



# Project Name Proposal

Crafted for a Name by Your Company  
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# Why You're Here

More than ever, your website is the primary growth tool for your business. People are searching for your brand and your products, they're clicking on your ads, and they're engaging with your social media posts.

You have traffic. You have products. But not enough of the people visiting your website are buying from you – and this is making it hard to hit your fiscal goals and sustain the cash flow necessary to grow your business.

On average, your website gets about 20,000 unique visitors a month. Of that traffic, about 20% of it is paid – and you're spending about \$5,000 a month to get that paid traffic. The other 80% is referral or search traffic.

Your website is responsible for generating about \$50,000 a month in revenue over about 500 sales, and your margins are around 40%, leaving you with \$15,000 a month after COGS – or about \$0.75 per unique visitor.

**2.5% of your unique monthly visitors are turning into customers, with an average value of \$100 per customer.**

Considering your overhead, you're not making nearly as much as you need to be.



# Where You Want To Be

Simply put, you need to averaging upwards of \$75,000 a month in revenue, or \$25,000 a month after COGS, to bring your business to the next level.

1. **More traffic.** But considering that you're spending almost a dollar to get someone to your website and so few of them are converting, it doesn't make much sense to optimize for that – especially since you have traffic from other channels.
2. **More conversions.** If we could get you closer to 3.5% of visitors buying, that would put you at 700 customers a month (vs. 500), and generate \$20,000 more revenue monthly – which puts us very close to your goal.
3. **Higher transaction amounts.** This could be done by raising prices or by including upsells and cross-sells, along with leveraging email marketing to sell more to existing customers.

Let's now look at what path is best for Acme Inc.

# What I Want To Do

My goal is to help you hit your revenue goals as reliably and efficiently as possible. Here's what I propose I help you do:

## **1. Redesign the website, especially the purchase flow, to increase conversions.**

You already have substantial traffic hitting your website. But they're likely getting confused by some of the navigation and content elements that you have in place. By looking at your existing funnel data and analyzing how customers currently buy, I'm going to put into place a conversion-focused redesign.

## **2. Rework any copy that might be confusing.**

I want to make sure that the language used on the website best represents your core audience, and reinforces – rather than competes with – the design I'll put in place.

## **3. Focus on CTAs**

Let's ensure that we're funneling people through to the right products, and also ensuring that once they're looking at a product that we have solid urgency elements and other CTAs that get people to add to cart and ultimately buy.



# What I'll Be Preparing For

There are a few key things I'll be looking out for during the project to ensure it's a success.

- ✓ **Redesigning a website isn't a silver bullet.** Putting a new skin on your website doesn't necessarily mean the website is going to perform better. I'll be making sure that any design decisions I make are backed by actual data and researched best-practices.
- ✓ **Existing customers getting confused.** I realize that you have a good number of customers who shop regularly from your website. The last thing we want is to confuse them. I'll work with you to make sure we proactively communicate how we're changing things and why the new website is BETTER for them.
- ✓ **False positives.** It's easy to think that a new project is successful without having collected enough data to justify it being a success. Why? Because we want to think that the time and money we spent on a project was the right decision. But I'll make sure we have the right data collection practices in place so that I can make necessary tweaks and adjustments over time to truly classify this project as an overall success.

# Why I'm The Best For The Project

I not only have a great eye for design, but – most importantly – I know that design is a means to an end.

You aren't looking to hang your website up in an art gallery; rather, it's meant to get visitors to take action by finding the right product for them, adding it (and others) to their cart, and then purchasing.

By leveraging my design and conversion expertise, and by partnering with a copywriter who innately understands psychology and is an expert at persuasion copywriting, we'll be able to deliver you something **that not only looks great but also yields a substantial (and recurring) return-on-investment.**

# How I Can Do This For You

There are two options that will both help increase conversions, with the latter option delivering a stronger ROI.

## **Option 1: Redesign**

I'll go through and analyze your current website and analytics, and I'll also interview your customers to help figure out why people buy – and why they don't.

Armed with this data, I'll get to work planning and executing on a full redesign of your website with conversion optimization as our primary objective.

Assuming no gain or loss of traffic (so 20,000 visitors a month), I'd like to see this redesign get you to at least a 3.5% conversion rate, which represents a 40% lift in sales, or \$20,000 in added revenue per month, and \$240,000 net new revenue a year – affording you the added profit to reinvest in scaling your product line and growing the business.

This option should take between 2-3 months of work and is priced at \$40,000.

## **Option 2: Redesign + Improved Copy and CTAs**

I'd not only do everything in Option 1, but I'd also partner with a sales copywriter I've worked with over the last few years to help unify both



the message and the design of the site. We'd focus on answering questions like: "How can we get people to add more to their cart?" and "What's the best way to promote the most relevant calls-to-action based on who someone is and where they are in their buying journey?"

Assuming no gain or loss in traffic, I'd expect upwards of a 4% conversion rate and an increase to \$120 of the average transaction value. This would put us at \$46,000 in added revenue per month, or \$552,000 net new revenue a year – giving you a much more powerful level to grow your business.

This option should take between 3-4 months of worked and is priced at \$65,000.

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My #1 goal is to help you achieve the revenue growth that you need in order to scale your company safely. And I realize that you need to make a return on investment.

When we work together, we'll meet weekly to discuss my progress and what the plan is for the upcoming week, and as custodian of your budget, I'll make sure that we're on track for a successful, in-budget and on-time delivery.

To get started, I'd require a 50% deposit with the other 50% due on completion, which will allow me to schedule your project into my calendar. At the moment, I'm available to bring on a new client on October 1st, or 3 weeks from the issuance of this proposal.

I look forward to helping your business grow!



# Ready to get started?

Great! Here are the next steps to get this project booked in:

To get started, I'd require a 50% deposit with the other 50% due on completion, which will allow me to schedule your project into my calendar. At the moment, I'm available to bring on a new client on October 1st, or 3 weeks from the issuance of this proposal.

I look forward to helping your business grow!

A handwritten signature in black ink that reads "Laura Elizabeth". The signature is fluid and cursive, with the first letters of "Laura" and "Elizabeth" being significantly larger and more decorative than the rest of the letters.

—Laura Elizabeth, Creative Director

**To move forward, please sign below and return:**

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Name:

Title:

Have any questions about anything included in the proposal? Email us or give us a call and we'll happily go through it with you.

 (+1) 234-456-7890

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