



INFORMATION HIGHWAYMAN
ATTENTION-THIEVERY & CUSTOMER CORRALLING



DESCRIPTION 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 \$299 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 \$299 strategy session. We'll talk about your business, your goals, and how specifically we might achieve them. And we'll get to know each other and see whether we're a good fit to work together. Your strategy session can go for as long as an hour and a half—which if you check further down is a value of \$600.

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



D Bnonn Tennant, Information Highwayman—Attention-Thievery & Customer Corralling
bnonn@informationhighwayman.com ♦ www.informationhighwayman.com



— BUNDLES —

Inquire at least a month in advance

I seldom take on projects worth less than \$2,000, and I rarely do work that doesn't focus on your homepage, landing pages and/or the email sequences to get people to and from them. This being the case, I offer the following bundles (which can be combined). If you're looking for something that doesn't fit into these, I may be open to it—email me and ask. All projects include unlimited revisions.

HOMEPAGE COMPLETE BUNDLE ----- \$6999

- ★ *Creation of page layout & site-wide information architecture*
- ★ *Creation of full custom homepage design coded into HTML5 & CSS3*
- ★ *Creation of tagline, headline, copy & bullets, calls to action*

HOMEPAGE DESIGN OR COPY BUNDLE ----- \$4999

As above, but excluding the creation of either copy or design (your choice)

OPT-IN PAGE COMPLETE BUNDLE ----- \$3999

- ★ *Creation of page layout*
- ★ *Creation of full custom opt-in design coded into HTML5 & CSS3*
- ★ *Creation of headline, body copy & bullets, call to action copy & buttons*
- ★ *Creation of opt-in success page copy & design*

OPT-IN PAGE DESIGN OR COPY BUNDLE ----- \$2999

As above, but excluding the creation of either copy or design (your choice)

EMAIL MARKETING BUNDLE ----- \$4999

- ★ *2 hours consulting on email marketing strategy + written recommendations*
- ★ *Creation of 12× email autoresponders*
- ★ *Unlimited revisions for the duration of the project*
- ★ *4 hours personal coaching on writing effective emails*

AUTORESPONDER BUNDLE ----- \$2999

- ★ *Creation of 12× email autoresponders*



— RETAINER WORK —

Inquire at least two weeks in advance

Often the best way to approach a project is simply to retain me to do whatever work you need. This works best for small projects where you don't need me to do all that much overall, but you might need me to do a lot of different things, or be quite flexible about the scope.

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. There is no monthly cycle, since I'm not an evil cellular provider; if you paid for the hours you're entitled to use them, regardless of whether it's on the 15th of the month, the 31st of the month, or the 1st of the next month. My standard retainers are as follows:–

4 HOURS -----	\$1499
8 HOURS -----	\$2999
16 HOURS -----	\$4999



— CONSULTING —

Inquire at least a month in advance

Need help with anything conversion-rate optimization related: design, writing, marketing? Consultation or coaching via Skype or phone is a quick and economical option for getting your ducks in a row.

1-ON-1 CONSULTATION ----- \$499/hour