

2023 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

Web page **prototypes** 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:

- | | |
|---|---|
| <ul style="list-style-type: none"> → A comprehensive business questionnaire → 1-hour-long project launch call → Target audience & competition research → Hours & hours of focused brainstorming | <ul style="list-style-type: none"> → Advice on strategic brand communication → Copy upgrade (for conversions, UX, & SEO) → Guidance for site visuals & architecture → A video walkthrough of improvements & suggestions |
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Optional add-ons:

- | | |
|---|--|
| <ul style="list-style-type: none"> → Internal Brand Guide & messaging directions → UX prototypes for mobile & desktop | <ul style="list-style-type: none"> → Professional proofreading → One round of creative direction |
|---|--|

Your investment:

\$1,170

(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 prototypes for mobile & desktop
- 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
\$2,570

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 prototypes for mobile & desktop
- Up to 3 rounds of revision

Freebies:

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

Your investment:

\$2,270
(\$1,970 if you only need 3 emails)

Other services	Your investment
Ad copy (print or billboard)	\$770+
Bio (2-4 paragraphs)	\$270
Brand communications guide	\$1,970
Brochure (trifold)	\$770+
Business naming (5 name & 5 tagline suggestions)	\$1,270+
Case study (write-up only)	\$370
Email (standalone)	\$270+
Email (5-email sequence)	\$970+
Flyer	\$370
Google ads (5 ads)	\$270+
Landing page	\$1,270+
Lead magnet (2-4 page PDF)	\$570+
LinkedIn ad	\$70
LinkedIn profile	\$570
Packaging copy	\$470+
Pitch deck (8-10 slides)	\$1,270+
Press release	\$470
Product naming (5 name suggestions)	\$670+
Sales page (long-form)	\$3,470+
Taglines (5 suggestions)	\$670+
Video script (sales or explainer)	\$870+
Website copy audit	\$470

Hourly engagements	Your investment
App UX microcopy	\$140/hr
Standard hourly rate (for out-of-scope work)	\$120/hr
Strategy consultation	\$160/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

Special fees

- ★ If you want to white-label my copy, a 20% white-label fee applies
 - ★ If you want to push your project ahead of schedule, a 30% rush fee applies
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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!