

Kelsey Formost

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## RATES & PACKAGES

COPYWRITER & MARKETING EXPERT

[WWW.KELSEYFORMOST.COM](http://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

Wondering which package is best for your needs? [Book a free 15 min consultation HERE](#)

# By Project... AKA, "DONE FOR YOU"

\*Payment plans available on request

## 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)

Want a custom quote for a "done for you" package? [Book a free 15 min consultation HERE](#)



Ready to chat ?...



## CONTACT KELSEY:

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

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