

CUSTOMERS WANT TO BE PERSUADED TO BUY...

Don't Disappoint Them!

Hi, Jack Price here.

I write sales and marketing copy for entrepreneurs who are looking to expand their business.

As you probably know, potential customers approach your sales message with a **skeptical mindset**. And yet, they're hoping you're the one who can solve their problem or introduce them to a new opportunity.

But 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*.

I believe your message can and should position you as the best choice for your target prospects. But I know how tough it is to be objective when you're writing about your own business.

And that's why I'm here.

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 the potential to grow your business through better messaging.

As a first step, please review the following **standard service packages...**

WRITING PACKAGES FOR ENTREPRENEURS

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

PACKAGE A: “GENERATE MORE PROFITABLE LEADS”

This 3-part writing service is 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: “CLOSE BIG-TICKET SALES”

This 3-part writing service is 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: “GROW YOUR AUDIENCE PROFITABLY”

This 3-part package is 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 revising your own copy, or you can hire a **specialist** who writes 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 please go to the pricewrite website and **schedule a discovery meeting**.

<https://pricewrite.com/>

Thank you!

Jack Price

Customers want to be persuaded to buy... don't disappoint them. Schedule a discovery meeting at <https://pricewrite.com/>.