

Service Plans & Rates

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Whether website content, newsletter, product descriptions, resume, or your latest press release, if you are like most business owners/managers, you may be losing money in a number of ways:

- Paying for marketing materials that do not specifically reach or communicate to your target audience.
- Paying someone else who does not understand your vision to handle it all for you, often someone whose profession is other than that of copy-editor or proof-reader.
- Or trying to "do it yourself" – when your primary job should be to grow and manage your business not micromanage your copy.

Plan A - Per Project Fee

As your writer, editor, and content consultant:

- I will supply a comprehensive analysis of draft materials during a 30 minute review, in person, on the phone, or via email or video-conferencing. Initial consulting is free. A per-project bid will be offered the following day where I will prepare a written response with suggestions, recommendations, and a sample draft document for you and your focus group to review.
- If bid is acceptable, I will then be available to you for 8 hours of email response and/or brief phone calls or video-conferencing to respond to related questions which may arise.

Plan B - Per Hour Fee

Small projects may better fit an hourly charge of \$50 per hour. First 30 minute consult is still free.

Plan C - Your Email/Blog Ghostwriter

As your personal email ghostwriter, blog-post reviewer:

- You send me your important company emails or posts (by 1:00 PM during any normal business day), and I will edit, polish, and return them back to you the same day (or within 2 hours if you notify or call me with an "urgent" request). I will flag non-email-appropriate content. With this service you will have clean, liability-proofed email/blog-copy – *your message will shine!*
- Fee is either: per monthly subscription of "\$50 for per set of 10 emails/blog-posts of no longer than 500 words per item (with an additional \$35 for each individual "urgent" email/post request); or simple per item rate, ½ hour fee at \$25 for each item.