

WORKING TOGETHER

How I work: your first 90 days

Sendonomics is me, Callum. There is no account manager in the middle and no junior picking up your work. Here is what happens from the day we start.

One person, start to finish

The person on your first call is the person building your flows and writing your emails.

No chasing

You message me, I reply. Progress comes to you without you having to ask for it.

Decisions in plain English

Every recommendation comes with what it is worth and why, so you can say yes or no quickly.

WEEK 1**Kickoff and access**

- A kickoff call to agree goals, priorities and how you like to communicate (Slack, email or WhatsApp).
- You give me access to Klaviyo, and to your store and brand assets if the work needs them. I only ask for what the current stage needs.

WEEKS 1 TO 2**Audit and plan**

- A full review of your flows, forms, campaigns, segments and deliverability.
- A written report like my sample audit: what is losing money, what it is worth and the order I would fix it in.

WEEKS 2 TO 6**Fix the leaks, then build**

- Quick fixes first, because they pay back fastest.
- Then the flows and pop-ups that are missing or underperforming, written and designed in your brand.
- Nothing goes live without your sign-off.

WEEKS 6 TO 12**Campaigns, testing and reporting**

- A monthly campaign calendar planned ahead, with content and offers agreed with you.
- Engagement-based segments so your best customers hear from you more and cold contacts are protected.
- Regular results updates in plain English: what worked, what didn't and what I am changing next.

DAY 90 ONWARDS**A predictable revenue line**

- We review the first 90 days together and set targets for the next quarter.
- Ongoing management, a one-off project or ad-hoc consulting: whatever fits how you want to work.

What I need from you: Klaviyo access, a sign-off contact, and around 30 minutes a week for reviews. If you have them: brand guidelines, product images and any current offers.

Start with a 30-minute audit call

We'll walk your account together and you'll leave with a list of fixes, whether or not we end up working together.

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