

Pricing Guide

BethHayden.com

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Email Marketing Copy

Landing page or "squeeze" page: *A one page, stand-alone opt-in form on your site that offers prospects a lead magnet or free giveaway.* \$250 - \$400 per page

Email welcome messages, autoresponders, sales messages, etc.: *Build trust with your audience and deliver persuasive sales messages* \$150 per email

Lead magnet or content upgrade: *Entice people to join your email list by offering a free report or other freebie (usually 1500-3000 words)* \$250-500

Website Content

Website content: *For static or stand alone pages on your site, like your About, Services, or Welcome pages* \$250+ per page

Blog posts: *Monthly ghostblogging services. I write blog posts in your voice and style (3-month minimum)* \$500- \$950

Two 1000-word posts per month - \$500

Four 1000-word posts per month - \$950

Sales Materials

Sales Letters: *A persuasive long-form sales letter where we showcase your product's best features and benefits and convert prospects into sales* \$2000

Facebook ads: *Compelling text ads for Facebook, to entice prospects to sign up for your list, schedule a consultation, etc.* \$250 - \$350

Short video or audio scripts: *Short-form scripts for explainer videos or other marketing materials (5 minutes or less)* \$300 - \$500

Long audio or video scripts: *Long-form scripts for sales page videos or other marketing materials* \$100 per scripted minute

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Webinar Materials

Webinar registration pages: <i>One page opt-in forms to collect webinar participant names and email addresses</i>	\$250 - \$400 per page
Onboarding email sequences: <i>Communicate important webinar details and get participants excited to show up live for the webinar</i>	\$150 per email
Email sales sequences: <i>Send your webinar replay to prospects, and communicate your follow-up sales message</i>	\$150 per email
Webinar scripts: <i>Create a promotional webinar that converts</i>	\$600 - \$1000 per presentation

Content Strategy and Online Marketing Coaching

One-on-one coaching with Beth: *Online marketing strategy, planning, and accountability*
(For packages and prices, see BethHayden.com/Coaching)

Ready to start your project?
Contact me for a free 20-minute
consultation today.

Email me at **beth@bethhayden.com**
for your appointment.