



FULL PRICE LIST

Time-based packages

One-time Day Rate: \$990

Includes 1 x 60 minute strategy phone call + 1 day (aka 6 hours) of my writing/editing time, with a live edits phone call over Zoom.

Copywriting Retainer: \$670/month for 3 months (33% off the regular full-price day rate with a 3-month commitment)

Includes 1 x 45 minute strategy phone call per month, 1 day (aka 6 hours) of my writing/editing time per month (including a live edits phone call over Zoom) and email support throughout the month as needed.

Instant Copy Makeover Call: \$290 for a 90-minute, one-on-one call where we delve into your story and business goals, and I rewrite your website or email copy live.

Fixed-price Project Rates

Win More Clients Website Copy

Per individual website page (Home, About, Services, Landing page etc.): \$850

3 x website pages: \$2195 (= \$355 discount)

4 x website pages: \$2690 (= \$710 discount)

(All website copy projects include a research dossier on your competitors and ideal clients, which you can use in future marketing and copywriting projects)

Special optional add-on to any 3- or 4-page website package:

Twenty-page Brand Voice Inspiration Book: \$350

Includes brand overview, mission statement, brand why, signature stories, skills and superpowers, brand voice definition, brand uniqueness proposition, audience research and analysis, and copy ideas for future marketing. (Regular stand-alone price: \$950.)

Long-form sales page copy: \$1490



Email Copy

Per email: \$300

Bundle of 5 emails: \$1190 (= \$310 discount)

Bundle of 10 emails: \$2375 (= \$625 discount)

Seamless Sales Funnel Package:

One long-form sales page + conversion-optimized funnel of 6 emails: \$2690 (= \$600 discount)

Combined packages special:

Win More Clients Website Package (4 website pages) + Seamless Sales Funnel Package (long-form sales page + 6-email funnel) = \$4990 (= \$1700 overall discount)

Blog post editing

Includes SEO, keyword optimization, 2 x headline suggestions, slug, meta description, 1 stock image, 1 x Click-to-Tweet (if requested), 2 x calls to action, line editing, copyediting, and text formatting.

Per short post (~500 words): \$150

Per long post (~1000 words): \$280

Bundle of 4 short posts: \$450 (\$150 discount, aka 4 blog posts edited for the price of 3)

Bundle of 4 long posts: \$820 (\$300 discount, aka 4 blog posts edited for less than the price of 3)