

Zak Kelly

Proposal

The Objective	1
Return on Investment	3
The Breakdown	4
The Cost	9

The Objective

Our Simple 4 Step Plan

in Order of Execution

1. **Branding and Rebranding:**

1.1. Rebranded LinkedIn profile including:

1.1.1. Consult with [LinkedIn](#)

1.1.2. New headshot

1.1.2.1. [New type photographs](#) photoshoot to take place on [10/20/21](#)

1.1.3. New profile headline

1.1.4. New “About” section optimized to gain views and inbound connection requests

1.2. Podcast landing page

2. **New Website Copy:**

2.1. Website including:

2.1.1. Wireframe design

2.1.2. Implementation; we’ll get your new site live

2.1.3. *Does not include images*

2.2. Development

2.2.1. Will be done by [Katie](#)

3. **LinkedIn:**

3.1. Consult with [Katie](#) on how to use your new LinkedIn profile

3.1.1. How to use LinkedIn to reach the target audience

3.1.2. How to optimize newly published articles so they reach the target audience

3.2. LinkedIn Helper 2

3.2.1. \$15/Month - \$99 Annually

3.2.1.1. *Expense covered by* [Katie](#)

3.2.2. We will set this up for you and provide you with custom messaging

3.2.3. We will test the messaging until it works

3.2.4. How to safely automate daily connection requests to the audience

The Objective

- 4. **Automating Inbound Lead Generation:**
 - 4.1. Outbound connection request message
 - 4.1.1. Have a message ready to copy + paste
 - 4.1.2. (KPI 50% Acceptance)
 - 4.1.3. Inbound direct message inquiries
 - 4.1.4. Have a message ready to copy + paste
 - 4.2. New and improved copy for your calendar link
 - 4.2.1. Increase calls booked
 - 4.3. A custom follow up reactivation sequence for unresponsive leads

Return on Investment

4 Qualified Leads in 12 Months Time

Value: \$ M each

Total Revenue: \$ M+

This is our most pessimistic projection due to your deal size regularly being

≥\$ M per 5 - 10 year solution

The Breakdown

Start Date: 10/01/2021

Retainer: 12 Months (1 Year)

Projected Completion Date: 09/01/2022

Month 1

1. Initial monthly meeting
2. Find Photographer
 - 2.1. [redacted] Photography
3. [redacted] to provide domain name
 - 3.1. [redacted] Purchased on 10/20/21
4. Begin outlining website + website copy
5. Begin work on LinkedIn copy

Month 2

1. Monthly meeting
2. Begin work on website design
 - 2.1. To be done by [redacted]
3. Implement LinkedIn Profile copy
4. Begin work on outbound lead generation
 - 4.1. To be discussed during meeting on 10/20/21
5. Begin work on technical implementation of [redacted]
6. Optional LinkedIn add-on
 - 6.1. If "Yes" Any cost after initial setup is included within the retainer

Month 3

1. Monthly meeting

Month 4

1. Monthly meeting

Months 5 - 12

1. Monthly meeting
2. TBD

The Breakdown

Monthly Meeting:




1. Check in
 - 1.1. Ensure everyone is doing well
 - 1.2. Ensure everyone is on the same page
2. Go over data
 - 2.1. What is over performing
 - 2.2. What is under performing
3. Collaborate on strategies to optimize results
4. Pitch new deliverables
 - 4.1. **Speaker** will attempt to fit any new deliverables into the monthly retainer within reason

“How” for your ROI

1. Qualified traffic to your website from LinkedIn
2. Calls booked with decision makers through LinkedIn direct messaging
3. Targeted Calls to Action
 - 3.1. Who needs to contact you & why
 - 3.2. **Speaker** Included as all material to be handled out during the speaker circuit

The Breakdown

LinkedIn

1. Posts
 - 1.1. Objective: grow network
 - 1.2. *Written by* 
2. Articles
 - 2.1. More important than posts
 - 2.1.1. 80% of Executive level decision makers on LinkedIn *only* read articles
 - 2.2. *Written by* 
3. Custom reactivation sequence
 - 3.1. Send to decision makers to get them on the phone
 - 3.2. *Includes ongoing optimization*
4. Personalized connection request
 - 4.1. *Includes ongoing optimization*
5. Call to action
 - 5.1. Get  on the phone with qualified executives who have accepted the personalized connection request

The Breakdown

The Client: Oak Kelly

Background:

1. Arts
 - 1.1. A fan of Mark Rothko
2. Musician
 - 2.1. Plays the keyboard, piano, electric violin, violin and carillon bells
3. Father
4. Husband

Work:

1. Present
 - 1.1. Visible job
 - 1.2. Customer connection is key
 - 1.3. Uniquely experienced
2. Past
 - 2.1. Constructed multiple businesses
 - 2.1.1. Created pricing strategies specific to each business
 - 2.2. Programmer
 - 2.3. Managed various companies
 - 2.4. Write proposals
3. Speciality
 - 3.1. Cold calls
 - 3.2. Closing deals

The Breakdown

The Client: Oak Kelly

Public Image:

1. Current
 - 1.1.1. LinkedIn follower count < 1k
2. Strive for
 - 2.1.1. 3-dimensional everyday man without alienating a high profile audience
 - 2.1.1.1. Highly specialized yet down to Earth
 - 2.1.1.2. Someone you would gladly grab a beer with
 - 2.1.1.3. Values diversity (not artificially)
 - 2.1.2. LinkedIn follower count > 1k

The Cost

Month 1

- ❖ Total: \$750
 - ↳ \$200 Monthly Project flat fee
 - ↳ \$550 Flat fee
 - \$450 landing page

Month 2

- ❖ Total: \$800 (*Total with Add-on: \$900*)
 - ↳ \$200 Monthly Project flat fee
 - ↳ \$600 Flat fee
 - Web design
 - Technical implementation
 - ↳ *Optional Add-on:*
 - \$300 *LinkedIn Set Up:*
 - \$75/Week x 4
 - *If forgone, automation will be done using a separate solution*

Month 3

- ❖ Total: \$800 (*Total with Add-on: \$900*)
 - ↳ \$200 Monthly Project flat fee

Month 4

- ❖ Total: \$800
 - ↳ \$200 Monthly Project flat fee

Month 5

- ❖ Total: \$1250
 - ↳ \$1250 Monthly Retainer fee

Months 6 - 12

- ❖ Total: \$7500
 - ↳ \$1250 Monthly Retainer fee x 6 Months

The Cost

Base Rate

\$ _____ Monthly Project Fee: Months 1 - 4

\$ _____ Monthly Retainer Fee: Months 5 - 12

Including Expenses

\$ _____ Total For: Months 1 - 4

\$ _____ Total For: Months 5 - 12

Payment Brief

All payments are to be made in USD

Payable to All Luck (Jack & Co)

Preferred Payment Method PayPal

PayPal AllLuck201 @gmail.com

All payments are to be made upfront on the first of their respective month