

Subject: Be Icon Magnets – Sample Designs & Pricing

Hello Mindy,

I've attached a video showcasing two designs for your refrigerator magnets. This will give you a clear idea of how they look, including their glow-in-the-dark feature. Let me know how this aligns with your vision.

Pricing transparency is paramount to me. In our earlier phone conversation, I mentioned a previous order of 100 pieces for \$200. After reviewing my records, I realized that the order was actually 75 Christmas ornaments—a thinner plastic design with no magnets and no glow-in-the-dark feature. Additionally, through experience, I've found that glow-in-the-dark plastic works best in thicker layers.

Another previous order I received was from my pastor for Christmas ornaments to give to his congregation. We agreed to a dollar per ornament; however, material alone cost \$1.40 per ornament. I donated all my time since it was my pastor who placed the order. This was the experience that taught me I needed to be meticulous with my pricing estimates.

Now, I use pricing formulas developed over the past six months of selling my prints. In general, larger pieces require more materials and additional monitoring time during the printing process, while assembly time remains the same regardless of size. Magnetic pieces also have a higher material cost compared to fully plastic items. If you'd like, I'd be happy to discuss my pricing structure in more detail.

For your refrigerator magnets, the materials cost, to the nearest dime, is \$1.70 per piece, and labor is also \$1.70, bringing the total to \$340 for 100 magnets. There is no charge for converting your graphic design into a 3D model suitable for plastic printing, a service I typically charge for but waive for churches and ministries.

Please keep in mind that I only do custom work and specialize in quick turnaround. This means my prices are higher than mass production but competitive with venues like Etsy, where special orders are produced in limited quantities.

If this all sounds good to you, I'd love to confirm the details so I can order the materials - plastic filament and magnetic sheeting - which I will need to complete your order. I can begin production immediately with the supplies I have on hand and have them ready for delivery by Friday, the 21st.

Looking forward to your thoughts—thank you again for this opportunity!

Warm regards,
Dan

Follow-Up Text to Ensure She Sees It:

"Hey Mindy, I just sent you an email with pricing details and a video of the sample Be Icon Magnets. Let me know what you think! Since I'll need to order more glow-in-the-dark filament to complete the full batch, I'd like

to confirm the order today so I can place the material order in time for delivery. A 50% deposit would allow me to get everything lined up and ensure I can meet the deadline. Let me know your thoughts!"