Business Plan

1. Financial Setup for an International Business Based in the U.S.

Business Structure

1. LLC Formation:
   - The business will be registered as a U.S.-based LLC for simplicity, flexibility, and personal asset protection.
   - We will register the LLC in a business-friendly state, such as Delaware or Wyoming, to take advantage of favorable corporate laws and minimal state taxes.
2. S Corporation (Optional):
   - Post-formation, we may elect S-Corp status with the IRS to allow income to pass directly to members, avoiding double taxation.

Profit-Sharing Plan

1. Ownership Percentages Profit-sharing will be determined based on the ownership percentages of each member, as outlined in the operating agreement. Ownership percentages are as follows:
   - Member 1: [Name] ([%])
   - Member 2: [Name] ([%])
   - Member 3: [Name] ([%])
   - Member 4 (Future): [Name] ([%])
2. Revenue Allocation All revenue received by the agency will be allocated into the following categories before distributing profits:
   - **Operational Costs**: This includes tools, software, subscriptions, and other business expenses.
   - **Team Compensation**:
     - Salaries or monthly stipends (if applicable).
     - Payments for contractors or additional services.
   - **Taxes and Reserves**:
     - Set aside for U.S. and EU tax obligations.
     - Retained earnings for future investments or emergency funds.
3. Profit Distribution After covering operational costs, team compensation, and taxes/reserves, the remaining profits will be distributed as follows:
   - **Proportional to Ownership**: Members receive profits based on their ownership percentage.

- ○ Example: If the total distributable profit is $100,000, and a member owns 30%, they receive $30,000.
4. Distribution Schedule Profit distributions will occur monthly after finalizing financial statements and ensuring all obligations are met. Additional distributions may be made at the end of the fiscal year, depending on the company's performance.
5. Future Considerations for New Members When adding new members:
   - ○ Ownership percentages will be recalculated to include the new member.
   - ○ Profit-sharing will adjust accordingly.
   - ○ The operating agreement will be updated to reflect changes.
6. Dispute Resolution In the event of a disagreement regarding profit-sharing:
   - ○ The matter will be discussed in a formal meeting with all members.
   - ○ If no resolution is reached, mediation will be sought through a neutral third party.
7. Tax Implications Each member is responsible for reporting their share of profits and paying applicable taxes in their respective jurisdictions. The agency will provide necessary documentation (e.g., Schedule K-1 for U.S.-based members).
8. Amendments to the Plan This profit-sharing plan may be reviewed and amended annually or as needed, with the agreement of all members.

Taxation

1. U.S. Tax Filing Requirements:
   - ○ The LLC (or S-Corp) will file an annual tax return (Form 1065 for LLCs or Form 1120S for S-Corps).
   - ○ The U.S.-based member will report their share of income on their personal tax return using Schedule K-1.
2. EU Members' Tax Obligations:
   - ○ European members will report and pay taxes on their share of income in their respective countries.
   - ○ We will work with a tax consultant to ensure compliance with both U.S. and European tax regulations, including withholding taxes.
3. VAT Considerations:
   - ○ If providing digital or marketing services to EU-based clients, we will evaluate VAT obligations and register as required in specific EU countries.

International Payment Logistics

1. Payment Platforms:
   - ○ Utilize platforms like Wise (formerly TransferWise), PayPal, or Payoneer for cross-border payments.
   - ○ These platforms streamline currency conversions and reduce transaction fees.
2. Currency Decisions:
   - ○ Payments to EU members will be made in either USD or Euros, depending on preference and cost-efficiency.

Legal Considerations

1. Operating Agreement:
   - Draft a detailed operating agreement covering:
     - Ownership percentages.
     - Roles and responsibilities.
     - Profit-sharing arrangements.
     - Dispute resolution mechanisms.
2. Contracts and Compliance:
   - Ensure contracts comply with U.S. and EU regulations, covering employment terms, intellectual property rights, and tax obligations.
3. Banking:
   - Open a U.S. business bank account and consider dual-currency accounts for frequent USD and Euro transactions.

2. Team Roles and Responsibilities

Three-Person Team

1. Sales and Client Acquisition (Tyson):
   - Lead generation, client communication, onboarding, and account management.
2. Email Strategy & Management (Vlad):
   - The Senior Retention Strategy Manager leads strategy development and high-level campaign management.
3. Execution & Development (Steven):
   - The Email Marketing Specialist/Klaviyo Specialist handles campaign implementation and technical integrations.

Four-Person Team (Future Addition)

4. Email Designer (???):
   - Responsible for creating visually compelling, brand-aligned email templates and graphics.

3. Sales Process and Target Audience

Target Audience

- E-commerce businesses (Shopify, WooCommerce, etc.).
- Subscription-based businesses prioritizing customer retention.
- Brands with annual revenues between $500K and $10M seeking to scale email revenue.

Sales Process

1. Discovery Call:
   - A 1:1 conversation with the client to identify their needs and determine if we can help. No slide decks, just authentic dialogue.
2. Free Audit:
   - Secure access to their Email Service Provider (ESP) during the first call and schedule a follow-up call to present findings.
3. Audit Presentation:
   - Present findings from the audit, highlighting:
     - What they are doing right.
     - What needs improvement.
     - How we can address their challenges.
   - Share a 3-month strategy tailored to their short-term and long-term goals.
   - Adjust the strategy based on client feedback.
4. Proposal and Agreement:
   - Send a detailed proposal with deliverables and pricing.
   - Secure their commitment with a signed contract and first payment.
5. Onboarding and Kickoff:
   - Share timelines, assign tasks, and begin implementing strategies.

