



INFORMATION HIGHWAYMAN
ACE COPYWRITER & ATTENTION-THIEF FOR HIRE



DESCRPTION of the VARIOUS SERVICES offered by INFORMATION HIGHWAYMAN, along with their ACCOMPANYING TIMEFRAMES & COSTS, * created by D BNONN TENNANT to SERVE as a GUIDE for his EXCELLENT CLIENTS & LOYAL FANS:—



— ALL PROJECTS START WITH A \$200 STRATEGY SESSION —
Inquire at least one week in advance

Here's how it works. My time is valuable, both to me and to you—so I don't give it away for nothing. Other marketing folks are fond of offering free consultations and whatnot; I don't do that.

What I offer is a \$200 strategy session. We'll have a leisurely discussion about your business, your goals, and how specifically we might achieve them. This discussion can go as long as an hour and a half—which if you check over the page is a value of \$450. Then, if you decide to go ahead with a project, I'll subtract the \$200 you've already paid from the total project fee. Hence you pay nothing. If you don't want to go ahead, no harm done—you got some valuable ideas for less than half the usual cost.

** All dollars are the United States variety. Unless otherwise agreed, payments must be via PayPal.*



D Bnonn Tennant, Information Highwayman—Ace Web Copywriter & Attention-Thief
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— COPYWRITING —

Inquire at least a month in advance

If you need words geared towards getting sales or leads, that's copywriting. It can be painstaking, involving a lot of research—plus time for ideas to ferment and fulminate in my mind. This is all included in my project fee, which you can either pay 50% in advance and 50% on delivery, or fully up front for a 7% discount.

The figures below have a built-in “characterization” cost, which covers the research, interviews, and persona development I have to do:—

- \$800—\$2,000+ *for a* HOMEPAGE
- \$1,500—\$5,000+ *for a* LONG-FORM SALES *or* LANDING PAGE
- \$200—\$600+ *for a* SHORT-FORM SQUEEZE PAGE
- \$300—\$700+ *for a* BROCHURE PAGE (products & services pages, etc)
- \$500—\$900+ *for a* CONVERSION PAGE (contact, subscribe, purchase pages, etc)
- \$1,000—\$2,500+ *for a* CASE STUDY
- \$500—\$1,000+/page *for a* WHITEPAPER
- \$150—\$500+/email *for an* AUTORESPONDER SERIES *or* \$1,500 *for* TWELVE



— DESIGN WORK —

Inquire at least two weeks in advance

You can add web design to any page you need copywritten—or any existing page that needs some visual sprucing. I charge design work at the same rate as copywriting, so check above.



— RETAINER WORK —

Inquire at least two weeks in advance

If you'd like an ongoing working relationship, I'm happy to offer you up to forty hours a month. You pay a non-refundable retainer in advance—and I do any work you need, up to the number of hours you've pre-paid. Extra work can be carried over to the next month. My standard retainers are as follows, but I'm open to negotiation:—

- \$800 *for FIVE HOURS per MONTH*
- \$1,600 *for TEN HOURS per MONTH*
- \$2,300 *for FIFTEEN HOURS per MONTH*
- \$3,000 *for TWENTY HOURS per MONTH*



— COACHING & CONSULTING —

Inquire at least a month in advance

Need help with anything Internet-marketing or writing-related? Face-to-face consultation or coaching via Skype, ear-to-ear via the phone, finger-to-finger via email or Google Docs, or a PDF report so snazzy you'll want to print and frame it—you name your preference and I'll sort it out.

- \$300/hour *for ONE-ON-ONE CONSULTING or COACHING (minimum of 1 hour)*