

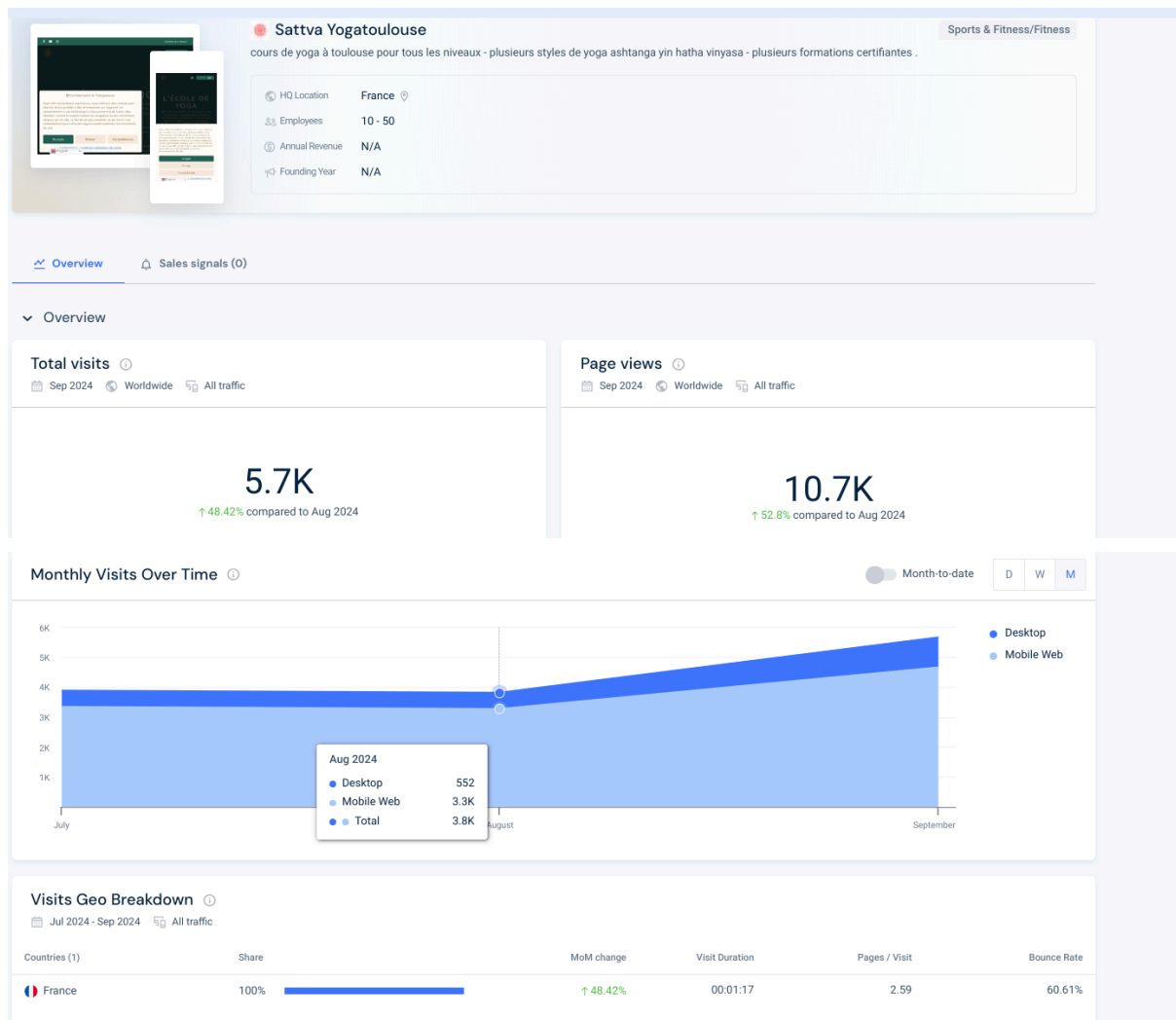
What I'd like a review on:

- **Is the pricing correct?**
- **Is 70 sales too much?**
- **Is my overall plan solid?**

ENTIRE PLAN FROM MICAH CLOSE SYSTEM:

Below are all the things she will need to have more money and sell more programs.

Optimization of the home page/website:



The Bounce rate is currently at 60%, which is decent, but it could be reduced. So that'd be an optimization to make to convert more people.

