



# all connected collective

HIGH POTENCY MARKETING FOR HIGH VIBE SALES

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CMO

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CCO



CONVERSION COPY

BRAND & WEB DESIGN

ECOSYSTEM MARKETING







Hi there!

We're delighted you're curious about working together. Powerful possibilities await because:

Whether you're a thought leader, an ecommerce business owner, a professional creator, a wellness entrepreneur, a conversion wiz, an innovative service provider, or some kind of unicorn combo of all the above... 🦄

We've got your ready remedy for success.



# TESTIMONIALS

Franzine provides the perfect blend of artistry and action. She gets how to make things beautiful AND functional, classy AND optimized for conversions.

She is quick, detail oriented, and drama free. I highly recommend hiring her if you love partnering with pure brilliance in human form.

**Chantelle Zakariasen**

Chanti Zak Marketing

Dawn is data-driven, smart and one helluva good writer. Makes for a pretty badass copywriter.

**Joanna Wiebe**

Founder, Copyhackers

Elyssa has deep expertise in the wellness space. She guided our startup luxury ecommerce brand through a soup-to-nuts, strategic branding process. Most copywriters don't come in with such a high level, strategic, deep brand understanding. She has a great attitude & is incredibly communicative and responsive.

**Will Van Sickle**

Co-Founder, Noma



# MICRODOSE

## CONSULTING SESSIONS & TEMPLATES FOR DIY PROJECTS

Lean on our years of experience with copy, design, branding, and marketing. Then do it yourself, informed by our proven conversion frameworks. Get the confident swagger that comes from knowing you've had expert eyes on your project.

And the DIY satisfaction of knowing you're in the driver's seat. It's your trip, and we're here to guide you.

[Apply for the Microdose](#)



# MICRODOSE OFFERS

## Microdose

Starting at \$1k+

- ★ Brand, website & funnel audits
- ★ Conversion Event Landing Page + Invite Email
- ★ Conversion focused design & copy templates for:
  - Launch funnels
  - Websites
  - Quizzes
  - Sales pages
  - Social media
  - Ads
- ★ Clarity consultations to hone your marketing efforts
  - Copy coaching & editing
  - Launch strategy & debriefs
  - Mindset & nervous system recalibration
  - Creative crystallization



# THE REMEDY

## SHORT & SWEET SERVICES FOR STANDALONE PROJECTS

Need just the essentials? We've got you - expert copy and design, optimized for conversion, in record time (how's a few weeks sound?)

We're your SOS rescue squad to break down that marketing block. Your doula team to help you (finally) birth that project. Your gurus to dial in your VOC so you can speak your clients' love language.

No coding chops? No problem. We'll take tech integration off your plate, too.

[Apply for the Remedy](#)



# THE REMEDY: LEAD GENERATING TONICS

## Essential Quiz

**Starting at \$10k**

- Done For You Quiz
- Full Quiz Design
- Tech Implementation
- Post-Quiz Welcome Email for each result

## Bundle of Ads

**Starting at \$2k**

- 3-10 ads which Include multiple headline variations for testing
- Copy & Graphics
- Research Insights Report

## Welcome Sequence

**Starting at \$6k**

- Lead Magnet Landing Page Copy & Design
- 5-7 Emails that lead to your best content to help you nurture your audience and move them towards the sale



# THE REMEDY: LAUNCH CATALYZING TONICS

## Conversion Event Funnel

**Starting at \$6k**

- Conversion Event Landing Page Copy & Design
- 3-5 warm up emails
- Show up sequence for each day of the event
- Replay emails

## Sales Page

**Starting at \$8k**

- Highly readable, people-focused design
- Insights into your offer & identification of core obstacles to conversion
- Compelling program benefit breakdown that conveys the value of your program
- Conversion-optimized, empathetic & persuasive
- Designed & written for different decision-makers
- Conversion-optimized CTAs, headlines, & buttons

## Sales Sequence

**Starting at \$8k**

- 7-18 sales emails for entire launch window:
- Empathy-based, conversion-optimized, story-based & persuasive
- Compelling program benefit breakdown & insights into your offer
- Objection-busting, dream-state inducing copy that speaks directly to your ideal customers and clients



# THE REMEDY: APERTIF ELIXIRS

## Essential Website

**Starting at \$12k**

Short & Sweet Website Copywriting  
+ Design Including:

- Home Page
- About Page
- Work with Us/Services Page
- Blog/Start Here/Links
- Contact Page

All in a few weeks from your start date! This is your fast-track to getting your website up and running online in record time

## Ecommerce Sequences

**Starting at \$2500**

An Essential Ecommerce Flow Such As:

- Welcome Sequence
- Post Purchase Sequence
- Cart Abandonment Sequence
- Win-Back Sequence

A quick hit to your bottom line that also increases AOV & LCV over the long term.

