

FOUNDING PROOF-TO-REVENUE SPRINT

Make a good business easier to choose and easier to refer.

A lot of owner-led businesses are much better than they look from the outside. Goodwind looks across the story, customer proof, website path, follow-up, and account ownership, then completes the first useful fix.

\$2,500

total founding price

\$2,000

paid to begin

\$500

when the agreed first layer is live

10

business days after access and approvals

3

three founding openings

Terms: \$2,500 total, \$2,000 to begin, \$500 when the agreed first layer is live, 10 business days after access and approvals, 3 openings.

What we may complete

- An owner-story interview and clearer positioning.
- Customer proof and review-process improvements.
- One website or conversion improvement.
- One inquiry, estimate, referral, or customer follow-up workflow.
- A basic measurement baseline.
- A short account-ownership and resilience check.
- A simple operating guide and handoff.

Good early fit

The owner can make a decision, the underlying work is strong, and one recovered opportunity can matter.

- Useful proof is scattered or underused.
- The website or inquiry path is weaker than the business.
- Follow-up depends too much on memory.

Outside the founding scope: full website rebuilds, ongoing ad management, extensive creative production, custom software, and open-ended consulting.

One contained engagement. Finished work you can keep using.

Dmitri Sunshine owns the diagnosis, scope, owner communication, and final quality review. A specialist joins only when the work calls for one.

1 Owner conversation

We spend 30 to 45 minutes understanding how customers currently find, evaluate, contact, and hear back from the business.

2 Focused scope

You receive a short plan naming the first visible leak, the work we will complete, the access required, and what will be live at the end.

3 Implementation

Goodwind completes the agreed first layer, keeps the owner close to decisions, and avoids turning a narrow fix into an open-ended project.

4 Live handoff

The agreed work goes live, account ownership is clear, and you receive a simple guide for keeping the improvement useful.

Completion promise

If the agreed work is not live within ten business days after you provide the required access and approvals, the remaining \$500 completion payment is waived and we continue until the agreed first layer is complete.

What this promise covers

The promise covers the agreed implementation commitment. It does not promise leads, rankings, reviews, appointments, revenue, or customer behavior.

A short owner conversation is enough to see whether there is a useful first layer we can complete.

Book: cal.com/mrsunshine/intro