Implementation of a lead magnet on the website:

The lead magnet will grant more active subscribers to the email list and will allow us to make even more sales, even if they don't buy the first time they come onto the website.

Consistent Newsletter Updates + Implementation of a welcome sequence and multiple launch sequences to sell the new products

- 2-3 weekly emails to engage and sell that talk about your videos so the people watch them but also and mainly talk about yoga and the consciousness + your expertise
- Welcome sequence of 5 emails that will introduce the brand and your expertise to your audience + sell right from the beginning of their entry in the list
- Launch sequences: Launch of any new products/services can be promoted here with specific emails.
- Create 2 separate categories in emails, for the people who want to be certified as yoga coaches and those who want to practice yoga.
- We will send one email every 2 weeks to the yoga practitioners of the newsletter to upsell them on the certified formation to become yoga coach.

3 pinned posts on IG

→ How can you practice with me?

Post explaining her story → From stressed worker in a big company in Paris to free, calm, and in abundance.

Post for beginners, else programs, else a video that highlights a program or a beginner exercise.

Must have a clear CTA in each post, with a link that they find on the profile.

SEO YT VIDEOS → Will allow us to be found by people searching for yoga exercises on YT.

Ex: "For Beginners in Yoga: The relaxing exercises to do in the morning."

“Tired of shoulder pain? Use this quick stretch—It will disappear!”

Etc.

Social Media Ads + Landing Page for free program/Masterclass.

An ad that talks about the audience’s current state (stressed, has pain in joints/muscles etc.) and must mention that the program is free once they join.

The landing page gets them the free program + gets them on the newsletter where we’ll upsell them.

Futur programs to propose

5 beginners programs → Upsell via email

5 Intermediate programs → Upsell via email

5 Advanced programs → Upsell via email

TO SHOWCASE THE 3 SEPARATELY → Social media posts (like this:

https://www.instagram.com/reel/DAi0id9lwzE/?utm_source=ig_web_button_share_sheet&igsh=MzRIODBiNWFIZA==)/Pinned post/SEO Video YT/Launch sequence in the newsletter.

But before we get into all of that, we need to test each other out to make sure that we’re a good fit.

So, here is my idea for the discovery phase:

DISCOVERY PROJECT:

Best guess: Leverage the newsletter where she has 7K subscribers so we can get her quick MONEY IN.

Then it’ll validate the quality of my work, she’ll trust me, and I’ll get 1200 euros + 30% commission deal.

Tell her: “I believe the quickest way for you to see if we’re a good fit is to create 10 emails for you, or provide a ready-made funnel to help sell the masterclass you mentioned on Wednesday. This way, you can be confident that we’ve helped you generate sales. What do you think would give you the most proof that we can help you sell more?”

“Okay yeah makes sense. In any case, except if you currently have the data about this, we’ll need to:

Understand your email list’s health: Something like re-activating dormant subscribers or making sure we’re not flagged as spam.

Adapt based on feedback: As results from the initial email and social campaigns come in, we’ll need to adjust messaging and targeting to optimize results.”

Pricing: “Since we discussed payment only after seeing results last time, I understand that this approach makes the most sense for you. While we could always arrange a refund after signing the contract, here’s the proposal: for creating 10 emails or managing the entire launch funnel—from promotion to sales—the fee will be 1,200 euros, payable once we’ve delivered results. Additionally, there will be a 30% commission on all sales generated directly from the email funnel during the campaign.

As for “results”, I believe that if we sell 1% of the people on the list—so 70 sales for 840 euros of profit—that’d prove to you that we can deliver results. Would you agree?”

“Too expensive? Wdym?”

Data missing for the newsletter:

Are the people on the email list active?

Do we need to re-activate?

What’s the open rate if it’s active?

Do the current subscribers have a tag to know from where or why they joined?

Nous proposons à nos clients un pack email marketing e-commerce incluant le développement de 5 mails «front-office» entièrement personnalisés à l’image de votre marque parmi toutes ces propositions :

- Mail bienvenue
- Mail panier abandonné
- Mail commande confirmée
- Mail livraison envoyée
- Mail commande annulée
- Mail avis client
- Mail mot de passe oublié
- Mail relance client non converti
- Mail relance client achat
- Mail confirmation newsletter
- Mail fidélité

Click&Digital propose ce pack à partir de 990€ HT soit seulement 198€/mail !