

Services & Pricing Guide

[2022]



AFIWMARKETING

www.afiwimarketing.com

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The Dilemma

You're ready to launch or scale your online service business – or perhaps you're pivoting. But between work, family, and other obligations, there's hardly time to do everything that needs to get done.

Plus, copywriting, mapping sales funnels, and designing pages aren't your zones of genius. And *you believe* in operating in your zone of genius. So here you are.

You've stumbled across my website, and out of curiosity (read: an urgent desire for help), you've downloaded this guide to figure out if this could be the answer to your entrepreneurial prayers. [Spoiler alert: It seems the internet gods love you!]

If you're in need of:

- Conversion copywriting that sings with your personality and connects with your ideal clients;
- Email marketing that engages your list and positions your offer as the solution to the prayers they whisper earnestly into the ether as they lie awake at nights;
- A sales funnel strategy that ties it all together – attracting your dream clients, engaging them, and converting them into excited buyers and ambassadors for your brand;

Get comfortable, because you're in the right place. Your entrepreneurial prayers are about to be answered.

The Solution

I'm Anna,
Your Customer
Experience Architect
& Head of AFIWI MARKETING



COPYHACKERS

HubSpot
Academy

WOMEN
ON BUSINESS

SmartMail®

My clients call me a **CONNECTOR**, because I have an uncanny ability to take their big picture goals – **better clients, increased revenue, greater freedom** – and distill them into a series of actionable steps – **ideal client profile, clear offer, sales funnel strategy, conversion-focused copy, email marketing, automation to make it all run seamlessly** – to get them these desired results.

I help online service business owners like you connect the dots from where you are now to where you want to go with the power of **conversion copywriting, sales funnel strategy, and design**. Together, we'll clarify your message and attract & engage the right audience, so you can earn more revenue doing what you love.

We will achieve these results using my proprietary **CPR Sales Funnel Blueprint™** — a sales funnel framework that places empathy and the customer experience at the center of every stage of the funnel. The result: higher engagement and increased sales. Plus, when we work together, you will also experience:

- **Relief.** *Having me take care of this for you will be a weight off your shoulders.*
- **Confidence.** *Your brand will be better represented so you can feel confident putting your best foot forward online.*
- **Freedom.** *So you can focus on the parts of your business you're passionate about.*
- **Fulfillment.** *From operating in your zone of genius and doing what you love without worrying about all that 'marketing stuff.'*

We helped Nicole launch her membership platform with a sales page and email sequence, and recover 200% of her investment in one month with new membership signups.



"I highly recommend Anna for your copywriting & digital marketing needs. She has an intuitive design sense and takes a truly holistic view on projects.

She was even able to suggest a better way for some of the ideas I had. It was truly a pleasure working with her. I can't thank her enough!"

***Nicole – Self Leadership Expert
Nicole Wright Empowers***

Results

Using the power of copywriting, email marketing and sales funnels, we've:

Helped a real estate developer in Australia sell **60%** of townhouse units in a development, with each unit valued at **\$372,390**.

Increased sales by **47%** (**\$9,786 USD**) for a US-based e-commerce business that sells nutrition bars for canines.

Converted **46%** of leads from a giveaway campaign for a sports and social club in Singapore.

Increased sales by **119%** for an e-commerce store that sells women's clothing.

BEFORE



The dilemma:

Heather came to us with a basic one-page website that was not on brand and did not speak to her ideal client.

Her opt-in was a random video recording, not tied to any strategy that could drive targeted leads or increase revenues.

She was in desperate need of a comprehensive strategy and a new website and rebrand to match.

I was in the market for my website to be re-branded and a colleague recommended AFIWI Marketing. I couldn't be more pleased with the results that truly captured the essence of who I am and what my business, The Diamond Advantage Consulting, represents.


Anna was professional, patient with genuine understanding of my vision and offered her creative expertise to bring my website to life! The results are extraordinary! I would highly recommend partnering with AFIWI Marketing for your digital marketing needs!



Dr. Heather Simone
HeatherSimone.com

AFTER

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It's time to own your brilliance and shine.
Dr. Heather Simone

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You're doing well for yourself.
You've checked off many of the boxes, yet there's still that lingering voice...the tiny part of you that wonders, *is this it?*
Because deep down you think - no, you know - there has to be more.
Greater financial independence, a legacy for your future, multigenerational wealth, freedom, a life of purpose.

