

2024 Pricing

My core services all come with:

Strategy to distinguish your brand on the market.

- ★ UVP
- ★ Differentiation & positioning points
- ★ Brand voice & personality
- ★ Customer pain (& pain relief) points

Copy to convert your core target audiences.

- ★ Clear, concise, & result-focused
- ★ Remarkably engaging
- ★ Easily comprehensible
- ★ 100% non-generic

Ux wireframes to make your life easier.

- ★ UX-optimized
- ★ On-brand & highly realistic
- ★ For mobile & desktop devices
- ★ Appreciated by web developers

48-h copy upgrade: Improvements & Advice

- ★ Fix and revamp your key copywriting assets, in a flash

What you get:

- A comprehensive business questionnaire
- 1-hour-long project launch call
- Target audience & competition research
- Hours & hours of focused brainstorming
- Advice on strategic brand communication
- Copy upgrade for conversions, UX, & SEO
- Guidance for site visuals & architecture
- A video walkthrough of improvements & suggestions

Optional add-ons:

- Internal Brand Guide & messaging directions
- UX wireframes
- Professional proofreading
- One round of creative direction

Your investment:

\$870

(add-ons not included)

#1 specialty

Website copy: Conversion & UX-Optimized

★ Get an omnipotent tool that delivers results across avenues

What you get:

- A comprehensive business questionnaire
- 1-hour-long project launch call
- Target audience & competition research
- Internal Brand Guide & messaging directions
- Days & days of focused brainstorming
- Clever, conversion-perfected copy
- A video walkthrough of the first draft
- UX wireframes
- SEO-optimized copy (if applicable)
- Up to 5 rounds of revision

Freebies:

- Up to 3 “Thank You” pages
- Professional proofreading
- Up to 3 rounds of creative direction

Your investment:Starting from
\$2,070**Launch copy:** Landing Page & Email Sequence

★ Accelerate the adoption and success of your new project

What you get:

- A comprehensive business questionnaire
- 1-hour-long project launch call
- Target audience & competition research
- Internal Brand Guide & messaging directions
- Days & days of focused brainstorming
- Clever, conversion-perfected landing page
- 5 highly effective & engaging emails
- A video walkthrough of the first draft
- UX wireframes
- Up to 3 rounds of revision

Freebies:

- One “Thank You” page
- Professional proofreading
- Up to 2 rounds of creative direction

Your investment:Starting from
\$1,570

Other services	Your investment
Ad copy (print or billboard)	\$570+
Advertorial (print or online)	\$670+
Bio (2-4 paragraphs)	\$270
Brand communications guide	\$1,570
Brochure (trifold)	\$670+
Business naming (5 name & 5 tagline suggestions)	\$1,070+
Case study (write-up only)	\$270
Email (standalone)	\$270+
Flyer	\$370
Google ads (5 ads)	\$270+
Landing page	\$1,070+
Lead magnet (2-4 page PDF)	\$570+
LinkedIn profile	\$470
Packaging copy	\$370+
Pitch deck (8-10 slides)	\$1,070+
Press release	\$470
Product naming (5 name suggestions)	\$570+
Sales page (long-form)	\$3,070+
Taglines (5 suggestions)	\$570+
Video script (sales or explainer)	\$770+
Hourly engagements	Your investment
App UX microcopy; strategy consultations; other	\$100/hr

Discounts

- ★ Cashflow-friendly payment plans are available for projects valued over \$5,000
 - ★ Book more projects at once and save 10-20% on bundle pricing
 - ★ Returning clients can count on a 10-20% discount on most project
 - ★ Agencies that have recurring needs can get a 20% discount per project
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Over the last few years, I helped my clients:

- ★ **Increase sales by 800%**, going from \$600K to \$5.4M in just a year
 - ★ Become **the benchmark leader in their target market**, 9 months after the launch
 - ★ **Sell over \$125K worth of services** with a single email to a 330-person list
 - ★ **Go from a few to a few dozen of clients** in less than 6 months (*multiple clients*)
 - ★ *Get awarded the **3rd Best Marketing in their industry** (a European competition)*
 - ★ **Transform a bottom-feeding brand** into one of Florida's leading high-end service providers
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**Want a website copy so good it gives you
an unfair advantage over competitors?**

Start today by sending an email to hello@stefanradojčić.com.
I'm looking forward to meeting you!