the financial institution indicated below and to debit same account the 3rd of each month effective on the start date listed in the Agreement.

Your Financial Institution Information

Bank Name _____

Bank Address _____

Street Address _____

City _____ State _____ Zip _____

Routing Number _____ Account Number _____

Monthly Withdrawal Amount \$ _____

****Important: Please provide a copy of a voided check****

This authorization is to remain in full force and effect until FunnelDash has received written notification of its termination based on terms stated in this Agreement.

I (we) understand and agree that I will be responsible for and will pay a returned item fee of \$25.00 which will be assessed for each debit that is returned to {company_name} as a "returned item".

Date ____ {date_submitted} _____

Signature _____

Printed Name _____ {client_contact_first} {client_contact_last} _____



Appendix I.1 - Payment Authorization Agreement for Credit Card

Payment Authorization Agreement for Credit Card

Client hereby authorizes {company_name}, to initiate credit entries for payment of the monthly Services and/or Cancellation fee to Client credit card indicated below and to charge the same account the 3rd of each month effective on the start date listed in Appendix A.

Credit Card Information

Monthly Withdrawal Amount \$ _____

Name on Card _____

Card Type Discover Visa Master Card

Card Number _____

Expiration Date _____ Security Code _____

Billing Address _____

Street Address _____

City _____ State _____ Zip _____

Phone Number _____

Email Address _____

This authorization is to remain in full force and effect until {company_name} has received written notification of its termination under this Agreement.

I (we) understand and agree that I will be responsible for and will pay a returned item fee of \$25.00 which will be assessed for each debit that is returned to FunnelDash as a "returned item".



Date: _____{date_submitted}_____

Signature: _____

Print Name: _____{client_contact_first}{client_contact_last}_____

Appendix I.2 - Payment via Check Details

Use The Name And Address Below To Make A Payment Via Check.

{company_name}

{company_address_1}

{company_city}, {company_state}

{company_zip_code}

Appendix I.2 - Payment via Wire Transfer

Swift code:

Bank name:

Branch address: 222 Broadway New York, New York 10038 Account number:

Beneficiary:

Beneficiary address:



Addendum A

Leverage The Power Of Funnel Stacking With Multiple Funnels

The Client shall have the option of adding additional funnels to their existing Agreement by checking the appropriate space(s) below and executing the signature line provided below. Please indicate the desired number of ADDITIONAL funnels and payment provisions below. All such payments shall be subject to all other terms and conditions set forth in the Agreement.

___ 1 extra funnel. By electing this additional funnel, Client shall be engaged with for a total of 2 active funnels at \$6,500 per month each for the Services. This new additional funnel will result in a 90 day minimum payment obligation of \$19,500.

___ 2 extra funnels. By electing this additional funnel, Client shall be engaged with for a total of 3 active funnels at \$6,500 per month each for the Services. This 2 new additional funnels will result in a 90 day minimum payment obligation of \$39,000.

___ 3 extra funnels. By electing this additional funnel, Client shall be engaged with for a total of 2 active funnels at \$6,500 per month each for the Services. This new additional funnel will result in a 90 day minimum payment obligation of \$58,500.

Optional: Select The # Of Funnels

DESCRIPTION	PRICE	QTY	SUBTOTAL
Funnel Build & Management	\$6,500	1	\$6,500
TOTAL			\$6,500

___ In addition to the foregoing, the Client and {company_name} have agreed to the following revenue share agreement:

___ In addition to the foregoing, the Client has agreed to pay \$2 per word for any "Done For You Copy" that is written throughout the funnel by FunnelDash.



