

Customers Want to Buy from YOU But They Want to Be Persuaded So Don't Disappoint Them!

Hi, Jack Price here.

People love to shop for bargains on consumer goods. But when it comes to services and big-ticket items, they don't want to **spend countless hours** getting quotes, comparing features, and analyzing pricing — *too much of a hassle*.

So even though they approach your sales message with a skeptical mindset, they're secretly hoping that **YOU'RE THE ONE** who can solve their problem or introduce them to a new opportunity.

Here's the problem.

If your sales and marketing copy is missing a piece of the **persuasion puzzle**, or if the puzzle pieces don't quite fit together, prospects will feel that something's not quite right. They'll be confused, *and confused prospects don't buy*.

Now, I believe your message can and should position you as the **easy, no-brainer choice** for your target prospects. But I know how tough it is to be objective when you're writing about your own business.

That's where I come in.

I bring a fresh viewpoint, years of writing experience, and a unique combination of services to help you **achieve your growth goals**.

What results can you expect?

- Better **leads** and more of them
- An efficient, dependable **sales** cycle
- Messaging that **resonates and spreads** in your markets

How do I know I can produce these results? Because I've done it with other fine businesses, and I won't accept you as a client unless I see growth potential for your business.

For a summary of techniques I use to grow your business, take a look at the following **writing packages for entrepreneurs**.

Writing Packages for Entrepreneurs

Each deliverable can be purchased separately or in money-saving packages.

PACKAGE A: “LEAD GENERATOR”

For companies that need a compelling path-to-purchase to position themselves for growth.

Deliverable 1: Home Page Wireframe, your value message in customer-focused language that is clear, concise, and conversational.

Deliverable 2: Lead-Generating PDF, a giveaway that is so interesting, useful, and valuable that prospects willingly give you their contact information in return.

Deliverable 3: Sideways Sales Email Campaign, an email series delivering each element of your sales message in 6-8 separate installments.

PACKAGE B: “SALES CLOSER”

For selling your big-ticket products, services, or subscriptions, and for increasing the performance of your sales funnel.

Deliverable 1: Sales Landing Page, a structured format for presenting your offer and persuading the reader to take action.

Deliverable 2: Sales Acceleration Email Sequence, for sales-page visitors who don't buy, giving them multiple opportunities and reasons to buy.

Deliverable 3: Consumption & Upsell Email Sequence, to reinforce their buying decision, reduce cancellations, and set up the next sale.

PACKAGE C: “AUDIENCE BUILDER”

For thought leaders who want to find new audiences and monetize their knowledge. The end result is a portfolio of content to be used in webinars, keynotes, videos, podcasts, and TV/Radio interviews.

Deliverable 1: Talking Points, a comprehensive outline you can deliver in your own words.

Deliverable 2: Scripting, a script based on the Talking points that you can deliver word-for-word for maximum power.

Deliverable 3: Interview Content, your message, sliced and packaged for use in multiple publicity situations.

PROCESS

Here's how we work together to get the results you want.

Planning

1. **Meet:** brainstorm message elements with you
2. **Outline:** organize information into various formats
3. **Review:** review outline and adjust to suit your needs

Execution

4. **Draft:** write first draft
5. **Edits:** up to two (2) rounds based on your specific feedback
6. **Approval:** final approval from you
7. **Hand-off:** to graphic design and/or web coding

Support

8. **Coordination:** collaborate with graphic design on message flow
9. **Review:** provide feedback on version to be used
10. **Testing:** suggest split tests to optimize performance

The result? More **leads**. More **sales**. And more **growth**.

So the choice is yours — you can waste countless hours guessing what the best copy might be, or you can hire me, **a professional writer who specializes in sales and marketing copy for entrepreneurs and their businesses**.

Along the way, you'll get...

- A step-by-step **process**, not guesswork
- Persuasive copy to **position** your business favorably
- Support to help you **optimize** your message for your market.

But first, I need to know more about your business and your goals. So visit my website to **schedule a 20-minute, no-obligation Discovery Meeting:**

<https://pricewrite.com/>

Thank you!

Jack Price

PS Customers Want to Buy from YOU, But They Want to Be Persuaded. So Don't Disappoint Them! Schedule a 20-minute, No-obligation Discovery Meeting at <https://pricewrite.com/>