Kelsey Formost

RATES & PACKAGES

COPYWRITER & MARKETING EXPERT

WWW.KELSEYFORMOST.COM

Hi, I'm Kelsey, and I'm kind of a genius at helping entrepreneurs and small business owners write copy that sells without sounding "sales-y".

Great copy CONNECTS before it converts.

Whether you need a full website overhaul, help writing marketing emails, or general guidance about building a profitable brand, I can help.

Let's talk about how we can get your copy

...done

...dusted

...& PROFITABLE!



Services & Packages

I WORK IN 2 WAYS:

By Project:

When I work by project, I see you through to the end of the project, making sure your copy is 100% done and dusted.

When we work this way, we co-create a revenue-driving strategy based on your ideal customer, I write your copy, we go through a round of edits, and we make a plan together for implementation and timing for "publish".

By The Hour:

This option is **best for those who need guidance on a specific project**.

Whether it's a set of expert eyes on copy that's already written, guidance on how to market a new product, or words to re-invigorate a campaign that's not converting, I'm your gal.



RESULTS:

Copy that converts readers into BUYERS (that actually sounds like YOU)

+

Strategy & action plans that move the needle for your business

Hourly Packages... AKA, "DONE WITH YOU"

THE POWER HOUR

This **one hour session** is yours to use however you'd like! But usually, this is what gets the best results...

- 20 Mins: Nail down your unique value proposition
- 30 Mins: Co-write copy
- 10 Mins: Co-create a strategy for implementation & moving forward with success!

Best for audits of copy that's already written, or when you need specific direction on ONE project or topic.

\$175

1 hour rate

THE DEEP DIVE

This **3 hour package** is best for those who need a deeper dive on a specific copywriting project.

- 60 mins: Hone in on your ideal customer's pain points, create a revenue-driving marketing message, discuss all relevant details that need to be in your copy
- 1 hr 30 mins: Kelsey goes away and bangs out as much copy as possible
- 30 mins: Review copy together & create a plan for implementation.

\$497

3 hours - *most popular

THE VIP DAY

This is **the most in-depth experience** working with me...

Best for anyone who wants to build a strong foundation for their overall brand/business, as well as tackle copy & marketing strategy for a specific project.

Get my attention & expertise on whatever will serve you most:

- Brand building
- Business coaching
- Content strategy
- Copywriting
- Implementation...

Each VIP day begins with a customized hourly agenda so we're sure to stay on task.

\$1297

8(ish)-hour package

WEBSITE COPY

Your website needs to **immediately CONNECT in an emotional way** with your ideal customers. If you'd rather leave it to the professional instead of DIY-ing, I've got you.

- 1 hour kickoff call where I interview you re: your needs, your ideal customer, your goals
- Delivery of 3 written FOR you pages (home, about, +additional page of your choice) of website copy with an opportunity to give notes & comments
- One complete edit of your web copy implementing your notes
- Delivery of your entire website, ready to copy & paste into your website builder.

\$2400+

3 Fully-Written Web Pages (sales page not included)

SALES PAGE

Your sales page has two VERY specific jobs (most people don't tell you #2):

- 1. Get warm leads to smash the BUY button...
- 2. Make sure those who don't buy end up on your email list for later when they ARE ready to buy!

It's a fine line between "selling" and "being sales-y"...which just so happens to be my *literal* #1 expertise!

My proven sales page framework is specifically designed for the CURRENT online business landscape (ie: no miles-long paragraphs that no one reads or slime-y sales tactics).

If you want a sales page that doesn't feel AT ALL "sales-y" but still converts readers to buyers, this is for you.

\$1000+

Sales Page Copy (with add-on options)

EMAIL BUNDLE

EMAILS are the MOST important part of business!...Because **SALES** happen in the inbox.

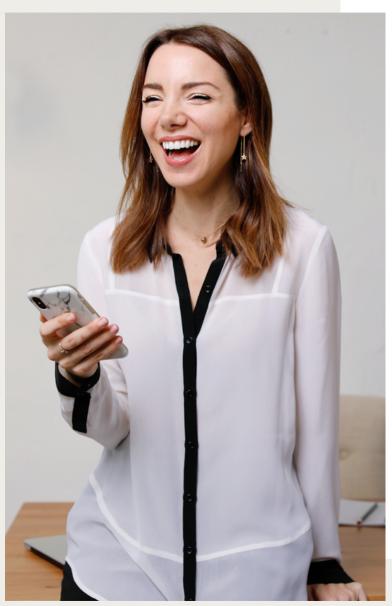
Sales only happen when someone trusts that we're the BEST solution to their specific problem. Trust is built over time...and the best way to do that is in someone's inbox!

- 30 minute kickoff call to discuss your goals, your current list, and your services
- Delivery of 10 written-for-you emails tailored to your needs, ready to copy, paste & send.
- A suggested schedule for sending that creates an on-ramp to your launch or fits your evergreen business plan.

\$1000+

10 Emails + Sending Schedule (with add-on options)

Ready to chat !...



CONTACT KELSEY:

e: hello@kelseyformost.com w: www.kelseyformost.com

Email me with questions, custom project requests, or to book a consultation or service.

© @kelsey.writes

{ /kelseyformostwrites

im /kelseyformost