

Partnership Proposal For Online Sales

For: [name of company or professional]

Based on [list all that apply - your company's profit margins / future potential / ethics / reputation / locality / lack of search engine rank], I would like to create a complete Internet marketing system for your business.

I ask ONLY to be paid a percentage of your increased sales. I charge nothing to create and run the system itself.

My experience in Internet marketing includes [selling products related to [X], working with [companies] to achieve [X], writing salesletters for [X], creating web sites for [X], creating [product(s)], setting up automated follow-up email systems for [X], and using blogs and other social media web sites like [X] to achieve [X].

I've noticed that you [don't have a web site]

or

[have a web site but no method to get people to give you their name and email address so you can follow up with them / bad search engine ranking based on your market / no paid advertising on google / [other deficiencies].]

I believe that your target market is actively searching for your product/service online [if applicable - "and I also believe there are places where your market "gathers" online, where we could advertise to them directly"] and I would like you to capture a portion of that market so that we can both profit.

You must have the ability to increase your sales by \$_____ per month based on paying me a 5% commission, or by \$_____ per month based on paying me a 10% commission. [If you are just guessing about profit margins at this point, admit it.]

If We Proceed With A Partnership ...

I will work with you to understand your product, benefits, client concerns, what can be given away (sample, coupon, information, etc.) to a web site visitor in order for them to join a company email list.

I will create a simple web site for your company (or will need access to your site if it already exists, in order to make changes to wording, etc., unless site is already excellent in that regard).

Paid advertising will be handled as follows [you pay, and your partner reimburses you - or - the partner pays up front]. Detailed advertising results and reports will be available, virtually on-demand, at all times - including ad costs.

Paid advertising will be proven viable or non-viable after about 1 month. Methods of free promotion will be an on-going process.

If the partnership is not profitable (enough) for me after ___ months, and I wish to withdraw from the partnership, I can do so at any time and you will retain possession of all sites, blogs, ad copy etc. that I have created for your company.

If the return on investment is acceptable, I will continue to manage and control the Internet marketing process indefinitely.

Name

SIGNATURE

Date

Phone, email, [web site], fax

Pages 2+ are easy to produce:

- 1) use google's keyword research to produce (and print out) keyword and/or site-generated lists of suggested keywords
- 2) add some notes about the volume of certain phrases, etc.
- 3) show organic search results AND paid results on same page of google search
- 4) add some notes about how you can (hopefully) do a better job at both seo and paid advertising than the competition is doing (especially if the adwords ads are NOT linking to squeeze pages)
- 5) print 2 or 3 competitor home pages and show how they are sub-optimal
 - not enough benefits
 - not about the client
 - no opt-in
 - not ranked well in search engines
- 6) if possible, print a page or two of your own work showing how to do things "right"