



## The Write Touch Inc. (TWTI) Pricing Copywriting, Communications Consulting

I'm a consultant and charge the same way other consultants and professionals charge . . . by the hour (although much less than other business or marketing consultants charge). **My current rate is \$68 per hour.**

Once I understand the general scope of a project, I can provide an estimate, possibly even a 'not to exceed' price. However, we all know scopes change; new problems or issues arise. When that happens we talk about it and decide whether to proceed or not.

I don't charge for discussing the general project scope nor for providing an estimate. I do charge for all other time, in quarter hour increments, once we've agreed to proceed. That includes detailed project definition, research, review of existing materials, discussion phone calls and emails and, of course, the actual creative work. Clients do not pay for short phone calls and emails such as acknowledgements, appointment confirmations and the like.

### Terms

If you're a new client, I'll need a retainer of about 1/2 the initial estimated cost of the first project I do for you; minimum \$136, maximum \$500. On subsequent projects, a retainer is not required.

My minimum charge is 2 hours or \$136. I'd be doing you a disservice if I gave you feedback after less than 2 hours of discussion and thought. Even a "simple" review of a letter, resume, speech, web page, etc. requires discussion, review, possible research, recommendations, more discussion.

Any outside expenses are approved in advance and billed at actual cost. Mileage incurred at your request is billed at the applicable IRS rate.

I'll send you an electronic invoice bi-weekly or upon completion, depending on the length of the project. I don't impose finance charges, but I expect the invoice to be paid promptly. Most businesses handle payment of my charges within 10 days.

A contract can be as simple as an email or more formal if necessary.

### Services Discussion

#### Copywriting

**Websites:** Every business is unique in some way. Although most websites have similar page structures (Home, About Us, Products/Services, Contact Us, etc.), the content can vary widely. Two businesses offering the same services or products are different in style, tone, and how they do business. Additionally, one may have landing pages and a blog, while another only wants the basics. In fact, it's my job to make sure your website is unique.

#### Other copywriting (brochures, direct mail, operational copy, speeches)

Copywriting for any project involves client interview (questionnaire and/or in-person interview), site visit (if applicable), review of website and client provided collateral (brochures, ads, manuals, proposals, etc.), research (competition, product or service features), actual wordsmithing, review of drafts, revisions, final copy.

#### Presentation Skills

Everyone needs good presentation skills. I have several tools, am an advanced Toastmaster and have delivered speeches ranging from workshops to keynotes. I ran a presentation skills training company and have trained folks from "domestic engineers" to C-level executives. I can work with you on an upcoming speech or presentation or provide a series of coaching sessions to help you prepare for future speaking opportunities.



## **Email Marketing with Constant Contact (CC)**

The process of establishing and sending emails - newsletter, event announcements, customer offers, etc. Involves several steps. Again, everyone is unique in their needs and objectives. Additionally, some people will want to learn how to use the CC software, write their own copy, monitor results, update their database, or any combination of these processes.

TWTI can help with any or all of these processes. Here are the steps/processes involved in establishing an email marketing program with CC:

- ◆ Create a secure CC account with verified email addresses, company brand, information and default controls (\*\* **See note below** \*\*).
- ◆ Create auto response email copy and subscriber form (for signup, email forwarding and database change processes).
- ◆ Create HTML code for website subscribe button. *Note: Putting subscribe button and links on your website is up to you or your Webmaster.*
- ◆ Upload logo and (up to) 4 other images (provided by Client as jpg, gif or png files).
- ◆ Upload pdf files that may be referenced (linked to) in your emails.
- ◆ Upload customer and prospect databases. (Note: The database can be segmented for different mailings.)
- ◆ Create templates using organization colors, logo, contact info, etc. You'll want different templates for different types of emails (eNews, event announcement, product/service specials, e.g.)
- ◆ Processing and sending emails:
  - Create subject line and header copy.
  - Insert body content - text, images, links.
  - Run test of email; proofread, check links.
  - Revise and run additional tests as needed.
  - Schedule delivery, apply social media.
- ◆ Maintenance:
  - Review results (bounces, opens, click-through).
  - Update database (remove bounced, invalid email addresses, upload new addresses).
  - Update Archive page (optional feature).
  - Follow up marketing.

**Note:** *After the 60 day trial or whenever the account goes live, Constant Contact fees are separate and must be paid directly by Client. Cost varies by size of database, starting at \$15/month (up to 500 names). Two options (Library, Archive) at \$5/month each are recommended.*

**\*\* NOTE:** Establish your CC account through the Business Partnership of TWTI (no charge for any of these options). Here's how:

- ▶ If you have this document as a pdf - [click on this link](#) and follow the instructions - OR;
- ▶ Go to <http://thewritetouchinc.com/> and click on the Constant Contact 60 Day Free Trial box in the right column - OR;
- ▶ Call or email me that you want to set up a CC trial account.

By being "assigned" to TWTI, you are entitled to some special benefits (most are free). [Click this link for more information](#) (if you have this as a pdf file) -OR email me and I'll send you the benefits list.