Accepted and Agreed to by Client:

Client: ____{client_name}_____

By: _____

Date: _____{date_accepted}_____

Company: ____{company_name}_____

By: _____

Date: _____{date_accepted}_____

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Addendum A

Attachment A

The outline below is a detailed walkthrough of the deliverables you will get each quarter over the 3 month, 6 months or 9 month engagement:

Strategy

Quarterly Funnel Strategy Call w/ a Funnel Expert

- Create new core offers, liquidation offers, and upsell offers Create a new funnel for your business every quarter Brainstorm funnel campaign strategy
- Take inventory of what's working now
- Nail down your video and webinar content strategy Email recap of the discussion
- Recording of the 60 min call.
- **Detailed Customized Funnel Map For Each New Funnel**
- **Funnel Map Mockup PDF**
- **Weekly Q & A Calls**

Copy

Quarterly Call w/ our in house copywriter

- Brainstorm on "Your Big Idea" for your next funnel Figure out the angle for your next funnel
- Customize your follow up email sequences
- What's the lead in to each offer
- Create your Unique Selling Proposition
- What's your webinar headline and landing page bullets Recording of the call
- Detailed email recap of the call



Unlimited copy critiques

- Detailed feedback on all of your funnels including your webinar, liquidation, and email scripts from our own in-house professionally trained copywriter.
- Email in your scripts and we'll mark em up left in right with Google Doc comments and 5 min. Jing video critiques
- Position your product as "Premium"
- Attract high-end customers excited to buy

Weekly Q & A calls

Funnel Automation

Quarterly call w/ our in house funnel automation expert

- Map out each page that needs to be built for your next funnel
- Decide on whether you will be doing a weekly live webinar or an automated webinar Exact times and dates that get your leads red hot and eager to buy.
- Decide on whether to use LeadPages, Optimize Press, or UnBounce
- Recording of the call
- Detailed email recap of the call

Complete website optimization & ongoing split testing

- A single, focused funnel that becomes the cornerstone of your offer.
- 8 new opt in webinar registration entry points
- 404 Page, Facebook, Leadboxes and Welcome Gate entry points that ensure no potential sale is missed.
- Lead Point Pop ups that drive new webinar registrants.
- Compelling lead links strategically placed in customer communications for increased response.

Complete Funnel Setup For A New Funnel Every Quarter

- Landing Page templates that convert at 25% every time.
- Proper liquidation offer positioning for maximum results.



- Long-form sales pages that convert and don't require you to be a "Master Copywriter"

Automation Setup For A New Funnel Every Quarter

- Streamlined Ontraport and Infusionsoft integration so you don't have to think about it. Staggered email sequences for flawless followup before and after your webinars. Handle prospects easily and conveniently no matter what stage they are in
- Targeted lead magnets for more email opt-ins.
- Decrease cart abandons with checkout pages that convert

Sequence Setup For A New Funnel Every Quarter

- 5-part pre-webinar reminder email sequence
- 3-part objection handling email sequence.
- 3-part live encore email sequence.
- 3-part "recording take-down" email sequence.
- Cart Abandonment Sequences

Analytics

Quarterly call w/ our in house analytics expert

- Customize and optimize your Google analytics dashboard with each new funnel
- Ensure UTM variable naming conventions stay in tact so your tracking is clean and consistent Report on past performance numbers that reveal the strengths and weaknesses of your offer.
- Know exactly what analytics need to be addressed and when.
- Never stress about figuring it out on your own we will walk you through it.
- Walkthrough on how to Set and Achieve your analytics goals.
- Know the exact metrics you need when you're at five, six, seven and eight figures in revenue. Track the revenue you make per webinar registration and attendee.

Google Tag Manager Maintenance



- Measurement and reporting on what matters (Cost per lead, revenue per lead, lead to sale conversion rate, etc)
- Make better decisions from enhanced marketing performance visibility

PAID ADVERTISING MANAGEMENT

Upon the lapse of the Initial Term of this Agreement, the Client shall have the option of engaging {company_name} to manage their paid advertising efforts on various paid search and social platforms. This service is normally \$6,500 per month for all non Funnel Implementation clients. If client chooses to have {company_name} manage their funnel AND their Paid Advertising Management then the Paid Media Management fee will be discounted by 23% each month. By checking the appropriate spaces(s) below and executing the signature line provided below.

Please indicate the desired term and payment provisions below. All such payments shall be subject to all other terms and conditions set forth in the Agreement.

