



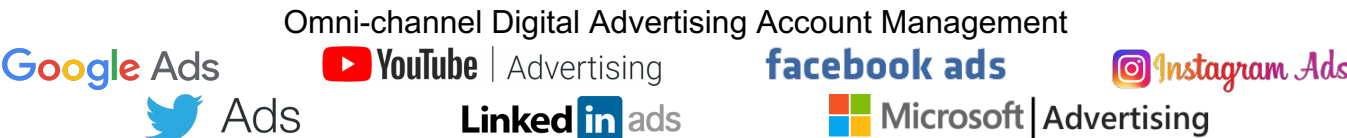


# 2023 Services & Pricing



80/20 Inbound Lead Generation, CRM Integrations & Setups, Digital Marketing, Direct Response Advertising, Phone Call Tracking, and Advanced Leads & Sales Tracking

One-Time Services		Fees	
"Are We The Right Fit?" <b>zoom</b> Video Discovery Call		Free	
<b>Google Ads</b> or <b>facebook ads</b> Account Audit		\$495	
<p style="text-align: center;"><b>80/20</b> Marketing Analysis</p> <ul style="list-style-type: none"> <li>Marketing &amp; sales funnel audit, identifying 80/20 opportunities on your company's website &amp; social media channels</li> <li>CRM implementation analysis; digital advertising account audits; phone call tracking, digital ads, &amp; CRM integration exploration</li> </ul>		<p style="text-align: center;"><del>\$995</del> <b>\$495</b></p> <p style="text-align: center;">Save <b>\$500</b></p>	
Ongoing Marketing Services – Paid Upfront, Choose Plan		Fees	
<ul style="list-style-type: none"> <li>Setup of <b>everything listed below</b>, then launching ad campaigns that are continuously analyzed, actively managed, and used to scale up inbound leads</li> <li>Fees charged by advertising platforms <u>not included</u> &amp; paid directly to advertising platforms by your company                             <ul style="list-style-type: none"> <li>Minimum \$5000/month advertising budget recommended</li> </ul> </li> <li>Discovery Project can convert to One Year Retainer after 6-month term                             <ul style="list-style-type: none"> <li>6 more months to complete one full year, same payment options</li> </ul> </li> <li>One Year Retainer can convert to Monthly Plan after 1-year term</li> <li>On Monthly Plan, Percentage of Ad Spend Fee below applies <u>instead of monthly fee</u> only if percentage of ad spend is greater than monthly fee</li> </ul>	Discovery Project 6-month Term	Monthly Plan 1 Payment Save <b>11%</b>	Base Fees Vary Depending on Company Size
	One Year Retainer	Monthly Plan 2 Payments Save <b>11%</b>	
		1 Payment Save <b>17%</b>	
Monthly Total Ad Spend	Percentage of Ad Spend Fee		
Less Than \$50K	20% of ad spend		
\$50K - \$85K	17% of ad spend		
\$85K - \$120K	14% of ad spend		
More Than \$120K	11% of ad spend		
Integrations with Existing CRMs 		New CRM Setups 	✓
 Proven Results Advanced Conversion Tracking Integrated Code And Logic business growth engine Integration of CRM, Digital Ad Accounts, Calls-to-Action on Website, Machine Learning, and more			✓
 CallTrackingMetrics Phone Call Tracking, Monitoring Call Recordings, Tagging Low & High Quality & Sales			✓
Omni-channel Digital Advertising Account Management 			✓

## Our “Work For Free or Money Back” Guarantee

We guarantee you will achieve these specific results within 6 months of starting with our agency:

- You will **double the number of high quality leads** that come into your CRM system from the Internet
- You will have accurate tracking in place so you can **make informed decisions about marketing**
- You will have a **lead generation system** in place that can be **dialed up or down as needed** for your company

If these results are not achieved, our **agency will accept your choice of these penalties:**

- Our agency **will work for free** beyond the 6-month term until those **3 milestones have been achieved** OR
- We **will refund part or all of your fees** paid to us for that initial 6-month term – whatever you think is fair for the value you received during that time period – and we will **respectfully part ways**

## Ownership

You own everything that we build or set up for you, except for our proprietary PRACTICAL business growth engine. We have spent years building & refining this and continuously improve it. It’s one major reason why we have a competitive advantage over other agencies.

The intelligence generated from our system is only used for our active customers. Our agency reserves the right to deploy this system for our active customers and suspend this system for inactive or former customers.

Everything else is set up in your name and you are the full legal owner of your online properties, just like physical properties in the real world. We manage your website conversion tracking & digital advertising accounts and we get access to do what we need to do. You have full administrative access to all of your properties immediately and you maintain full control, even if you choose not to continue working with our agency in the future.

We have seen too many unethical freelancers and agencies hold their customers’ websites & online accounts “hostage”. The business owner didn’t have full access and they were locked out of their own accounts. Regardless of whether you decide to work with our agency or another one, please make sure that your properties are set up in your name and they are your accounts; not in the agency’s name, which means they are actually the agency’s accounts.

## Competitors

We only work with one company in each industry in the area they serve, so you don't have to worry about us working for your competitors at any time you are our customer. Our team is dedicated to working exclusively with you. We are fully committed to you and to making your business the dominant company in your market.

## Terms & Conditions

- Our ideal customers are companies with \$1 million+ in annual sales that have products or services worth \$3000+
  - We reserve the right to decline to work with any company
- Our services are for businesses with regional or nationwide markets, or cities with a population greater than 100,000 people
- Our fees are paid automatically from your credit card or bank withdrawal
  - Non-sufficient funds result in ad campaigns turned off
- We require a signed contract from your company to work with our agency
  - At the end of your Discovery Project, it automatically converts to the One Year Retainer; at the end of your One Year Retainer, it automatically converts to the ongoing Monthly Plan
    - You have two other options if you notify us in writing
      - Downgrade to the Cruise Plan & retain access to our proprietary PRACTICAL business growth engine: \$500/month or 20% of monthly fee at time of terminating agreement, whichever amount is greater
      - Cancel our services & lose access to our proprietary PRACTICAL business growth engine
  - We require 30 days of written notice if you decide to end your term early
    - No refunds will be issued within 6 months of the start date of our agreement