

Proposal Coach Abdelfattah

Hi Abdo,

Following our conversation on Thursday (23/5/2024), I've made an outline for a potential collaboration. Please take a look and see if this aligns with what we discussed.

If this is something you'd like to try, let me know so we can go over the details together and get started.

== Goal ==

Create 3 digital information products (Ex: Fitness programs, Meal plans, Recovery information, etc.) published on a website so your audience can purchase them.

== How We Create A Product To Get You More Clients ==

Creating tangible products will highly increase the chance of grabbing clients' attention with a solid offer in the near future. If you know how engagement works, you can reach the exact target audience with the exact offers they want.

This way you get much more results with less money.

Of course, you can figure all this out yourself. But most entrepreneurs are busy doing... well, running their businesses.

We spend our entire day doing business too. Except our business revolves around creating, testing, and optimizing your fitness products. And that's why we guarantee success.

If our products don't perform well... it wouldn't be fair to charge you for that.

So, if you want to make products for your clients to buy, we'd love to help. And since this is a start up business, here are the optimal steps:

== Next Steps ==

1) Product Creation

After you send me the details of these products, we launch them on a website as we have discussed and push them out to clients.

2) Website Creation

This is the place where we launch products as we have discussed. We can build a one page website to launch the products and have a form to fill for the lead magnet.

3) Lead Magnet Creation

We'll need to have a form set up on the website for the clients to fill so we can know who is interested in the products, so we can sell them later on. This way we make sure everything is measurable and that anything spent on ads returns with profit.

To create a lead magnet for bodybuilding with HIIT exercises, we'll simply need:

- List of top 10 common mistakes, explanations of why they hinder progress, and your solutions for avoiding them.

== Costs ==

We think that marketing should always be a PROFIT center, never a COST center. So when we start working together our goal is exactly that. We want to make sure that whatever money you'll spend on the digital products and the lead magnet comes back to you in multiples. By doing that we make sure you'll never have to worry about converting leads into buyers again.

We have a very straightforward cost structure. There are 4 components:

- **Product Creation:**
This is what you pay us for creating the products.
- **Domain Hosting:**
This is what you pay the domain host (preferably *Hostinger*) to register and own the website with a bonus of a professional email for a year.
- **Website Building:**
This is what you pay us for designing the website and writing its copy that makes people buy.
- **Lead Magnets Setup:**
This is what you pay us for putting together the lead magnet as a downloadable file.

Based on our conversation, we advise you to only pay the necessary for the business launch.

This means that costs will be:

Product Creation Fee: ~~6,000 EGP~~ → 3,000 EGP. (*Friends Discount*)
Domain Hosting Fee: 1,800 EGP (= \$38.28).
Website Building Fee: ~~8,000 EGP~~ → 4,000 EGP.
Lead Magnets Setup Fee: ~~8,000 EGP~~ → 3,000 EGP.

Total: ~~25,800 EGP~~ → 11,800 EGP. (*Friends Discount*)

== Guarantee ==

If you're not happy, you can call it quits at any time, no hard feelings.

No fine print. No hidden clauses or tricks.

This only works if we are both happy with how things are going. We only win if you win.

== Summary ==

Following our conversation, I believe that launching digital products is essential to your business.

These digital products help increase your revenue and build your brand.

In short - if this sounds good and it's something you'd like to try, respond to the message and text me the requirements, and we'll get started..

Khaled El mongy
Mongy Marketing