

PRICING GUIDE

~January 2025~

All projects:

👉 include a strategy call, brand intake survey, competitor research, and at least one editing round

All pricing:

👉 is in Canadian dollars

👉 does not include applicable taxes

👉 is subject to change

COPYWRITING

WEBSITE COPY

Short-Form Landing Page

A no-frills landing or sales page that provides your prospects with your offer's most vital deets.

Investment starts at: $200

Long-Form Sales Page

Strategically showcase your offer's juiciest benefits and the depth of your expertise with an impactful long-form sales page targeted directly at your dreamiest clients (and giving them all the reason in the world to pull out their credit cards).

Investment starts at: $1600

Want to keep your branding consistent? I can also write the copy inside your program, including your welcome and follow-up emails.

New Website

Starting a new business from scratch? Get bespoke copywriting for a website up to four pages in length. Looking for something more robust? Let me know what you have in mind!

Investment starts at: $1900

Website Refresh/Rebrand

New year, new you? I can update your website to reflect a shift in your ideal client, offers, brand tone, or business model.

Pricing is dependent on several factors.

FUNNELS

List-Builder Bundle

Pull prospects into your funnel with a branded custom lead magnet, paired with an email sequence that introduces your brand, shares your story, and highlights your signature offer.

Investment starts at: $600

(Note: lead magnet and email sequence may also be purchased separately.)

Launch Campaign

A bespoke multichannel launch that includes a strategic combination of emails and social captions designed to build buzz and convert without the ick. (Can be paired with sales page creation to maintain consistency throughout your campaign.)

Investment starts at: $900

CUSTOMIZED STATIC 9-GRID

Eye-catching branded graphics bundled with strategic captions allow you to bid adieu to Instagram while still giving lookie-loos the information they need to take the next step.

Includes:

- 9 bespoke graphics
- 4 matching highlight covers
- 9 captions in your brand voice
- 5 plug-and-play Story templates
- bio creation or glow-up
- an editable Canva design
- an easy-to-use upload guide

Investment: $1300

PODCASTS

Basic Show Notes Package

A monthly package consisting of up to four sets of premium show notes up to 300 words in length and social copy for each episode, all written in your brand voice.

Includes:

- Episode summaries, highlights, timestamps + relevant links
- Guest bio editing
- A minimum of 1 pull-quote per episode

- 1 social caption per episode

Monthly investment: $400 (additional episodes $100/each)

Pod Power Package

A deluxe package consisting of up to four sets of show notes up to 300 words in length, plus emails and social copy written in your brand voice to promote your episodes to your audience.

Includes:

- Episode summaries, highlights, timestamps + relevant links
- Guest bio editing
- A minimum of 2 pull-quotes per episode
- 1 social caption per episode
- 1 nurturing email per episode

Monthly investment: $700 (additional episodes $175/each)

Pod Royalty Package

Up to four edited and polished podcast episodes per month (from up to 50 minutes of raw audio), with show notes, emails, and social copy written in your brand voice. Your episodes will be batch-uploaded to your podcast host, with embed codes created for your blog, giving you a hands-off experience that lets you focus on the fun side of podcasting!

Includes:

- Professional audio engineering + editing

- Episode summaries, highlights, timestamps + relevant links
- Guest bio editing
- A minimum of 2 pull-quotes per episode
- 2 social captions per episode
- 1 nurturing email per episode

Contact for pricing. Audio editing services provided by a trusted podcast production agency partner.

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Pre-Launch Package

While you're ordering your mic and perfecting your host persona, I'll manifest the pre-launch copy that will get people counting down the days until your first episode. (Bundle with a media kit for a discount.)

Includes:

- Podcast webpage (includes hook, description, host bio, and guest info if applicable)
- Podcast description optimized for streaming platforms
- Guest outreach email template OR guest pitch template
- 3 promotional social captions
- 2 promotional emails

Investment: $400

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Media Kit

Want to guest on other people's podcasts? Impress other hosts by rolling up with a fully decked-out and branded press kit, containing all the info they need to make

you sound like a rockstar in your niche. (Bundle with a pre-launch package for a sweet discount.)

Includes:

- Bio
- Brand story
- Podcast description
- Target audience identification
- Signature offer(s) description
- Applicable link(s), email, socials + brand hashtags

Investment: $200

CONTENT MARKETING

Done-With-You Content Strategy

Overwhelmed by the content creation grind and social platform fatigue? Let me be your co-pilot on this journey. Together, we'll create a sustainable marketing strategy that aligns with your energy, honours your capacity, and leverages your superpowers. Through strategic content planning, collaborative creation, and targeted repurposing, we'll get your message out to your best-fit clients via the channels of your choice.

Pricing is dependent on several factors.

Blog Posts

Drive traffic to your website with a monthly content marketing package that includes up to 2 blog posts per month (including SEO + research), with optional social captions and emails to lure your lists to your blog.

Pricing is dependent on several factors.

Monthly Nurture Package

Four bespoke email newsletters of up to 300 words each, guided by monthly strategy calls.

Investment: $600 (newsletters may be repurposed into social captions for an additional fee)