

# Pricing Breakdown:

To clarify about the pricing, here's the investments:

Ask me any question you may have, because having confusion on pricing will be problematic down the line.

## Market Research + Marketing System:

This is for the market research + the email marketing system that generated 6 B2B leads for the pest control client I worked with.

The email marketing system is included in the price.

- Rs 8275 for Semrush (SEO + Market research tools)
- Rs 15225 for commitment (Fully refundable if expectations not met, no questions asked)

**Total: Rs 23500**

## LinkedIn Creation:

This includes all the posts and set up that needs to happen for the LinkedIn Business Profile.

15 posts is enough for a month to get started and for your target audience to see your account and actually want to buy from you.

Price: **Rs 10500** for:

- Creating LinkedIn from start to finish.
- Creating 15 posts for a month.

(Fully refundable if expectations not met, no questions asked)

## Website Rewrite:

This is by far the most important part of our project, because if the content of the website does not match what the viewers WANT to see from us, they will **not** buy.

This includes:

- Making a landing page where people will go after seeing the email.
- Optimising the page for SEO - blog posts, keyword optimisation, etc...
- Optimising the UX / Flow of the website.
- Reducing bounce rates through the testing process (like I explained in our meeting)

For my last client, I took Rs 35,000 for his website that we are creating.

For you, I will take  $\frac{1}{3}$  of the price, because your business has a lot of potential, and I know with my skills, you'll be able to increase the number of contract deals you have.

**Price: Rs 12,000.**

(Fully refundable if expectations not met, no questions asked)

## Total Pricing:

After calculating, this is the pricing.

~~Rs 69000~~ (Because I am taking only  $\frac{1}{3}$  payment for website, this will not be the price)

Rs 46000

- Rs 8275 (Because you are paying for Semrush yourself, this is deducted)

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**TOTAL** = Rs 37725

## Pricing Structure:

To minimise as much risk from your end, and because I am so confident in being able to provide results for you, we can:

- Half payment upfront: **Rs 18862.5**
- Half payment afterwards: **Rs 18862.5**

And because I am so certain that I can provide great results that ACTUALLY matter to you, I am willing to refund you if expectations are not met.

Call me if you need clarification about the pricing.

Regards,  
Yash.