G's, first take a look at the questions my prospect asked me:

I don't have time for a zoom call, but I appreciate your thoughts.

My website is on shopify and email database is on Mailchimp.

Would you and your team manage the shopify idea and email campaigns?

If so, what's a typical project and how much would it cost?

Based on these questions and the things we learned from our professor, I prepared this email.

PLEASE REVIEW ONLY IF YOU HAVE EXPERIENCE.

Appreciate the time you took to reply, Adrian.

The call is important. Is there not someone I could talk with on a Zoom call to discuss some important points and ask questions related to your business?

Let me break down the whole process:

1. It's good to start with a "Welcome sequence" of 3-5 emails for your newsletter on the Mailchimp platform, to welcome the new subscribers.
2. When it comes to payment, it is a 50/50 payment, the first half is paid in the beginning and the other is paid in the end. If the emails do not deliver the results, the money will be returned. If the first "discovery" project is going to be the welcome sequence, then it'd be $800 (± £726).
3. From time to time, I will be getting in touch to extract some data on your customers.
4. I will take 2-3 days to craft draft emails which we are going to review with you on a call so we can make changes if necessary.
5. We will go back and forth with the drafts until we reach the golden middle.
6. After agreeing on the ultimate version, it is a launching phase. We need to agree to who is going to launch the emails, you, me or someone from your team.
7. We will review the results after several days. If the emails yield the necessary results, then the second invoice is sent. If not, the 1st payment is returned.
8. Lastly, we can discuss next projects based on your business goals and objectives.

These are the steps, Adrian, what do you say to this offer?

Let me know about your thoughts.

Muhammad Al Ameen.