



The 90-day Email TLC Package (Done-For-You)

Delegate your email marketing to someone who'd care for it like it's my own, and get a full 12-week email copy game plan to generate more revenue from your emails.

This package includes strategy formatting, copywriting, testing, tweaking, and advising on the next steps to grow your profit in an educational, ethical, non-sleaze way!

Who is it for

Businesses that already have an active list and need to ramp up their email marketing game seriously.

In the next 90 days, I'll revise and set up crucial evergreen sequences, come up with a detailed strategy for broadcast emails, write those emails, analyze their performance, and tweak the copy and/or strategy to strive for better results.



Irit Levi

to me ▾

Yuval,

how can I say this in a clear way?

You are BRILLIANT at what you do.

You are a top notch strategist and writer.

I have no doubt you will propel my business, and any business that works with you forward.

What you get

Month 1:

- An audit of your current email efforts/market research and buyer persona
- Optimizing/rewriting essential email automations (for example: welcome sequence, abandoned cart, etc.)
- A detailed 12-week promotional email game plan
- 1 month's worth of copy for each email campaign sent
- A/B split test options (both copy + possible design ideas)
- A monthly strategy call

Months 2-3:



- Monthly promotional email copy (volume depending on the strategy)
- A/B split test options
- A monthly strategy call
- Segmentation suggestions
- Campaigns success measurement
- Tweaks to Tone Of Voice, strategy, and copy as needed
- If possible: repurposing ideas for social media/other marketing channels

How does it work

1. Audit

When we first start working together, I'll dig into what you already have in place (automations, drips, stats, research), and see what has been working so far and what needs to change.

2. Optimize

To provide you with some quick wins (on repeat), I'd tackle some of your evergreen flows first - including, but not limited to your: welcome sequence, abandoned cart sequence, post-purchase and feedback sequences.

3. Plan and execute

Now that we know what works, what you want to achieve with your emails, and what your subscribers want to read from you - I'll come up with a detailed 90-day plan that covers all of your email marketing efforts for the next quarter, and corresponds with your additional marketing channels.

4. Consistent testing

You'll never have to peek into your email service provider again.

I'll provide you with multiple options for testing your emails - including A/B split testing options (both copy and design elements), emails for specific segments, and will overview the implementation and success of our campaigns.

5. Learn, adjust and repeat



In email marketing, we ask two main questions:

- If a campaign succeeded, what worked there and how can we replicate/improve it in the next campaigns?

- If a campaign didn't hit the mark, what can we adjust or do differently?

Leading with those two questions, I'll tweak the strategy and the copy as we go along.

Why 90 days

[According to research](#), 90 days is the average time it takes a new subscriber to become a paying customer.

That's not to say that you won't be selling with your emails earlier or sending sales emails.

But that's the minimum all the research points to for an effective and profitable email marketing strategy (did someone say an average of 4200% ROI?).



"Working with Yuval has been a great experience. She almost 4xed our industry benchmark email standards, captured our tone of voice, and balanced our many messages - always keeping our target audience in mind and what they care about. We got exactly what we wanted and feel much more confident now with our emails".

- Ron Oren, COO and Co-founder, ImagenAI

What does this package not include?

- Implementation of the emails into your Email Service Provider
- Designing the emails



How much is the investment?

Starting from 7,000€ for every 3 months.

When is this plan going to take place?

That's up to you. Although I do recommend working according to the quarters of the fiscal year, there's no better time than the present.

Other copywriters would start chiming here and mention things about “every day that you're not giving your emails some TLC, you're leaving money on the table/floor/the floor is lava”. Not me. Not my kinda thing.

I know that you know that your emails are an important, even *crucial* revenue stream for your business. If you're here, reading this, and you're ready to take action - so am I.

To get the ball rolling officially, [ping me over email](#) and let me know when you would like to start this process.

I'll send you a quote and a contract, and ask you to make a downpayment for the first month of this process.

Once the downpayment is processed successfully, we'll start your onboarding process, which will include:

- 3 questionnaires that I'll need you to fill in (only one of them is long, the next 2 are pretty quick - as thorough as possible - the more I know, the better the work I'll produce for you will be)
- Followed by a kickoff call to tie all remaining open ends
- Any additional information that I might need to start working.

This onboarding process usually takes up to 2 weeks, it's up to you how fast we can be (let's get started, for real, as soon as you make this decision for your business. I haven't started chiming myself here, but don't let me get there, please!).

Then it's a matter of letting me do my work and handle the first things in order.

You'll get regular updates by email about important milestones in the process (such as getting your audit, your full strategy for your approval, etc.).

And for any additional questions, I'm always available during my business hours (10 am - 18:30 pm CET) via email/LinkedIn.



Let's talk about values

Your email marketing is a wonderful opportunity for your business growth.

That said, a lot of people hear the term "email marketing" and cringe to their very core.

Let's flip the script - people don't hate *emails*. People hate *bad, pushy emails*.

The goal here is to ensure that we build a deeply personal know-like-trust journey with and for your customers and maintain that trust, while making sales in the process.

Building a reputation with emails can be hard. Ruining it is much quicker.

That's why I'd ask you, during your onboarding process, about your own brand values and the marketing tactics that I can and cannot use in your emails.

That's why I base all of my work on the three pillars of ethical email marketing - consent, transparency and storytelling.

That's why I make sure that the strategies I'd offer would correspond with all of those values.

A combination of your values and mine, while keeping your customers' best interest top of mind, is the first strategy I'd come up with, and the basis for everything else to come.

FAQs

- Do you work with every Email Service Provider?

Yes, testing and checking the performance of your emails in your ESP wouldn't be a problem for me to figure out. However, I won't be able to implement or design your emails.

- How would you deliver the copy/strategy?

You will get your deliverables via Google Docs and Google Sheets, wireframes via Whimsical, and video walkthroughs via Loom.

- How would we communicate?



I'll send you the updates via email, and will set the monthly strategy calls on Zoom. In addition to those, I'm available on LinkedIn and my inbox is open for you during my business hours.

For any additional questions - [send me an email](#). I'm happy to answer any of them.

If you got all the way down here -

Kudos to you, truly and sincerely.

Only business owners who really care about their growth and success get to this point - and I'd love to be working with such people (that's you!).

Let's get the ball rolling, shall we?

[Send me an email](#) and let's get to work.