SAMPLE PROPOSAL · FICTIONAL CLIENT

Lumen · *launch with confidence*

A focused product review so visitors get Lumen, trust it and pay. You'll know what to fix, cut, charge and launch first.

OPTION 1 · PRODUCT AUDIT	OPTION 2 · STRATEGY SPRINT · RECOMMENDED
USD 2,500	USD 4,500
5 core journeys, report, ranked fix list, 3 build prompts, 60-min review · 14 business days	Audit plus competitors, pricing, what to cut, 30-day launch plan, 5 prompts, 2 follow-ups · ~4 weeks

Optional after: ongoing PM support, starting with a 4-week pilot. Express delivery: +30%.

Opportunities I already see

01 Show value first. Six onboarding screens come before the first journal entry.

02 Earn the paywall. Asking for payment after the first win, not before, makes paying easier.

03 A reason to come back. A gentle daily nudge turns a one-time visit into a habit.

How it works

01
Choose your option
Sign the agreement and pay the 50% deposit.

02
Phase 1
Kickoff call, then your Audit or Sprint.

03
Phase 2 (optional)
Ongoing support while you build.

NEXT STEP

Reply with the option that feels right. ***Kickoff within 1–2 weeks*** of signing. Valid for 30 days.

Andrea Gonzalez Herrera · AI Product & Strategy Consultant · andreagonzahe@gmail.com

SAMPLE

01 · OPPORTUNITIES

What I *already see*

From a first look at the app. Starting points, not conclusions.

WHAT I NOTICED	THE OPPORTUNITY
Long onboarding Six screens before the first journal entry.	*Show value first* More people reach their first entry instead of dropping off.
Paywall comes too early Payment is requested before any entry is saved.	*Earn the paywall* Ask after the first win, when paying feels obvious.
Too many features up front Journal, moods, insights, community and courses on one screen.	*One clear first step* A simpler home screen with one main action.
Three similar plans Basic, Plus and Pro differ by small details.	*A clear "start here" offer* Two plans, one obvious choice, fewer people hesitating.
No reason to return No reminders or streaks after the first day.	*Build the habit* A gentle daily nudge keeps people coming back.

Worth checking early

Wellness claims
Health-related wording may need care for app store review.

Personal data
Journal entries are private and need clear privacy practices.

Payments
Renewals and refunds should match the refund policy.

SAMPLE

02 · OPTIONS

Two ways to *start*

Audit: what's confusing, broken or risky. Sprint: that, plus what to charge, cut and launch first.

WHAT'S INCLUDED	PRODUCT AUDIT USD 2,500	STRATEGY SPRINT · RECOMMENDED USD 4,500
Review of up to 5 core journeys, desktop and mobile	✓	✓
UX, positioning, monetization and trust review	✓	✓
PDF report with ranked findings and a fix list	✓	✓
Competitive review of 3–4 products	—	✓
Pricing and packaging recommendations	—	✓
What to keep, simplify or postpone for launch	—	✓
30-day roadmap, launch checklist and metrics	—	✓
Ready-to-paste AI build prompts	Top 3	Top 5
Sessions	60-min presentation	60-min presentation + 2 follow-ups
Timeline (express, +30%)	14 business days (7)	About 4 weeks (about 2)

Upgrade credit: move from Audit to Sprint within 30 days and the full audit fee counts toward it. Express depends on availability.

Optional: ongoing product support

4-WEEK PILOT	MONTHLY RETAINER	INCLUDES
USD 2,400 Max · up to 16 hours at USD 150/hour	USD 3,000 Up to 20 hours · 2-month minimum	Backlog and build prompts, tracking, feature reviews, weekly check-in. Priority replies: +30%.

SAMPLE

03 · ABOUT ME

Who you'd be *working with*

Product manager, cognitive scientist and AI builder. I know where AI-built apps shine and where they quietly break.

MICROSOFT PM	BUILDER	BACKGROUND
USD 500K Revenue in under 3 months from an Ads Billing launch	10+ Apps shipped with Claude Code, Cursor and Lovable	UCLA Cog Sci Former founder and CEO of Sparken

04 · TERMS

The *essentials*

Payment
50% to book, 50% within 7 days of delivery. ACH, Zelle, Venmo, PayPal or Stripe. USD; taxes extra.

Timing
We start after the deposit, kickoff and access. If access is delayed, delivery shifts too.

Changes
Scope or cost changes need your written OK.

Not included
Coding, technical or security reviews, legal advice, branding and marketing.

Full terms are in the services agreement.

Decisions
You make the calls. I advise; your team builds.

Privacy
Your information stays private. Once paid, the deliverables are yours.

Results
My best judgment, though results can't be guaranteed.

Cancellation
Deposit is non-refundable after kickoff.

SAMPLE

05 · NEXT STEP

How we *start*

NEXT STEP

Reply with the ***option that feels right***. I'll send the agreement, invoice and kickoff date. Kickoff is usually within 1–2 weeks of signing.

What I'll need from you

Test accounts, including a paid plan	Analytics, feedback and 3-month goals	A 45-minute kickoff call

ACCEPTANCE

Option: ☐ Product Audit ☐ Product & Launch Strategy Sprint

Express delivery: ☐ Yes ☐ No

NAME _____ SIGNATURE _____ DATE _____

I'd love to help Lumen reach the people it was made for.

Warmly,

Andrea Gonzalez Herrera

AI Product & Strategy Consultant · andreagonzahe@gmail.com · linkedin.com/in/andreagonzalezherrera

SAMPLE