And while you're not looking to jump ship on your cushy job just yet (grown ups have to pay bills, right? And the kids' college tuition isn't going to pay itself), you know you need a solid plan for the long game. A solid exit strategy that will allow you to live life boldly on your own terms.



I'm Dr. Heather Simone, your Savvy Business Strategist

Women come to me when they're ready to monetize their brilliance and step into their purpose with clarity and confidence.

So if you crave:

- A fulfilled life where you walk fully in your purpose
- A future for your family where generational wealth is a reality
- Financial freedom and all the benefits that come with it

I'm the secret weapon you already know you need.

[Learn More About Heather](#)

Having spent 15+ years as a strategic planning executive for Fortune100 firms, I know a lot about business strategy, planning and maximizing resources.


I've helped women:

- Monetize a side hustle or hobby and turn it into a legitimate business
- Grow successful businesses
- Get clear on their success journey
- Create multiple income streams


And I'm ready to help you do the same.

[Work With Me](#)


What Others Are Saying About Dr. Heather



Kerri Zane
Funny, Award Winning Executive Producer & Best Selling Author
Founder, Kerri Zane Enterprises Inc.



Breanne
CEO of Miami's The Curve Closet
ShopCurveCloset.com



The Diamond Advantage
Powerful Business Success
Linda T. Smith

Dr. Heather Simone BEST SELLING AUTHOR

Download the first 3 chapters of 'The Diamond Advantage'

And learn how to invest in yourself, your business, and your vision for truly phenomenal results.

First Name

Last Name

Email

[DOWNLOAD NOW](#)

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The Solution:

At the end of 3 months
Heather walked away with:

- A website with converting copy that speaks to her ideal customer.
- A Services page that clearly defines her offers and makes it easy for leads to buy/sign up.
- Effective testimonials and social proof to convert leads.
- Clear ways for prospects to get in touch and book a service or consult.
- An effective funnel strategy with lead magnets defined for the different stages of awareness that helped double her email list within 30 days of launch.
- Clearly defined paid offers for leads at every stage of the funnel.
- Email sequences to nurture leads and generate sales.
- Systems and automation to keep it all running smoothly.



Our Service Offerings

CPR Sales Funnel Blueprint™

The **CPR Sales Funnel Blueprint™** is a blend of conversion copywriting, sales funnel strategy, email marketing, and design. It includes:

Copy & Funnel Audit: Audit of your existing funnel and copy to pinpoint what's working and what's not. Plus recommendations for a laser-focused evergreen lead magnet solution based on your ideal customers' needs.

1 Evergreen Landing Page: Copy, wireframing and & design for 1 evergreen landing page for your (primary) lead magnet that will convert targeted qualified leads to your email list.

1 Sales Page: Copy, wireframing & design for 1 evergreen sales page to consistently convert sales on autopilot.

2 Email Sequences: Copy, wireframing & design for **one 5-part evergreen email sequence** that will welcome and nurture your leads and eventually present your main offer. Plus copy, wireframing & design for **one 5-part sales email sequence** to present your main/launch offer.

Implementation: You're not interested in the tech. You just want to focus on your business. So we'll set up your automations so the parts of your sales funnel – landing page, emails, sales page – all work seamlessly together without you needing to tinker with anything. And yes, testing is included!

PLUS:

- Bi-monthly Project Check-ins via Zoom
- Unlimited Email Support
- Access to our Exclusive Client Portal so you can keep track of everything for all project documentation.

This is perfect for you if...

- You're a coach, consultant, or other online service business owner looking to launch a new service, course, or other offer (or revamp an existing offer).
- You understand the value of copywriting, email marketing and an efficient evergreen sales funnel, but you don't know where to start.
- You don't have the time or expertise to craft your own sales funnel and write copy for your landing page, sales page, or emails.
- You're ready to invest in your business to get results.

CPR Sales Funnel Blueprint™

How it works

- 1** Complete the application form. If you're a fit you will receive an invite to book a discovery session so we can get on a call to discuss your business.
- 2** After our call, I will send you a proposal (based on our call) with a contract & invoice.
- 3** After you sign and pay your deposit, I'll send you a welcome kit via email with a client questionnaire and instructions on how to access your client portal (along with your login information).
- 4** We get to work on the various components of your funnel blueprint:
 - Your overall sales funnel strategy and customer journey.
 - Your sales page and landing page(s)/opt-ins.
 - Your email sequence(s).
- 5** We will have bi-monthly check-ins to review deliverables based on the project timeline.
- 6** At the end of the 8 weeks we will have a final project delivery and hand over call.

