



## Done-For-You (DFU) Copywriting Services

**Below is an explanation of the type of copy I write as well as a list of my services and fees my DFU copywriting packages.**

### Copywriting as a Science:

I write client-attracting website copy based on the science of copywriting. This is a unique style of writing based on well-researched scientific principles that have been shown to more likely make your ideal clients take the action you want them to (i.e. contact you to book an appointment).

### The Goal of Copy:

The goal is to get your website visitors to *take action* when they visit your website (call or email you). In a nutshell, this is accomplished by speaking to the specific concerns of your intended audience, and the ultimate outcomes they are seeking, making sure your copy is compelling and resonates on a deep emotional level with your clients.

### Website Usability, Conversion, and Search Engine Optimization:

I also write copy and advise my clients according to the following factors:

**Website Usability:** This has to do with the research on how people use and navigate websites. What they do on sites, where they look, etc. It's important that your website is site user-friendly or your visitors will not stick around.

**Website Conversion:** This has to do with factors known to increase the rate of those who visit your website who contact you.

**Search Engine Optimization:** I optimize your pages to help you rank as high as possible in the search engines for both DIY and DFU packages. Although, keep in mind that you'll need to have a sophisticated marketing strategy in place AFTER your site is up to be really competitive in the search engines, as there are about 200 factors that determine search engine rankings of a website.

Here is an article that shows you how I incorporate some of the above factors into the copy: **25 Point Website Checklist:**

<http://www.julietAustin.com/25-point-website-checklist-for-2013>

## **What Pages Should You Have on Your Website?**

**Typical Number of Pages:** 4-6+

**Typical Core Pages:**

- Home
- About You/About Us
- How I Work (and/or Services if you have several services)
- Contact (no charge for contact page)

**You can also include any of these pages or others:**

- Success Stories (real, composite or hypothetical) or Testimonials/Praise page
- FAQ page
- Who I Work With page (if you have several different populations or need to define your audience more specifically)

\*Depending on your target audience(s) and your goals, there may be other pages you might want to consider. I can help you determine which pages you should include if we decide to work together.

## DFU (Done-for-You) Copywriting Packages

The DFU copywriting packages are for those who want to ensure their copy is of the highest quality, attracting the most clients possible, and wish to save time by having a professional copywriter write their copy.

### All DFU Packages Include:

- Your completion of a questionnaire about you and your target audience.
- A phone interview to gather additional in-depth information. This ensures that I get to know you and your services so that I can write unique, authentic and client attracting copy for you.
- All subsequent communication to discuss drafts of the copy and any changes you would like.
- UP TO 3 drafts of each page of the copy.
- On-page search engine optimization of all pages.
- **BONUS:** Input and feedback on your website design as your designer creates it.

### DFU Website Copywriting Packages and Fees:

**1. DFU Single Website Pages:** \$795

**2. Bronze DFU Package:** \$2295 (save \$90)

- 3 pages + contact page

Breakdown of fees for Bronze Package:

1<sup>st</sup> page: \$795

2<sup>nd</sup> page: \$765

3<sup>rd</sup> page: \$735

**3. Silver DFU Package:** \$2895 (Save \$285)

- 4 web pages + contact page

Breakdown of fees for Silver Package:

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1<sup>st</sup> page: \$795  
2<sup>nd</sup> page: \$765  
3<sup>rd</sup> page: \$735  
4<sup>th</sup> page: \$700

**4. \*Gold DFU Package: \$3490 (save \$485)**

- 5 pages + contact page

Breakdown of fees for Silver Package:

1<sup>st</sup> page: \$795  
2<sup>nd</sup> page: \$765  
3<sup>rd</sup> page: \$735  
4<sup>th</sup> page: \$700  
5<sup>th</sup> page: \$595

\*Want more than 5 DFU pages? The fee for each page after the 5<sup>th</sup> will be \$595 per page.

\*\*The maximum number of words per page for DFU Copywriting Packages is 500-700.

\*\*\*Canadian Residents: GST/HST will be added to above fees.

**Done For You (DFU) Sales Page Fees (to sell a program, course or product):**

Up to 1000 words: \$1195  
1001 - 1500 words: \$1395  
1501 - 2000 words: \$1595

\*\*\*Canadian Residents: GST/HST will be added to above fees.

**Done-For-You (DFU) Copywriting Process:**

1. The DFU copywriting option is an intensive process whereby we start by you completing a detailed questionnaire that you then send to me.
2. Next, we set up a time to talk on the phone whereby I ask more detailed questions based on your responses to the questionnaire. My goal is to get as much information as possible so I can write client-attracting, authentic and unique copy for you.
3. I then write a draft of the copy and send it to you for your feedback. You then advise on any changes or edits you would like via email or phone.
4. We then send drafts of the copy back and forth until the 2<sup>nd</sup> drafts of the copy are complete.
5. If we need to set up any further phone calls along the way to discuss changes to the copy you might want, we do that as well.
6. While writing the 3<sup>rd</sup> and final drafts of the copy, I will complete the on-page search engine optimization of all pages.

### **Time Lines:**

Depending on my schedule, I ask for a minimum of 10-15 business days (2-3 weeks) to get the first draft of copy to you after you have responded to the questionnaire and we have had our first phone discussion. (Note that this may be longer if you have more than 5 pages that you want me to write).

After that, the time line then depends on how quickly you can get back to me on any changes you want to be made. After you get back to me, I can usually make any changes to the copy within a week.

### **Payment Terms:**

50% of the total payment is due at the commencement of the project, 25% is due after the first drafts of all pages have been completed, and the final 25% is due upon completion of the project.

## Your Next Step...

If you haven't booked your no-charge 15-minute phone consultation with Juliet, you can do that now. Click on the link below. On the call you will discuss some beginning details of your copywriting project and will be able to ask any questions you may have:

[Book Now](#)