

Buzzer Beater Email Copywriting Retainer

A monthly retainer where I write your emails so you can sell more without sacrificing time away from doing your thing (or just chillin').

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“Monica is my sales superhero. I’ve been coaching for almost 12 years, working with entrepreneurs on their sales, marketing, and copy, so when I tell you, I was nervous about handing off my words to someone else... I WAS NERVOUS. But Monica changed everything. From the moment we first spoke, I knew they immediately understood not just how to produce incredible copy deliverables that have produced multiple \$100k+ launches, but they approached my business, my voice, and my words with the utmost care and attention. I know you’d hope that would be the norm, but it’s not. I don’t simply want ‘conversion copy.’ I want someone who takes the time to get into the core of my business, feel it, understand it, and be a part of it so they can honor the nuance of my work. Because that’s a gift many people don’t have. Monica does. Monica sees your humanity, never bypassing your lived experience or your audiences, AND they write razor-sharp sales content that makes you MOOOONEY. If you’re questioning if you should hire a copywriter, is now the time, yada yada, I get it. I was reluctant to let go, but when I tell you my mental health got better, and I felt like myself again because they were the missing link I needed to truly support this stage of my business—my life changed. It’s never just about words, and Monica knows that.”

- Rachel B., Trauma Informed Business Coach

How many unwritten emails are sitting in your brain right now? The ones you swear you’ll get to tomorrow morning, tonight, or when you can—really important emails to sell your favorite offer or share something juicy and nurture with your community.

I assure you, it’s not you. It’s the emails. They take up lots of time and creative space. Space you could use creating social media content, spending time for yourself, or carving out quality time with your clients.

Because you're not an email machine, and you're not failing if you can't get an email out every single week. That shit is hard! And... it also can be crucial to stay top of mind for folks. Email marketing has been around for a long time, and it's not going anywhere.

Email is worth the energy, from more intimate spaces to higher engagement rates to way higher conversion rates. You may have spent a lot of precious time creating social media content or even paying for ads to get folks on your email list. And you might be beating yourself up for not constantly engaging them. Could that be a problem? Sure. Is it an uncommon predicament? Nop.

I've had many clients who know they could email folks to build credibility, educate about their offers, share something personal or fun, and sell their packages or products. The challenge of finding the time or knowing what to write in email is a common one, but it doesn't have to be your normal anymore.

Enter: The Buzzer Beater Copywriting Retainer and Me.

Your monthly solution to building your business with the best marketing tactic around. (I said what I said.) ;)

And together, we can get your emails up, running, selling, and paying off from all the hard work you've put in. I'll help you ideate and write your email content and schedule it around your life and business so you can get the most out of this bomb dot com long-term strategy.

Because you know your shit and have a lot to say... and you know people would benefit from reading it!

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Monica's skills in capturing my voice and the essence of my program were spot on. They seamlessly transitioned potential clients into my coaching services through their email marketing prowess. Working with Monica was a slam dunk for my business, and I couldn't be happier with the results. If you're looking for someone to take your social media and email marketing to the next level, Monica is the one to call.

- Devon Moretti, Devon Moretti Coaching

Whether it's two emails a month or eight, I can take email writing completely off your plate so you can do more of what you want and stop worrying about engaging your

email list. Nurture them, entertain them, dazzle them, send a newsletter, or sell your offer. The possibilities are endless!

This retainer is designed to give you your time back and sell your offers through an intentional email cadence and consistent content. The best part? This content can go beyond your email list.

You can reuse it for your social platforms, website, and anywhere else words impact your brand. Long-form content is cool like that. It goes beyond platforms and sparks creativity throughout your marketing world.

So, this could be the obvious choice for anyone ready to:

- **Know your emails are good to go because I've written them before the beginning of the month.** Planning ahead? The dream!
- **Have space to create content for your socials, podcast, or clients without worrying about email drafts waiting to be completed.** Email anxiety begone!
- **Retain a trauma-informed and professionally trained copywriter to optimize your email copy so it nurtures, sells, and meets email marketing best practices.** Gamechanger, honestly.
- **Engage the email list you've worked hard to build, regardless of size!** In this case, it's not the size that counts.

Email is a long game that takes lots of time and care to make work for your business. And we can make your list work for you. This is it! The time for your email marketing to shine. Time to create space for you, get copy to spark more content and sell your offers without thinking about which emails you aren't writing.

What you get:

- A quarterly review of your email marketing platform performance.
- A monthly 60-minute call to review the previous month's emails and plan the month ahead.
- From two to eight emails a month, with the option to add more for launches or promo periods.

How It Works:

1. Book a vibe check call so we can get to know you and ensure this will best support you and your business.

2. I'll send everything I need for a holistic picture of your email marketing.
(Contracts and NDAs signed, so everything stays between us!)
3. We'll have a 30-minute call to guide you through the findings, recommendations, and questions.
4. Each month, we'll have a 60-minute call at the beginning of the month to plan out your emails.
5. I'll write those emails before the last week of the month so you have time to review and schedule.
6. We'll rinse and repeat.

Pricing and email options:

- Two emails/month at \$600
- Four emails/month at \$1100
- Six emails/month at \$1500
- Eight emails/month at \$2000

Add-ons:

- Each additional newsletter or a single call to action email - \$150
- Five email welcome sequence - \$1000
- Three email welcome sequence - \$600
- Five email sales/promo sequence - \$1500
- Each additional promo/sales email - \$200

The Buzzer Beater Copywriting Retainer is here if you're ready to take your email marketing game seriously and choose a sustainable strategy that converts higher than most.

I believe in email marketing and the benefit it can bring to your revenue. Email is the GOAT. Ready to make it work for you?

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