Timeline: 8 Weeks

**Investment: 4 Bi-Monthly Payments of \$1,500
Or Pay in full \$5,500 [Save \$500]**

"From the first project Anna did for me I knew we would be a great fit.

In talking with her she understands me and my needs. Most importantly, she doesn't just write for me. She makes recommendations and drives my marketing strategy. She's my secret weapon."

Pamela - Wagglingly Nutrition

Image Boost Website Copywriting

Your website works around the clock to represent your business. Whether it's a services page to promote your offers or the home page of your website, engaging your audience from that first click and getting them to take action requires the right words backed by research.

If you're ready to sell out your course, get booked months in advance in your consulting practice, close multiple new clients on retainer, exceed your monthly revenue goals, or sell out your products every time you restock, conversion copywriting can get you there.

What's Included:

- Industry research of your target audience and competitors
- Conversion-focused copywriting for **3 website pages: Home, About, Services (or any other page you choose)**.
- Wireframing.

What to expect

Once you make the decision to work with me after our discovery session I will send you a proposal with a contract and invoice in one.

After you sign and pay your deposit, I'll send you a welcome kit via email with a client questionnaire and instructions on how to access your client portal (along with your login information).

Next I get to work on researching your industry and competitors. Then I start writing your copy. After writing I will wireframe then we will get on a call for me to present the final wireframed copy.

Total Timeline: 3 Weeks | **Investment: \$3,500**

This is perfect for you if...

- You're getting a new website done or rebranding your existing website.
- You understand the value of conversion-focused copywriting but don't know where to start.
- You don't have the time or expertise to write your own website copy.
- You're ready to invest in your business to get results.

On-Call/Intensive

The On-Call/Intensive is a great way to rent my brain for the day without worrying about wait times or who else is on my calendar.

What can you do in a day?

The **On-Call/Intensive** is great for:

- Sales/Landing page copy
- Website home page copy
- Website copy refresh (2 pages)
- Single email sequence with 5-7 emails (welcome, onboarding, or sales)

Ideally, you already have your customer research and supporting data. (If not, your client avatar is clearly defined). You just need my conversion copywriting or strategic funnel planning prowess to make the vision a reality so you can get into your prospects' (or customers') inboxes ASAP.

What to expect

When you book the **On-Call/Intensive**, you will receive an intake form ahead of the day with questions that will help me prepare to work on your copy. The deadline for information submission is critical for the process to work. On the day you've selected I will spend 7-8 hours working on your copy.

I will work solo then deliver the finished product.

We will get on a call the following morning to review the copy (via video call).

After the call I will make required edits/tweaks based on our call and deliver the final copy/product within 2-3 hours. All that will be left is for you to implement and start reaping the benefits!

Total Timeline: 24-48 Hours | **Investment: \$1,800**

This is perfect for you if...

- You need help right away and don't want to join the waitlist.
- You already know exactly what you need.
- No research is required for the project. You already have all the information and just need me to do the writing.

Funnel Triage

Funnel Triage is another great way to get some help right away.

I'll audit your sales funnel – (email sequence capped at 8 emails), your landing page, and your lead magnet/offer – and make recommendations that you can take action on right away to see improvements.

For your email sequence, I'll audit subject lines, CTAs, email content, and time between emails in the sequence.

For your landing page, I'll audit page copy, page flow, CTAs.

I will also provide feedback on the relevance and appropriateness of your lead magnet based on your target audience and your product/service.

NOTE: I will require access to the emails, (or your email service provider account,) and any customer data and research you have.

Your Funnel Triage will include:

- A video review of your email sequence, landing page, and lead magnet with recommendations to improve conversion.
- A customized mapped email sequence with up to 8 recommended emails based on the goal.
- Recommended changes for your landing page and lead magnet.

Timeline: 7 Business Days

Investment: \$595

This is perfect for you if...

- You're a coach, consultant, or other online service business owner.
- You already have a sales funnel but it's not converting and you need some help improving it.
- You're ready to invest in your business to get results.

Email Marketing Starter Kit

The Email Marketing Starter Kit is the perfect all-in-one solution to get started with email marketing in your business. This kit includes all the essential automated email sequences you will need to streamline your email marketing.

What's Included:

- 5-part Welcome email sequence.
- 7-part Sales/Launch email sequence.
- 5-part Onboarding/Engagement email sequence (for your course/service).

