

Copywriting Packages

I'll help your small business make a BIG impact.

Copywriting Packages

- for service-based businesses
- for ecommerce/product-based businesses
- for ongoing copywriting support

What Every Package Includes

- A high-touch, thorough, collaborative copywriting experience. We'll discuss your business goals, your ideal clients, and how you want your potential customers to feel when they read your copy.

- An audit of your current copy and client responses.

You know that old saying about how those who don't know history are doomed to repeat it? The same is true for your copy. To figure out how you can better connect with your clients, I'll analyze what you're doing well in your communications and what needs work.

- Suggestions for improving your communications strategy.

You know the saying about how it's not what you say, it's how you say it? When it comes to copy, it's not either/or--it's both/and. I'll craft copy that helps you turn potential customers into repeat clients and help you communicate with them in the way they need to hear from you.

- A fun time.

You know that saying about how people who quote a lot of sayings are goofy as hell? Wait, you've never heard that one? But hey, I bet you're smiling now. I'll make you laugh with my dorky humor and if being quirky is a part of your brand, boy howdy, we're going to have some fun! Copywriting is serious business, but neither the process nor the final product has to be dull.

- Speaking of time, I'll always be respectful of yours.

You're busy building your business empire and making the world a better place, so I pinky-promise to always come prepared with questions before we meet and communicate openly and honestly about deadlines. You deserve copy that puts your best face forward, so I'll always take feedback with a smile and make edits to ensure you're happy.

What kind of copywriting are we talking about here?

All of it. Headlines, taglines, eyebrow text, body text, tabs, button copy, subscribe box copy, captions, navigation, image descriptions/alt text, and calls to action galore. I do every bit of the copywriting on every single page you hire me for. No letter is left behind.

Can you work with my web designer?

If you already have wireframes for a new web design, awesome! I'm happy to fit my copy into any character counts to ensure my copywriting flows seamlessly with your beautiful new design. Or if you need me to fit my copy into your existing website design, that's no problem. I'm happy to work with you and your web designer to ensure the final product is as gorgeous as it is sales-converting.

Does your copywriting include SEO?

Yes, but more importantly, I'll make sure your copy sounds natural and speaks to your ideal clients' needs. It's great to rank high for keywords, but if you're ranking for keywords that your business doesn't actually have anything to do with, that's not converting sales--those are just empty clicks. Plus, people's bullshit detectors are on high alert and you don't want to set off any red flags. I'll make sure your business is ranking for keywords that you actually need to rank for while sounding like a human instead of a shady algorithm-hacking robot.

Who are you anyway?

Glad you asked! I'm Mandy Shunnarah. Nice to meet you! I've known I wanted to be a writer since I was 5 years old. That was also when I decided to eat the graphite out of a pencil to see if that would magically turn me into a great writer. The graphite tasted terrible! Like a mix of pennies and powder eyeshadow. But did it work? My clients sure think so!

Back in the day, I'd write anything as long as someone would pay me to write. That's how I started writing everything from journalism for small-town newspapers to essays for The New York Times, from travel pieces in monthly magazines to writing fiction for reading comprehension in literacy textbooks, and from copywriting for small businesses and nonprofits to writing a traditionally published nonfiction book. So far, I haven't met a kind of writing that I haven't been able to do.

More than anything, I'm a born storyteller who thrives on weaving words together in compelling ways that captivate people's interest. When I'm copywriting for my clients, I draw on all those experiences to capture their potential customers' attention and trust so they feel excited and confident doing business. That means money, honey.

Got more questions? I've got answers.

Reach out at mandyshunnarah@gmail.com and I'll be glad to help.

Service-based Businesses

If you're 100% service-based or primarily service-based with a handful of physical products, this one's for you.

You'll get:

- A compelling Homepage that draws your ideal clients in from the first word. (Up to 750 words.)
- An About page that lets you shine while also speaking to the needs and concerns of your ideal client. (Up to 1,500 words.)
- An FAQ/Support/Knowledge Base page that builds trust with your ideal client from the moment they start reading. You've got their back and I'll make sure they know it. (Up to 2,000 words.)
- A robust Resources page where you can really flex your knowledge and let your ideal clients know that you know your stuff--which makes you the perfect person for the job. (Up to 2,000 words.)
- Up to 3 high-converting Sales pages that show your offerings in the best light, building confidence with potential buyers and getting them excited about what you can do for them. (Up to 2,000 words each.)
- Up to 8 additional pages based on your needs. Every business is unique, so this copywriting package will be tailored to fit what serves you and your clients best. (Up to 1,000 words each.)
- A friendly, approachable Contact page that lets people know you're there for them.

Value: What's growing your business, making an impact, and getting to do more of what you love worth to you?

Price: \$6,000

Additional services may be added upon request for an additional cost.

Ecommerce / Product-based Businesses

Whether your shipping station is your dining room table or you've got a warehouse full of products you want to move, this one's for you.

What you'll get:

- A compelling Homepage that captures the energy of your products and the people who will love them. (Up to 750 words.)
- An About page that tells the story of your business and your creative process. (Up to 1,500 words.)
- An FAQ/Support page that covers everything from damaged products to shipping times and from gift wrapping to returns. You've got your customers' backs and I'll make sure they know it. (Up to 2,000 words.)
- Up to 50 Product Descriptions that will have your customers breaking their scroll finger because they slapped that "add to cart" button so hard. (Up to 250 words each.)
 - Got more than 50 products? No worries! Batches of 50 products can be added to this package for an additional \$450 per batch.

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- Up to 8 additional pages based on your needs. Every business is unique, so this copywriting package will be tailored to fit what serves you and your clients best. (Up to 1,000 words each.)
- A friendly, approachable Contact page that lets people know you're there for them.

Value: What is getting your products out the door and into the hands of customers who love your work and can't wait to tell their friends where they got their rad goods worth to you?

Price: \$6,000

Additional services may be added upon request for an additional cost.

Ongoing Support / Retainer

You like me, I like you, let's keep making magic! This option is for existing and previous clients who need ongoing copywriting support with email newsletter copy, social media posts, ads, launches, blog updates, and other continuing copywriting needs. What you'll get:

- All the copywriting you need for one flat fee! We'll discuss your goals, estimated monthly copywriting needs, and how those fit into your communication strategy.

Value: What is it worth to you to not have to worry about your copywriting because you're continuing to work with someone you know and trust who's already gotten you results?

Price: Starting at \$1,500 per month with a minimum 3-month commitment.

Need Something Else?

Need something that's not listed in these packages?

Let's talk about it! Reach out to me at mandyshunnarah@gmail.com and I'll be happy to help.

Contact

Ready to get started? Great!

Email me at mandyshunnarah@gmail.com.

We'll set up a time to discuss your copywriting needs and get to know one another. The get-to-know-you call is free and if we decide I'm not a good fit for your business, I'll be happy to help you find another copywriter.