

# Valerie K. Martin

## Copywriting Packages + Pricing

Pricing for all packages except the DIY Copy Bootcamp Call include a deep dive into your business so I can deliver the most on-point, effective copy.

Payment plans are available for projects over \$1,000.

### DIY COPY BOOTCAMP

On a 60-minute Zoom call, we'll walk through your Psychology Today profile and website so I can give you highly personalized and specific feedback with actionable tasks for improving your copy that you can implement immediately.

If you feel fairly confident about your writing abilities but know you need a revamp and some expert eyes + feedback, this is a great package for you.

*Investment:*

\$285

### SINGLE PRINGLE

Just need one page of badass copy? Whether it's your Psych Today profile, your homepage, or about page, I'll deliver copy that's high impact and tailored for your niche and ideal client.

*(Note that significantly more extensive/complex pages, like sales pages, may require additional cost that would be discussed up front.)*

*Investment:*

\$395

### TRIPLE SCOOP

Like a vintage farmhouse, your website has good bones, but it needs some work.

I'll craft killer copy for your 3 most important pages: your homepage, about page, and Psychology Today profile (or a third page of your choice if you've already whipped that sucker into shape.)

*Investment:*

\$1200

### THE WHOLE SHEBANG

You know your strengths, and you know when to delegate out. If you have bigger things to worry about in your business than learning how to write copy that's compelling to your ideal client, I'll handle that part. This package includes the Triple Scoop, plus 5 additional pages of your choice, such as FAQ and Service + Specialty pages. On top of the detailed questionnaire completed for other packages, we'll also have a 60 minute kick-off call.

*Investment:*

\$2,950

### MARKETING MATERIALS

Whether you're looking for rack cards to stock in referring physicians' offices, a memorable thank-you postcard to mail to your referrals, or an opt-in asset to build your email list, I can help you create your next great marketing piece.

Depending on the complexity of the design you're looking for, I may be able to do the graphic design and layout in addition to the copy.

*Investment:*

Contact me to discuss

### CUSTOM PROJECT

Need copy for something else entirely? Hell, if I can write a 20-page eBook about retail point-of-sale software and actually make it interesting, I'm pretty sure I can make anything compelling.

Have a big idea?

Let's talk.

*Investment:*

Contact me to discuss

Contact me at [howdy@valeriemartin.com](mailto:howdy@valeriemartin.com) or fill out my contact form to schedule your complementary copywriting consultation call or to book your package!