

# Pricing Guide

BethHayden.com

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## Email Marketing Copy

<b>Landing page or "squeeze" page:</b> <i>A one page, stand-alone opt-in form on your site that offers prospects a lead magnet or free giveaway.</i>	\$250 - \$450 per page
<b>Email welcome messages, autoresponders, sales messages, etc.:</b> <i>Build trust with your audience and deliver persuasive sales messages</i>	\$200 per email
<b>Lead magnet or content upgrade:</b> <i>Entice people to join your email list by offering a free report or other freebie (usually 1500-3000 words)</i>	\$250-500

## Website Content

<b>Website content:</b> <i>For static or stand alone pages on your site, like your About, Services, or Welcome pages</i>	\$300+ per page
<b>Blog posts:</b> <i>Monthly ghostblogging services. I write blog posts in your voice and style (3-month minimum)</i>	\$550- \$1050
Two 1000-word posts per month - \$550	
Four 1000-word posts per month - \$1050	

## Sales Materials

<b>Sales Letters:</b> <i>A persuasive long-form sales letter where we showcase your product's best features and benefits and convert prospects into sales</i>	\$2000
<b>Facebook ads:</b> <i>Compelling text ads for Facebook, to entice prospects to sign up for your list, schedule a consultation, etc.</i>	\$250 - \$350
<b>Short video or audio scripts:</b> <i>Short-form scripts for explainer videos or other marketing materials (5 minutes or less)</i>	\$700 - \$850
<b>Long audio or video scripts:</b> <i>Long-form scripts for sales page videos or other marketing materials</i>	\$175 per scripted minute

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## Webinar Materials

<b>Webinar registration pages:</b> <i>One page opt-in forms to collect webinar participant names and email addresses</i>	\$250 - \$400 per page
<b>Onboarding email sequences:</b> <i>Communicate important webinar details and get participants excited to show up live for the webinar</i>	\$200 per email
<b>Email sales sequences:</b> <i>Send your webinar replay to prospects, and communicate your follow-up sales message</i>	\$200 per email
<b>Webinar scripts:</b> <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](http://BethHayden.com/Coaching))

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

Email me at **[beth@bethhayden.com](mailto:beth@bethhayden.com)**  
for your appointment.