Word Perfectionist
Great Content for Online Business

Sales Letter Price List

Project Scope	Long Form Sales Page	Medium Form Sales Page	Short Form Sales Page
Sales page project	$2000	$1500	$1000
Revise / re-work your pre-existing draft	$500	$400	$300

How it Works:

There is a lot of flexibility in how we can work together, depending on your goals and preferences.

I can work with content you've already written or I can write your sales page entirely.

I have three different "models" of sales letters that I use. The choice depends on your audience, your conversion goals, and where in the conversation (sales funnel) this sales piece will be presented.

If you have a structure you would like to use, I can work with that as well.

What We'll Do:

The process involves us spending some time talking (usually phone and / or skype). I also have some questions for us to go through which will help me get a sense of you and your personality, your customers, their issues, etc. It usually gives me some strategic content for the sales page as well.

What's Included:

These prices include the research, consultation, follow-up, intense customer support, and revisions needed to get the sales page looking and feeling great. I'll be guiding you all along the way.

I'll dig deep into your business so we can put together a winning sales page. I'll be doing things like watching videos you might have online as well as studying the other written material you've got on your web site and social media. It's likely I'll even show up at one of your teleseminars or webinars just to get to know you. If you've got course content somewhat ready, it's useful for me to take a look at that as well. (I provide all clients with a confidentiality / non-disclosure / non-compete agreement.)

More Options:

There are other things that can affect the price. For example we can split test things like headlines, offers, bonuses, etc.   I can also help with proofreading / editing / and getting final approval on customer testimonials and other social proof. Certain projects can be priced on a percentage of sales basis. Inquire by email.

Sales Video Scripts:

Send me an email and let's discuss your project.

Email Campaign / Autoresponder Price List

Project Scope	Long Series (10 – 12 total emails, including emails to multiple list segments)	Medium Series (7 – 9 total emails, including emails to multiple list segments)	Short Series (4 – 6 total emails, including emails to list segments)
Email sequence: launch or auto-responder series	$450	$400	$350

What's Included:

First I'll help you develop the "story line" or positioning / sales message / theme(s) that will build throughout the series.

Next I'll plot out the email schedule itself, based on what best suits your audience, your campaign, and your personality.

I'll then devise a plan for with the best way to segment your mailing list, depending on the call to action and response to each email.

The series price / quantity includes the emails that will go to the various list segments.

Website Content Price List

Project Scope	Price
Website Package: Four standard pages + About page	$1000
Website Content: About page	$350
Website Content: Standard page	$200
Website Content: Short "bio" page	$200

Consultation Package

Package Includes	Price
• One hour of skype time to discuss your project goals, your overall goals, and customer focus • An mp3 recording of our skype session • A follow-up report sent several days later, after I've done a little homework and spent some time thinking about your goals	$120

This is the perfect option if you need to get your bearings, get an "outside perspective" on your project, or want to do some brainstorming about new ideas and approaches.

Editing Services

Options	Price
"Editor on Call" Customized monthly packages to provide the support and consistency you need. Send me your weekly blog posts, guest articles, whatever you need…even Facebook updates and tweets and they'll be polished and refined – usually within 72 hours (for short pieces). Special Projects Website content, course content, eBooks, special reports, transcripts, PowerPoint / Keynote presentations, etc.	Prices are based on project scope. Send me an email and let's talk.

NOTE: If you don't see your project on the list but it has words in it, I can likely help.