

Platform Building and Growth Packages from the 7 Graces of Marketing Consulting

request an initial consultation at <http://the7gracesofmarketing.com/book-a-session>

	Platform Building Rewriting Package	Platform Building Proofreading Package	Platform Growth Package
Prerequisites:	<p>This is for you if:</p> <ul style="list-style-type: none"> You already have a WordPress site set up, but you may not be blogging consistently or systematically. You may or may not have social media account(s) set up, but you don't know how to use them for your marketing or you are seeking to develop more content and develop deeper relationships with your followers. You do NOT have the time, interest or writing skill to produce regular 'proof ready' blog articles.* <p><i>* 'Proof ready' means it requires only light editing and proofreading. In the Rewriting Package, your articles do not need to be 'proof ready', as we will rewrite them for you.</i></p>	<p>This is for you if:</p> <ul style="list-style-type: none"> You already have a WordPress site set up, but you may not be blogging consistently or systematically. You may or may not have social media account(s) set up, but you don't know how to use them for your marketing or you are seeking to develop more content and develop deeper relationships with your followers. You have the time, interest and writing skill to produce one 'proof ready' blog article* per week. <p><i>* 'Proof ready' means it requires only light editing and proofreading.</i></p>	<p>This is for you if:</p> <ul style="list-style-type: none"> You have already completed either Package A or B. You wish to GROW your platform and develop a longer-term business and marketing strategy. You want to use your platform to grow your mailing list, create free offers, design mid- and high-end products/services, create partnerships, plan a product launch, etc.* Copywriting services for your new products can also be purchased separately. See 'a la carte' services or ask Lynn during one of your regular sessions. <p><i>* What we cover during your growth package will vary according to your specific needs and business situation.</i></p>
ALL packages are delivered in 13-week blocks. Here are the services included in each package:	<ul style="list-style-type: none"> One 2-hour marketing strategy session One 2-hour tech session One 1-hour "midterm" strategy session Detailed audience profile and 13-week online marketing strategy Basic WP plugin install/configure Write "boiler plate" bio for Twitter & blog Integrating your WordPress blog with your social networks Up to 8 blog articles: <ul style="list-style-type: none"> Edit, <u>rewrite</u>, proof, format, publish, SEO for all blog articles Tweet writing and scheduling for all blogs Twitter Support, including locating leads, following new followers, follow-back, Tweet delivery Tracking your stats One 1-hour performance assessment session 	<ul style="list-style-type: none"> One 2-hour marketing strategy session One 2-hour tech session One 1-hour "midterm" strategy session Detailed audience profile and 13-week online marketing strategy Basic WP plugin install/configure Write "boiler plate" bio for Twitter & blog Integrating your WordPress blog with your social networks Up to 12 blog articles: <ul style="list-style-type: none"> Light edit, proof, format, publish, SEO for all blog articles Tweet writing and scheduling for all blogs Twitter Support, including locating leads, following new followers, follow-back, Tweet delivery Tracking your stats One 1-hour performance assessment session 	<ul style="list-style-type: none"> <u>Three</u> 2-hour marketing strategy sessions (one at the beginning of each month) <u>Strategic planning</u> - to grow your mailing list, create free offers, design and market mid- and high-end products/services, create partnerships, etc. <u>Up to 8 blog articles</u> - as per 'Platform Building Rewriting Package' OR <u>up to 12 blog articles</u> - as per 'Platform Building Proofreading Package' Twitter Support, as per Platform Building Package. One 1-hour performance assessment session <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p align="center">NOTE: Getting the full 8 or 12 blog articles in any package is contingent upon your being able to produce articles according to the agreed schedule within the 13-week period. You will receive details on how this works when you begin your programme.</p> </div>
Cost USD	\$2995	\$2995	\$2995
Cost GBP	£1995	£1995	£1995

All packages require 50% down at time of agreement, balance to be paid at the beginning of Week 5 of your contract.