BONUS: 2 Re-engagement Emails (for inactive subscribers)

*Emails delivered in a Google document with wireframing.

*Emails capped at 250 words per email (different pricing for long-form emails).

What to expect

Once you make the decision to work with me after our discovery session I will send you a proposal with a contract and invoice in one.

After you sign and pay your deposit, I'll send you a welcome kit via email with a client questionnaire and instructions on how to access your client portal (along with your login information).

Next I get to work on researching your industry and competitors. Then I start writing your copy. After writing I will wireframe then we will get on a call for me to present the final wireframed copy.

Total Timeline: 4 Weeks | **Investment: \$2,850**

This is perfect for you if...

- You have a clear offer and are ready to sell more with email marketing.
- You understand the value of email marketing but don't know where to start.
- You don't have the time or expertise to write your own email copy and plan out your sequences.
- You're ready to invest in your business to get results.

Email Marketing

[One Time] Email Setup

Includes:

- Creation of email templates using brand colors and fonts.
- Address setup.
- Addition of social media follow icons/accounts.
- Upload and automation of a welcome sequence of 3 emails (does not include copywriting).

Available for MailChimp / Aweber / ConvertKit / MailerLite / ActiveCampaign

Ideal for clients who are just starting with email marketing or for clients who have not properly set up their Email Service Provider account.

INVESTMENT: \$400

Email Design, Upload and Schedule [Up to 10 Emails]

Design email, upload copy in Email Service Provider and schedule emails.

Available for MailChimp/Aweber/ConvertKit/MailerLite/ActiveCampaign

Ideal for clients who have an email client account/subscription, but don't have the time or expertise to properly manage design, layout and automation of emails in a campaign.

INVESTMENT: \$400

Email Marketing

The Email Marketing Retainer includes:-

- A weekly newsletter capped at 250 words per email* [4 emails per month].
- Copywriting, design, upload and scheduling of emails.
- Monthly email performance report.
- Available for Aweber / ConvertKit / MailerLite / ActiveCampaign

This is for you if...

You're looking for an ongoing done-for-you email marketing option that allows you to engage your email subscribers consistently without needing to write or fiddle with any tech.

*Different pricing for longer emails.

INVESTMENT: \$1,200/MONTH

*****For 3-month retainers a non-refundable payment equal to the first month's installment is due in time for the project start and is payable by credit card or ACH Transfer. The next 2 monthly installments are due 30 and 60 days later respectively.***

Frequently Asked Questions

Who do you work with?

I do my best work with coaches, consultants, online service providers, e-commerce and SaaS brands.

How soon can we start working together?

That depends on the service you want to book. My signature service – The **CPR Sales Funnel Blueprint™** – has a 1 month waitlist. Most other services are delivered within 3–4 weeks from the date of booking.

What if I need the deliverable sooner than the time you've specified? (I'm in a jam and need this fast.)

An **On Call/Intensive** is your best option if you're in a rush. Beyond that, depending on my workload, projects can be delivered early with a rush fee of 25%–40% of the project fee. *(Percentage will depend on how quickly you need it delivered).*

What are your payment terms?

Payment terms vary by service. **Website & email copywriting projects** require a 50% deposit at signing and the balance is due upon project completion. The **On-Call/Intensive** must be paid in full to start work. **Monthly retainers** must be paid in full at the start of each month.

Do you offer payment plans?

Payment plans are available on my signature service – **The CPR Sales Funnel Blueprint™**.

What do I need to get started?

I do my best work with clients who are clear on their offer: what it is, who it's for, and how it will help them. Once you have these defined it makes the process that much easier.

I'm interested in working with you. How do I get started?

To get started, [click here](#) to apply to work together. If we're a fit I will send you an invitation (within 2 business days) to book a discovery session.

Not seeing your question?

Send us an email at hello@afiwiwimarketing.com.

Are we a good fit?

If you can answer yes to the statements on this list then I can't wait to work with you!



You're ready to work with a professional.



You're tired of DIY and are ready to finally launch and scale with a strategy that is in alignment with the value you provide.



You're ready to make the investment in not just your website and copy, but also in the supplementary tools required to keep your business running efficiently.



You have a clearly defined offer and know exactly who it's for.



You already have your website up and running, are in the process of having one built, or at least have the budget to get one built.



Ready for the next step?



[Click to apply to work together.](#)



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