

## ***Project Proposal.***

### ***Context about my client:***

-She doesn't want to become a huge brand, she wants to remain incognito to avoid competitors and personal affairs.

-She is making 1.3 million a year in sales alone (typically \$10,000k+ per order) (she has 10 key clients)

-She never wanted growth until I showed up, so she decided to give me a chance (First project → Website + SEO) → I took too long, I manned up, Recovered the relationship

-She is huge on her reputation ( as she should be )

She only wants to work with medium-sized businesses, ideally those with 6-9 figures, because she says that is where she makes the most money.

(not huge ones like sephora)

-she is content with her life, owns a huge plot of land, a bunch of cars, animals, and a house that's "Too big for her"

However recently she mentioned she needs to make money before looking at my copy, meaning she's not 100% in abundance yet

## ***Questions to ask for clarity (before pitching)***

-I know you don't want to hire employees, so how many more clients do you think you can currently handle?

-Who is your ideal client?

1. Industry
2. Personality
3. Size of the business etc

-Could you give me a quick run through of your typical discovery call?

1. Do you include a slide presentation?

-Besides your superior customer service, what can you do better than your competitors on a strategic level?

1. Fulfillment times
2. Meeting budgets
3. Superior sustainability
4. Could be packaging-wise, or the overall process.

-Would any of your previous clients give you a case study, or testimonial if you asked?

1. Particularly where you achieved an extraordinary result that saved them money for an off the head example.
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## ***Project Details:***

**Niche:** B2B Eco-friendly/Normal Packaging & solutions.

**What specific business objective am I seeking to accomplish?**

-Get leads to book a call with my client, where they will receive some form of value & be sold on packaging & or a solution.

**What part of the funnel is needed?**

-Cold email to CEOs & decision makers at retail companies or e-commerce stores

**The proposal:**

**I really like what we're doing here, and I want to see the most return on everything we've been doing.**

## **PROBLEM:**

Everything I've set up, including the SEO, typically takes 3+ months before iterating to see any initial results.

***Why this is a problem:***

HOWEVER, while we'll still receive clients from the SEO, you want to remain incognito & you don't want to scale meaning we can't go all out on google, or anything similar (which would be more stress on your plate regardless)

So, seeing any return on investment without running any form of marketing campaign, will take ages.

Coupled would only strike the hornet's nest with your competition

And I know we both want to see more clients coming IN, without your competitor's benign a concern

## **SOLUTIONS:**

-To control the pace of which you receive clients and to keep you 100% under the radar, I've come up with two potential projects.

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I will give her two options to make her feel involved, however frame anything else but emails as a negative.

### ***FIRST SOLUTION → (Not particularly ideal)***

#### **-Organic LinkedIn**

#### **Pros:**

Growing a broader base, and growing your reputation on linkedin

Improves your overall network

### **Cons:**

Takes a long time to gain that sort of attention & monetize it

You would have to review a lot more copy & photos from me

Your ideal avatar typically doesn't spend their freetime on linkedin.

## ***SECOND SOLUTION → (Extremely ideal)***

### **-Cold-emails sequence**

**-Send emails to the ideal customer, which provide value to their world regardless if they work with my client or not. (still probably will)**

### **This will be a short email**

Call out the situation or problem → Tease you can/have solved it  
→ potential case study/testimonial → CTA if you want (free value) and see to see how we did this/ can do this for you etc.

### **Pros:**

-They're already in your inbox so whenever I get a lead, you can touch base, and schedule a call from there. (making it easier for you)

-I can create & test a template to send which you can review the overall template (Reducing review time from unlimited to 3 for you)

-These people typically check their emails on a regular basis, however I would avoid|| Sunday, Monday, and Tuesday (They care more during end weekdays, however, you can catch CEOS on Saturday nights)

-This is a strategy that I've seen work stunningly, and I know exactly where to begin.

-I have a method of finding the head honcho's Inbox instead of contacting the actual business where the intern of the assistant's assistant will probably mark it as spam.

-You remain incognito & control how many clients you intake.