## Brand Breakthrough

**Starting at \$8k**

- Brand Strategy & Guide
- Brand Voice Guide
- Brand Visuals:
  - Logo Suite
  - Color Palette
  - Typography
  - Marketing Materials

Because your brand needs to be cohesive and coherent if you want your sales to soar!



# FULL SPECTRUM

**BESPOKE SERVICES FOR YOUR ENTIRE MARKETING ECOSYSTEM**

*Custom Pricing Dependent on Scope*

High collaboration & fully integrated marketing support for a *soul-deep uplift straight to your bottom line.*

Achieve true marketing + brand magic. The kind that arises when *all* the elements work together – your words, visuals, values, and unique voice – for a complete customer journey that just flows.

Count on effortless tech integration, a seamless brand experience, and conversion after conversion. (Bc it's all connected. 😊)

Apply for the Full Spectrum



# FULL SPECTRUM: FULL BRAND DESIGN & WEBSITE

Feel more connected to the right type of customers with a uniquely YOU brand & stunning website you can feel great sharing on the regular. Your brand & your site need to reflect the mission you passionately stand behind.

**We're here to help you glow so you can grow:**

- **Brand Strategy\***: Get the foundational clarity for your business. Brand strategy is the heart of what you do, why you do it, and most importantly, how you do it.
- **Full Branding\***: A bespoke brand identity and messaging experience
- **Custom Website Copy & Design for a 5-Page Website:**
  - Homepage
  - Offers/Services Page
  - About
  - Start here/Links/Blog
  - Contact
  - Additional Pages As Needed
- **Branding & Website Launch Debrief**: After your launch we'll celebrate your success and give insights into how to optimize in the future. We'll highlight how you can amplifying your success with ease.

*\*For a full breakdown of these deliverables, see the Brand Breakthrough on the Miscellaneous Tinctures page.*



# FULL SPECTRUM: LEAD GEN PACKAGE

The Full Lead Gen Package helps you magnetize your ideal customers and clients into your ecosystem. Then nurture them down all of the stages of awareness so that when you're ready to launch, they're ready to buy. But instead of feeling sold to — they'll feel loved up and like a valued part of your community.

**Here's how we'll get your perfect people into your world:**

- **Brand & Voice Guide:** A bespoke brand and messaging guide that you can use to guide your future marketing efforts in such a beautiful way that they don't feel even feel like marketing
- **In-Depth Quiz:** Deliver an above and beyond experience for people at the top of your funnel and amp up your authority, engagement & brand loyalty. Move people from problem aware to fully aware of you + the solutions you provide.
  - Full Quiz Design
  - Tech Implementation
  - Post-Quiz Follow Up Emails
  - Add on: In-depth quiz upsell revenue stream (+\$4k)
- **Welcome Sequence\*:** Story-based, utterly compelling, and segmented emails that thoroughly welcome your new audience into your world. These are the emails future forever fans are made of.
- **Bundle of Ads\*:** We use conversion copy & design principles for ads that pop and stop people in their scroll. If top of the funnel was actually TOFU, we'd take it from slimy and bland to freaking deliciously crisp and full of flavor.

*\*For a full breakdown of these deliverables, see our Lead Generating Tonics page.*



# FULL SPECTRUM: FULL LAUNCH PACKAGE

Launch with fresh energy and way more ease — with the support of industry experts who've written and designed record shattering launches that don't just sell your product (even though they do!) but also turn new leads into true believers & forever friends.

**Here's what you'll get to warm up your people and get them ready to hand over their cold, hard cash (or y'know, put in their credit card deets!):**

- **Brand & Voice Guide:** A bespoke brand and messaging guide that you can use to guide your future marketing efforts in such a beautiful way that they don't feel even feel like marketing.
- **Conversion Event Funnel:** Landing page, thank you page, and emails that ensure your audience is excited, warmed up, primed (& actually shows up!) for your webinar, bootcamp, challenge, or any other conversion event under the sun.
- **Sales Page:** Conversion-optimized, empathetic & persuasive AF. When you work with All Connected, you get a sales page that speaks to your audience avatars in the this-person-just-gets-me way that they've been longing for. Engineered to get your perfect people to click that BUY button without any sleaze.
- **Sales Sequence:** What's a badass sales page without story-based, utterly compelling emails that help your audience take the hero(ine)'s journey toward your offer? Objection-busting, dream-state inducing copy that speaks to the hearts of your ideal customers.
- **Launch Debrief:** After your launch we'll celebrate your success and give insights into how to optimize in the future. We'll highlight how you can turn your successes into a path to evergreen with ease.

*\*See the Launch Remedy for the full breakdown of deliverables*



# THANK YOU!

We're looking forward to working together!  
Please email us or schedule a call if you have  
any questions or suggestions.

♡ Dawn, Elyssa & Franzine

