

# HEATHER THATCHER

Marketing Strategist  
Launch Strategist  
Copywriter



@TheSolopreneurSurvivalGuide

I believe that time is precious and that we need to make sure we're spending every moment wisely. Sadly, because of a lack of clear guidance and evidence-based strategy, many entrepreneurs are held back from creating the business of their dreams and having the impact they want to have on this world.

I see many small business owners feeling like nothing is working and that they're wasting their time, where really they're just putting the wrong content in front of their audience at the wrong time.

It's my mission to show you how to know exactly what to give away for free in order to make more money on your launches so you can impact the world and live the freedom lifestyle that only entrepreneurship can bring.

## Services

- ✓ Half-Day Marketing Strategy Sessions
- ✓ Done-with-you 90-Day Launch Package
- ✓ Done-for-you 90-Day Launch Package
- ✓ Funnel Reviews
- ✓ Nurture/Welcome Sequence Funnels
- ✓ Pinterest Management
- ✓ Evergreen Social Media Library
- ✓ Website and Email Copywriting
- ✓ Webinar, Presentation and Sales Scripts
- ✓ Blog Post/Podcast Show Notes
- ✓ Landing Pages and Squeeze Pages
- ✓ Sales Pages

Get In Contact with me TODAY!

Book a call:  
[heatherthatcher.as.me](https://heatherthatcher.as.me)

✉ [heather@heatherthatcher.com](mailto:heather@heatherthatcher.com)

🌐 <https://heatherthatcher.com>

# Half-Day Messaging & Marketing Intensive

## Who is this for?

If you're confident in the execution aspect of online marketing, but need help with your overall strategy and messaging, this is for you!

If you think you will want additional feedback and support along the way, I would recommend that you consider the 90-day done-with-you launch package instead.

## What to expect

In this 3-hour session we will:

- Create a Brand Document which includes every aspect of your messaging from understanding your struggling ideal client avatar to your elevator pitch, and mission statement
- You will feel confident in what to give away for free on social media, your opt-ins freebies, your weekly content and on your website to move people through your funnels to bring them from audience member to paying customer
- You will leave with a 90-day plan to implement what we discussed on the call to achieve your business goals

**3 hour session**

**\$500 US**

- Messaging Clarity
- Knowing what to give away for free to pre-sell your offers
- 90-day implementation plan

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✉ [heather@heatherthatcher.com](mailto:heather@heatherthatcher.com)

🌐 <https://heatherthatcher.com>

# Done-With-You 90-day Launch Package

## Who is this for?

If you've been spinning your wheels trying to get your business up and running and making money, but are feeling stuck and not sure where to go from here - this is for you.

Together we will work together to create your repeatable launch strategy that includes everything you need to create a successful launch that makes you money.

## What to expect

Over the 90-days we will have three 2-hour sessions to talk about the marketing and launch strategy. In between calls, you and your team will implement the strategy based on our shared Trello board and can get feedback on everything as you go along through our private chat in an app called Telegram.

You will be given templates, frameworks, examples and lots of guidance in between sessions and have access to rapid feedback from me seven days a week.

**This is not your average business coaching package where you're just getting a cheerleader.**

I'll be your personal copywriter and marketing strategist, there to offer support, answer questions and provide detailed, step-by-step guidance every step of the way.

## 90-Day Support

\$3000 US

(payment plan available)

- Monthly 2-hour strategy sessions
- Messaging and marketing clarity
- On-demand feedback and guidance
- A repeatable launch strategy that consistently converts

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# Retainer Packages

**10 hours/month**

**\$1200/month**  
**3 month minimum**

All services included plus a  
2 hour complimentary brand  
review session

**20 hours/month**

**\$2000/month**  
**3 month minimum**

All services included plus a  
2 hour complimentary brand  
review session

Custom packages are available upon request. Either book a free 30-minute Marketing Strategy Call here: <https://heatherthatcher.as.me> or email [nicole@heatherthatcher.com](mailto:nicole@heatherthatcher.com) with your questions

## What to expect

We will start with a 2 hour strategy call for me to know your business, target audience, offerings and goals. Based on the information covered in this meeting, we will create a brand document for you with all of your messaging and branding information in one clear, concise and organized place.

Depending on your unique priorities and needs, a custom plan will be created for where these hours will be allocated with timelines and ROI projections included.

You will receive an email report either weekly or biweekly, according to your preferences, with an interpretation of the analytics and how these analytics are influencing the plan moving forward.

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# Stand-Alone Copywriting Services Pricing Guide

## Website & Sales Copy

<b>Website Content:</b> for static and stand-alone pages like your home page, about page, podcast page etc.	\$300 + per page
<b>Sales Pages:</b> persuasive, long form pages that convert visitors into customers	\$900 +
<b>Blog Posts:</b> Monthly ghost-writing services, 3 month minimum Two 1000 - 1200 word posts per month \$400/month Four 1000 - 12000 word posts per month \$800/month	\$400 - \$800/month (three month commitment required)
<b>Podcast Show Notes Pages:</b> Monthly ghost-writing services, no-minimum Show notes page including 3 key points, 500 word paragraph summary, time stamps, links and next recommended listen for each episode	\$150/month
<b>Landing Pages, Webinar Registration Pages &amp; Squeeze Pages:</b> Free opt-in pages that offers prospects a lead magnet in exchange for the email address so you can continue to be in contact with them.	\$300 - \$500/page

## Email Marketing Copy

<b>Weekly email:</b> 200 - 500 word weekly email (50% discount if combined with Blog Post or Podcast Show Notes services)	\$200/month
<b>Nurture Sequence:</b> 7 email nurture sequence funnel leading to a webinar or low cost offer to build know, like and trust with your audience and deliver persuasive sales and pre-sales messages.	\$500

## Scripts

<b>Webinar Script:</b> Your entire webinar created for you from start to finish, including speaker notes, slides, and sales pitch	\$1000 +
<b>Podcast Interview Speaking Notes:</b> Clear guidelines on what to share on podcast interviews to be an incredibly valuable guest while also growing your own audience	\$500
<b>Sales Call Script:</b> Step-by-step sales calls workflows to ensure that you provide more value and close more sales	\$500

## Social Media

<b>Pinterest:</b> 10 - 15 high-quality pins every day, including video and gallery pins, with bi-weekly reports to increase your organic website traffic by a projected 300 - 1000 visitors per month (3-month minimum commitment - includes account set-up)	\$750/month (3-month minimum)
<b>Facebook/Instagram/LinkedIn:</b> Daily feed posts on all three platforms to grow your audience, grow your email list, and create community (can be done month to month, or for a full evergreen library set up with CoSchedule)	\$1000/month

## Funnel Audits

<b>Full funnel review:</b> A full review of your social media strategy, your opt-ins, nurture sequence, website, sales mechanism, sales page and sales sequence with detailed suggestions and templates for recommended improvements.	\$400 +
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## Done-For-You Launch Packages

By application only. Includes all content creation services, launch strategy, and done-for-you copywriting for all of your launch assets. Please contact <a href="mailto:nicole@heatherthatcher.com">nicole@heatherthatcher.com</a> for more information	\$8000 +
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