___ YES. By electing this additional serve, Client shall be entitled to have {company_name} manage their monthly advertising budget for a monthly recurring charge of \$5,000 during the funnel implementation and/or once the engagement is complete.

Optional

DESCRIPTION	PRICE	QTY	SUBTOTAL
<input type="checkbox"/> Paid Media Management	\$5,000	3	\$15,000
TOTAL			\$0

__YES__ In addition to the foregoing, the Client has agreed to pay a management fee of 20% of total monthly ad spend for all ad spend above 35K per month.



Accepted and Agreed to by Client:

Client: ____{client_name}_____

By: _____

Date: _____{date_accepted}_____

Company: ____{company_name}_____

By: _____

Date: _____{date_accepted}_____

DRAFT



ADDENDUM B

ATTACHMENT B

The services to be provided are as follows:

This attachment contains the detailed description of services to be rendered by {company_name}. The services consist of the following:

- Paid Advertising strategy call with client to discuss ad campaign and strategy
- Competitor market research (Where are you competitors running ads? what do their ads look like? What are their budgets? etc)
- Design, creation, and copywriting for all ads.
- Management of clients Facebook, Paid Search, and Retargeting Ads
- Regular split testing of new ad copy and creative to increase profitability of ad performance. Complete management of ad campaign from start to finish
- Detailed weekly reporting on ad performance
- Facebook Ad Management, Bing Ad Management, Adwords Management, Perfect Audience, etc

Quarterly Marketing Strategy & Planning

At the beginning of each quarter, the client shall have the option of engaging {company_name} to host a 1 day marketing quarterly planning meeting for Client and it's entire marketing staff. This is a great fit for Client's who do not currently have a Director or VP of Marketing in their company and could benefit from a structured approach to quarterly marketing execution.

This service is normally \$15,000 per quarter for all non Funnel Implementation clients. If client chooses to have {company_name} run a 1 day marketing quarterly planning meeting and execution accountability with it's entire team the fee will be discounted by 70% for each quarter. By checking the appropriate spaces(s) below and executing the signature line provided below.

Please indicate the desired term and payment provisions below. All such payments shall be subject to all other terms and conditions set forth in the Agreement.

Optional



DESCRIPTION	PRICE	QTY	SUBTOTAL
<input checked="" type="checkbox"/> Marketing Quarterly Planning	\$5,000		\$5,000
1 Day of Planning & Strategizing, 2-4 Check in Calls On Project Plans, Email and Skype Support			
TOTAL			\$5,000

__YES__ In addition to the foregoing, the Client and {company_name} have agreed to pay __%__ of total monthly funnel revenue.

Accepted and Agreed to by Client:

Client: ____ {client_name} ____

By: _____

Date: ____ {date_accepted} ____

Company: ____ {company_name} ____

By: _____

Date: ____ {date_accepted} ____



ADDENDUM C

ATTACHMENT C

The services to be provided are as follows:

This attachment contains the detailed description of services to be rendered by {company_name}. The services consist of the following:

Full day planning session

- Review previous quarter achievements, results, revenues, and failures
- Create Vision for next quarters revenue and strategic goals using Sales Forces V2MOM exercise Brainstorm which projects or Methods will get you to your goals and who's responsible for each project.
- Think tank list of potential Obstacles can get in the way of achieving our desired Vision and completing our defined Methods or projects.
- Breakdown each project into tasks, start and end dates, time required and list and then prioritize.
- Setup Measurement metrics so each team member has a metric they are responsible for and are proactively reporting on.

Monthly Checkins & Accountability

- At the first of the month we'll all get on a call and check in on each projects status and see if we need to course correct, steady the course, or re-prioritize. After a few quarters we will be able to identify a few themes and be able to plan accordingly for the next quarter.

Accepted by:

_____Signature_____

On April 10th, 2017 at 4:45pm

IP Address

50.196.29.53



Our Team



Zach Johnson

CEO

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Tanya Brody

Senior Content Editor

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Stella Lungu

Art Director

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