4. Website MVP

Layout

1. First Section: Value Proposition
   - Headline: "Helping E-commerce Brands Increase Revenue with Expert Email Marketing"
   - Subheadline: "Custom strategies that drive results."
   - CTA: "Get Your Free Email Audit Today!"
2. Second Section: Process and Services
   - Outline our unique step-by-step process (aligned with the sales process).
   - Briefly describe services: email design, strategy, automation, and analytics.
   - Emphasize how these services lead to measurable results.
3. Third Section: Social Proof
   - Showcase testimonials, case studies, and results.
   - Include logos of notable clients (if applicable).
   - CTA: "See What We Can Do for Your Brand!"

Note: This plan should be reviewed by a legal and financial professional to ensure compliance with U.S. and international regulations.

5. Marketing Strategy

Platform Focus

LinkedIn Strategy

1. _Profile Optimization_
   - _Company page optimization:_
     - _Compelling banner image showcasing email marketing results_
     - _Clear value proposition in company description_
     - _Regular updates with customer success stories_
     - _Complete all sections including specialties and services_
   - _Personal profiles for team members:_
     - _Professional headshots_
     - _Detailed experience highlighting email marketing expertise_
     - _Regular activity showing thought leadership_
2. _Content Strategy_
   - _Post Frequency: 3-5 times per week_
   - _Content Mix:_
     - _Case studies (30%): Real results from client campaigns_
     - _Educational content (40%): Email marketing tips, industry trends_
     - _Behind-the-scenes (15%): Agency culture and team insights_
     - _Client features (15%): Highlighting successful partnerships_
3. _Engagement Tactics_
   - _Commenting strategy:_
     - _Engage with potential clients' posts within 1 hour of posting_
     - _Provide valuable insights rather than generic responses_
     - _Focus on e-commerce and marketing decision-makers_
   - _LinkedIn Groups:_
     - _Join and actively participate in e-commerce and email marketing groups_
     - _Share expertise without direct promotion_
     - _Answer questions and provide solutions_
4. _Lead Generation_
   - _LinkedIn Sales Navigator utilization:_
     - _Create saved searches for ideal client profiles_
     - _Connect with decision-makers at target companies_
     - _Track company updates for engagement opportunities_
   - _Content upgrades:_
     - _Free email audit offers_
     - _Downloadable email marketing templates_
     - _ROI calculators_

X (Twitter) Strategy

1. *Account Optimization*
   - *Professional profile:*
     - *Clear bio highlighting email marketing expertise*
     - *Pinned tweet showcasing best case study*
     - *Consistent branding with LinkedIn*
     - *Link to free email audit landing page*
2. *Content Strategy*
   - *Post Frequency: 5-7 times per day*
   - *Content Categories:*
     - *Thread Format (40%):*
       - *Email marketing case studies*
       - *Step-by-step guides*
       - *Industry insights*
     - *Standalone Tips (30%):*
       - *Quick actionable advice*
       - *Data-driven insights*
       - *Tool recommendations*
     - *Engagement Posts (20%):*
       - *Polls*
       - *Questions*
       - *Hot takes on industry trends*
     - *Personal/Agency Updates (10%):*
       - *Wins and milestones*
       - *Team highlights*
       - *Behind-the-scenes*
3. *Growth Tactics*
   - *Engagement Strategy:*
     - *Reply to posts within our niche within 10 minutes*
     - *Focus on accounts with 10k-500k followers*
     - *Add value to discussions about email marketing*
   - *Hashtag Strategy:*
     - *Primary: #EmailMarketing #EcommerceTips #EmailROI*
     - *Secondary: #DigitalMarketing #Ecommerce #Klaviyo*
     - *Trending: Monitor and use relevant trending hashtags*
4. *Community Building*
   - *Twitter Spaces:*
     - *Host monthly spaces about email marketing*
     - *Invite industry experts as co-hosts*
     - *Record and repurpose content*
   - *Collaboration:*
     - *Partner with complementary service providers*
     - *Cross-promote with other agencies*

■ *Participate in Twitter chats*

Cross-Platform Integration

1. *Content Calendar*
   - *Monthly theme planning*
   - *Platform-specific content adaptation*
   - *Consistent messaging across platforms*
2. *Lead Capture*
   - *Custom landing pages for each platform*
   - *Platform-specific lead magnets*
   - *Track source of leads for ROI measurement*
3. *Networking Strategy*
   - *Connect LinkedIn prospects on Twitter*
   - *Cross-reference platform engagement*
   - *Maintain consistent relationship building across platforms*
4. *Measurement & KPIs*
   - *LinkedIn Metrics:*
     - *Profile view growth*
     - *Post engagement rates*
     - *Lead quality and conversion*
     - *Connection acceptance rate*
   - *Twitter Metrics:*
     - *Follower growth rate*
     - *Engagement per tweet*
     - *Click-through rates*
     - *Lead generation*

Content Creation Process

1. *Weekly Process*
   - *Content brainstorming sessions*
   - *Batch content creation*
   - *Schedule posts using appropriate tools*
   - *Real-time engagement windows*
2. *Resource Allocation*
   - *2 hours daily for engagement*
   - *4 hours weekly for content creation*
   - *2 hours weekly for analytics and strategy adjustment*
3. *Tools & Software*
   - *Scheduling: Buffer/Hootsuite*
   - *Analytics: Platform native tools + Google Analytics*
   - *Design: Canva Pro*
   - *CRM: HubSpot/Pipedrive*