## **Cons:**

Your ideal client is already receiving emails like this. I mean, from their perspective, why should they hop on a one-hour call just to be sold to? It makes no sense unless they're getting anything from it  
**especially if they're already having this fulfilled for them.**

So you'll need to give a bit of value regardless if they work with you or not, could even be as simple as

How much money they're losing, or a data chart in general, in comparison to what they could be making with their materials/sizing

1. Their sustainability progress from where it is, VS where it could be

*(This typically helps you close them since you're willing to help them without initially getting anything in return, and they already know the potential outcome they could receive)*

*-Good little bonus is if you display that as the outcome and you provide a better outcome, now you've earned yourself a long-term and loyal customer.*

## **THE PROJECTS COST**

**5-10% Revenue Share per new client I get her.  
(For 4-6 months?) (typically one order per month)**

## **OBJECTIONS:**

### ***Revenue share cost:***

#### **-Too high of a percentage?**

-Too high? Could you explain a bit more

-Explains

-I completely agree → handle other objections in the interim

-I only offer a revenue share deal since I've already been working with you for 4 months, and we've seen no results, so instead of you throwing money at me not knowing when you'll see a return.

I'll only be making money when you make money

I mean, let's say I make you 100k+, that's an additional 90-95K+ in your wallet, and an additional 5-10K in mine. You're left with 90-95K, which is better than negatives.

(Potential metaphor depending on the situation)

-I mean I could buy a used mini cooper, while you're left with a brand new king ranch.

### ***-Reputation concerns***

-Completely agree with her.

I.E. I definitely see how that can be a concern

I can see where that's coming from, and that's definitely a valid concern I want to make sure we address.

Here, let me give you some perspective from your customers

(Play back the reason of already working with a company → and you'll be reviewing the sequence before we launch, so you'll be able to spot and address any concerns you may have.

**Show her rainmaker case studies on how this has worked.**

**-They won't respond to that.**

-This objection should already be addressed CLEARLY

**-Yeah, they're busy people so I understand exactly why you may think that.**

*However this could actually work in our favor, the people I reach out to, as you said would potentially be working with another provider already, so let's say we come in and offer/introducer a better outcome than they're already receiving.*

*For example this is where we can leverage your strongsuit of customer satisfaction, MANY providers as you know and (as you can see in my market research) have been Burnt by providers, meaning they WANT a better provider for whatever case it may be.*



*And it's 100% up to me to craft an email that achieves this outcome, that is why I'm willing to set up the deal in a way where I can work work work without getting anything in return.*

*But i'm confident 110% that we'll make this happen and the concern of competitors and your personal reasons won't be an issue while you're still getting clients ready to throw cash at you.*

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**Important notes:** (primarily for me, but it could help you)

People get B2B outreach all of the time meaning the outreach's goal is to simply get people on a call.

No risk, they're going to get something valuable regardless but you'll position the product is the main value

Show them how much value they can get vs what they have  
This call must be valuable, and there should already be value engraved into the outreach itself.  
You're trying to sell the call more than anything else.

When you're talking to a head honcho CEO the best time to contact them is saturday night, otherwise it's tuesday-thursday

However their pain levels vary per days so test and see what days you get more positive responses on.

Also follow up in a couple of weeks or months

2-3 emails week wait a week or three in a different angle

Those three emails should target all different pains

Personable & logical > Emotion

Hey lots of (name) deal with x which does Y that's what it does

We help x y z do x with y system we helped someone do this if

you're curious for more lets book a call

Coffee mail strat for the top

Ask tasha who is their best customer send emails to a portion find what email works best then send that winning email to the best clients

These people lielly have packaging and they're used to the problem

This is a switching game  
(SHES A ONE STOP)

Solution aware but we're better

Their problems affect things so does your solution

Call our situation or problem → Tease you solve it → YOu solve it  
→ We did X do Y → CTA if you want to see how and teach  
valuable stuff etc.

The Website is sort of the sales page that people go to once  
reading hte email and looking us up