



# Client Closing Conversation Structure + \$2500 New Client Scope of Work

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# Client Closing Conversation Structure

- I. **Intro / Pleasantries (60 seconds)**
- II. **Identify the problems your prospect has in their business (5 minutes)**
- III. **Identify how serious those problems are. Dig deep. (10 minutes)**
- IV. **Identify what your prospect's goals are (5 minutes)**
- V. **Recap what you heard, and ask them if they want your help getting there (3 minutes)**

## The Pitch

"I can execute on every strategy we just talked about and help you hit your goals, but I know talk is cheap and you probably get hit up by a marketing agency every other day, and I'm sure you're not ready to commit to a monthly contract yet.

Here's my proposal: I know I can get you results, so what I'd like to do is set up your ad accounts and create a full 360 customer acquisition campaign for your business for a small setup fee, and even manage the campaign free of my typical monthly retainer for 30 days. If it's profitable, you can give me a great testimonial and keep me on to manage your campaigns month-to-month. If it's not, you can fire me on the spot. Fair enough?"

***This will close clients at 30% - 50%***

# \$2500 New Client Scope Of Work

- I. Creation of Google Ads and Facebook Ads account for client
- II. Setup of Google & Facebook retargeting pixel and installation to client sites (up to three domains included, additional domains may require an extra fee)
- III. Setup of client owned Adespresso account
- IV. Setup of 6 - 10 most used Facebook custom audiences
- V. Setup of up to 5 Facebook campaigns with different targeting options - to be determined in concert with client
- VI. Ad creative
  - A. Client to be provided with a minimum of 12 ads, copywriting and imagery included
- VII. Paid Ads Setup - Includes the first 30 days of monthly ad management per description below

Fee: \$2500, Payable In Advance

# Ready To Use These Strategies In Your Own Agency?

*Schedule a 1-on-1 Agency Breakthrough Call At The Link Below Today:*

[AutomateAndConvert.com/Schedule](https://AutomateAndConvert.com/Schedule)