

Date:  
Our reference:

Middlestone Business Analysis Limited  
Suite 165, 70 Churchill Square  
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WEST MALLING  
Kent ME19 4YU

Confidential  
Confidential

## Consultation Summary

### Your contact

**Terry Hopper**

terry@middlestone.ltd  
01892 570 870

Dear Confidential,

Thank you for giving up your time yesterday to speak with me. I hope you found it helpful.

To summarise our conversation, we discussed these systems to help you with email marketing, your emails being marked as spam and your sales efforts:

Description	Cost
<p><b>G-Suite (Gmail, Google Docs, Drive and Calendar for business)</b></p> <p>A new email address, such as “letstalk” or “confidential@confidential.co.uk” instead of the “@gmail” address will boost confidence in your business and will integrate well with other products to save you time and keep you organised.</p> <p><a href="https://goo.gl/0XD6AA">https://goo.gl/0XD6AA</a></p>	£3.30 per month for one account.
<p><b>Black Pearl Mail</b></p> <p>You can use this to reduce the number of emails that are getting sent to your recipient’s spam folders, by sending the mail from their servers. It does require G-Suite.</p> <p><a href="http://www.blackpearlmail.com">www.blackpearlmail.com</a></p>	Billed in USD, but about £11.50 per month.

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<b>MailChimp</b> Send bulk emails and monitor open rates and response rates. <a href="http://eepurl.com/cA6Cbr">http://eepurl.com/cA6Cbr</a>	Free, for up to 2,000 subscribers.
<b>PipeDrive</b> This is the customer and enquiries database that I showed you. It organises all your conversations with your customers and can remind you to follow up. <a href="http://www.pipedrive.com/taf/middlestone">www.pipedrive.com/taf/middlestone</a>	\$24.00 USD, about £22.00 per user.
<b>PipeChimp</b> Adds email addresses to MailChimp from Pipedrive. Updates Pipedrive whenever someone opens an email sent from MailChimp. <a href="https://pipechimpapp.com">https://pipechimpapp.com</a>	Billed in USD, but about £5.00 per month.

The **total** ongoing cost for all of this would be about **£42.00 per month** for a slick little eco-system of apps talking to each other!

If you decide to try these out and would like any help setting up any of these, then please do ask—I'd be very happy to help.

Finally, we didn't discuss your billing or accounting procedures in detail. I'd be very happy to arrange a further consultation to talk about these if these ever become an issue for you.

Thanks again for discussing your business with me, it was a pleasure. All the very best with it.

Yours sincerely,

Terry Hopper  
**Senior Business Analyst**

