

INVOICE 11029  
ISSUED November 20, 2016  
DUE DATE February 14, 2017

INVOICE TO Caitlin Pyle

PAID

| ITEM  | QUANTITY | PRICE      | TOTAL             |
|---|----------|------------|-------------------|
| <b>Custom Funnel Proofread Anywhere: Clickfunnels</b><br>Funnel Components: <ul style="list-style-type: none"> <li>• Four Landing Pages Design &amp; Copy to split test different avatars</li> <li>• Thank You // Tripwire Page Design &amp; Copy</li> <li>• Tripwire Order Form Page Design &amp; Copy</li> <li>• Beginner Basecamp Upsell VSL Page Design, Script &amp; Copy</li> <li>• Order Confirmation Form Design &amp; Copy</li> <li>• Basecamp Sales Page Design &amp; Copy</li> <li>• Setup and design of Jumpstart Sales Page – 2minute script video, copy, and design</li> <li>• Setup and design of Next Steps Sales Page – 2minute script video, copy, and design</li> <li>• Setup and design of final set of modules Sales Page – 2minute script video, copy, and design</li> </ul> <p>This is a HUGE amount of writing and design, as we're essentially going to optimize, edit, beef up, and then add beautiful design to every piece of this funnel. Include VSL scripts so you can record videos, and generally make it a seamless professional experience as they work through the program.</p> <p>All copy is short and longform copy and design is with our graphic designer who will use your branding and build wireframes for all the pages.</p> | 1        | \$8,975.00 | <b>\$8,975.00</b> |
| <b>3 Facebook Ads Campaign (build and monitor for 60 days)</b><br>Facebook ads for 60 days with funnel optimization <p>Deliverables:</p> <p>3 Campaigns with 8–10 audience targets and 3 ads (2 ad creative variations on each ad for a total of 6 ads PER ad set)</p> <ul style="list-style-type: none"> <li>• Copy</li> </ul>   | 1        | \$2,497.00 | <b>\$2,497.00</b> |

- Graphics
- Audience Setup
- Placement of FB pixels on proper pages for ads
- Initial testing for 48 hours to assess audiences

Analysis of results and suggestions for ads to leave on/turn off  
Monitor ads for 90 days with weekly updates to client and minor tweaks to continue optimizing

Campaign 1 = Lead Campaigns direct into funnel

Campaign 2 = Read Campaigns on blog posts to lead into funnel

Campaign 3 = TBA

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#### Tech VA Support – ConvertKit Project

1

\$2,400.00

**\$2,400.00**

Copy and transfer of email sequences for migration from Get Response to ConvertKit.

Sequences:

- Copy Editing & Set-Up 7 Day e-Course in ConvertKit to fire after opting in. Includes copyediting and additional sequencing of emails that fire if they don't click or buy the basecamp after the 7 day course ends.
- Copy and set up of Beginner Basecamp onboarding email sequence that sends people to the Jumpstart Module (no other option – this IS the next step) after they do the basecamp, including emails to fire if they continue NOT to buy Jumpstart.
- Email sequence that encourages completion of Jumpstart within 30 days so they can take the next steps module.
- Recreate the 7 day email series into a complete quick-start guide: I think it might be good to do this to see if we can get people into Basecamp more quickly because they aren't going through the whole seven day course and risking drop-off.

Otherwise, we'll do set up, tagging, optimization, copyediting, etc. for \$60 an hour.

If we decide we need to write new emails, we can charge a flat copywriting fee but we won't know this unless we get in there!

We're going to start the quote at 40 hours and go from there!

\*I'm going to reach out to my network in ConvertKit to see if we can

get their assistance as well! If you go through my affiliate link, we can also get the first 30 days free. <http://mbsy.co/fprtq>

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|---------------------------|---|------------|-------------------|
| <b>Project Management</b> | 1 | \$3,600.00 | <b>\$3,600.00</b> |
|---------------------------|---|------------|-------------------|

This includes...

- Collaboration with you and your team
- Overseeing the project with the timelines and dates for completing our goals in six months
- Management of full project in Basecamp
- Assigning tasks as needed based on our project goals
- Oversee content management team to optimize ten blog posts with content upgrades that lead into the funnel. Help with tech. Content management will help with design of upgrades
- Helping any other team members we may need, understand the project goals.

For 12 weeks Dec 1 – Feb 28th

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| <b>Marketing Strategy and Consulting</b> | 1 | \$0.00 | <b>\$0.00</b> |
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This includes:

2x a month calls for specific strategy talks, implementation, ideas, etc.

We'll discuss...

- Social Media Strategy and implementation –including if we need to hire for any Facebook page management
- Analyze email sequencing, customer behavior, and help figuring out what's working and what isn't
- Anything else related to the marketing funnels that's not immediately included in the project management role.

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| Subtotal: | <b>\$17,472.00</b> |
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| Tax: | <b>\$0.00</b> |
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| <b>TOTAL: \$17,472.00</b> |
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|------------------------------------|-------------------|
| Payment received November 21, 2016 | <b>\$4,368.00</b> |
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| Payment received December 20, 2016 | <b>\$4,368.00</b> |
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| Payment received December 21, 2016 | <b>\$8,736.00</b> |
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| Balance Due: | <b>\$0.00</b> |
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