



FULL PRICE LIST

Time-based packages

Done-in-a-Day Package:

1 x 60 minute strategy phone call + 1 day (aka 6 hours) of my writing/editing time, where we finally get that copy project that's been hanging over you for ages FINISHED.

Price: \$990 for 1 day or \$870 per day for 2 or more days.

Copy Power Hour:

1 x 60-minute, one-on-one call where we dive into your goals for your copy and give it a mega upgrade on the spot.

Price: \$300

Fixed-price Project Rates

Winning 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 in-depth customer language, pain points, and aspiration research, Day in The Life Of Your Client + Objection Crushing exercises, plus my Signature Story-Mining Framework)

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

20-page Brand Voice Inspiration Book: \$650

-- 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.)



Seamless Sales Funnel

Seamless Sales Funnel Package #1: #1150 for a bundle of 6 emails

Seamless Sales Funnel Package #2: \$1670 for a bundle of 10 emails

(Regular stand-alone email price: \$250)

Each package also includes in-depth customer language, pain points, and aspiration research, Day in The Life Of Your Client + Objection Crushing exercises, and Case Study Creation.

Long-form Sales Page copy

Per long-form sales page: \$3190

- Includes 1 x 4000-5000 word sales page, written using the Coaching the Conversion Method
- In-depth competitor and customer research, which can include up to 2 interviews that I conduct with former or prospective customers for you
- Onboarding process which includes signature exercises on Objection Crushing, Day In The Life Of Your Client Copy, and The Fairy Godmother Transformation, to further optimize your sales page for conversions
- Strategy and live edits calls as needed over the course of the project

Launch Rockstar Packages

Launch Rockstar Package #1: \$3990

Includes 1 x long-form sales page, 1 x bundle of 6 emails, and all signature exercises and frameworks included with each of those two products.

Launch Rockstar Package #2: \$4240

Includes 1 x long-form sales page, 1 x bundle of 10 emails, and all signature exercises and frameworks included with each of those two products.

Emails can be a nurture sequence, promo copy, post-webinar-sign-up emails, post-webinar-sales-funnel emails, new customer onboarding emails, or a combination of any of those sequence types.



Blog post editing

Includes SEO, keyword optimization, 2-3 x headline suggestions, slug, meta description, 2 stock images, 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)

Bundle of 4 long posts: \$820 (\$300 discount)