

Package/Service	For You If...	What You Get	Fee (Tax not included)
Copy Critique	You want better results from your marketing and want to get a professional opinion of your current marketing copy. Could be web site copy, an ad, an email campaign, a sales letter.	You get a detailed, written report where I tell you what's good about it. What isn't so good. I also give you direction on how to make changes that will increase your response	Ranges from \$300-\$500 depending on the amount of material you need me to review and critique. Payment required in advance with my "no questions asked" 100% money-back guarantee if you don't feel my feedback will help you get better results. .
Consulting	You want professional marketing or copywriting advice. It might be for your existing marketing initiatives or a new product or service you're thinking about introducing. Maybe you need help identifying a core marketing message or developing an ideal customer profile .	You get three hours of my time to discuss whatever you want on the phone. Once you decide to go ahead, we will set up a time for me to call you. The three hours can be split into two 90 minute sessions.	The fee for this service is \$450. Payment in advance required. Includes my "no questions asked" 100% money-back guarantee if you don't feel my feedback will help you get better results.
Web Site Sales Booster	You're getting to qualified traffic to your site but very few sales leads. I can help you identify some possible reasons why. Then, it may only take a few tweaks here and there to open up a steady stream of qualified sales leads.	First, I review your web site and tell you what's good, what's bad and what needs changing. Then, I will rewrite/edit your home page so it is injected with selling power. Finally, I will spend an hour with you on the phone to discuss whatever copywriting or marketing issues you want.	Total fee is \$950. 50% of fee is required in advance. The remaining 50% is immediately payable upon completion. I will work with you until you are happy with the results.

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Client Attraction Launchpad	You are tired of struggling to attract new customers. You're using hit and miss tactics that aren't working. You want an effective marketing foundation that identifies a compelling marketing message and your ideal target prospect so you can get off the feast or famine roller coaster once and for all.	We will create and implement the 5 core marketing principles you need to get your marketing, organized into a logical order so client attraction ceases to be a struggle. They include: Positioning, Packaging, Promotion, Persuasion and Performance. Once completed, I will help you integrate them into your current marketing efforts.	The fee for this service is \$2,950. 50% of fee is required in advance. The remaining 50% is immediately payable upon completion. I will work with you until you are happy with the results.
Auto-Pilot Client Attraction Marketing System	You need to get a complete, effective marketing system in place so you will stop struggling to attract new clients. This done-for-you package is all about creating a customized marketing system so you will attract the attention of qualified prospects, generate interest, get them to practically put up their hand to identify themselves as interested. It also gives you a painless – and profitable – way to easily follow up with them to keep them warm until they're ready to buy.	This package includes direct response <u>sales copy</u> for a 10-page website. You also get an original Free Report you can use as a sales lead generation tool to get interested prospects to give you their email address so you can continue to market to them. Third, you get an automated follow-up system that will help you sell prospects who aren't quite ready to buy. In short, this is a complete marketing system that will quickly pay for itself.	The fee for this service is \$9,750. 50% of fee is required in advance. The remaining 50% is immediately payable upon completion. In many cases, all you need is to have this system generate 7-10 new sales for the fee to be self-liquidating. I will work with you until you are satisfied with the outcome.

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Services-At-Glance

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Copywriting	<p>You have existing copy that is not the producing the sales results you want. I can write compelling copy that generates response for web sites, email campaigns, brochures, sales letters, press releases, lead generation, case studies and a number of other writing projects. You can see some of the results my copy has produced by visiting my web site at www.marketingwriter.ca</p>	<p>Before I write a thing, I make sure I have a clear understanding of your main marketing message and the ideal prospect you're trying to attract. Then, I present you with outline copy to make sure I'm meeting your expectations. If that gets a thumbs up, I write more detailed copy and submit it to you in draft form. From there, I edit based on your feedback until we arrive at a final version.</p>	<p>There is a complete list of my fees on my web site. Copywriting fees require 50% of fee in advance. The remaining 50% is immediately payable upon completion.</p>