

Cindy Mobey Marketing EI  
Marketing Coach  
&  
Freelance Writer

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# SERVICES & PRICE LIST

## Who am I and what can I offer

I am a freelance writer and marketing consultant for start-ups and small businesses. I have been living in SW France since the end of 2012.

I have been in the marketing and communication business for nearly 25 years, working for global company, Zurich, in the UK, before going freelance when I emigrated to France.



## Hire me!

Hiring me for your writing needs will save you time, which is so precious these days; time to spend doing what you do best...concentrating on running your business. You can outsource the jobs you don't like to do, such as social media posts and sourcing legal images, or maybe blog writing or your monthly newsletter or email.

You might need help with your marketing. I have experience in social media activity, brand awareness and reputation management. I understand consumer behaviour and am passionate about customer service – all things that you need to build a successful marketing strategy and action plan.

It's really important to me that you get what you want, so you can be assured that I will listen and understand your business goals, and then work with you to identify the marketing tactics that will help you achieve them.

I work efficiently and to your deadlines, and organise regular catch up sessions so you know exactly where we are.

For a free, no obligation consultation, please get in touch.



## **What are my Coaching services and fees?**

### **1:1 COACHING**

**My coaching sessions begin with a free 30-minute call, so I can find out more about you and your business. During that call, we can pinpoint what exactly you need help with and we can work on a plan from there.**

**Some businesses just need one or two sessions to get them back on track, whilst others, particularly start-ups, go for more sessions. It's totally up to you.**

**Some of the 1:1 marketing coaching sessions includes:**

- Identify your target market.
- Set realistic and workable goals.
- Research your competitors.
- Plan an achievable marketing strategy for your small business and coach you, giving you the tools so you can manage it yourself.
- Plan and create content for your social media pages
- Create a social media marketing plan

**The first 30-minute call is free.**

**Coaching sessions are:**

- 60 euros for a one-off session of an hour
- 45 euros an hour for two or more sessions
- You can choose to have sessions a couple of times a week, once a week or once a month.

### **Specific 1:1 Coaching Sessions**

**Some of my clients prefer to have coaching sessions on specific subjects, which includes:**

- Storytelling
- Newsletter writing
- How to improve their social media marketing

**These sessions usually run over two or more sessions, so are priced at 45 euros per hour.**



## **What are my Coaching services and fees?**

### **Facebook or Instagram review**

I review your FB/IG pages, including your profile or bio. I look at the types of posts you use and how popular they are, as well as looking at the overall look and feel of your pages.

You get a report on email with suggestions and pointers on how to improve it.

This is 30 euros and includes a 30-minute free consultation, so I can find out more about you and your business and what your page aims to do.

Some opt to have a one-off coaching session following this review, which if booked alongside the review, will be an extra 45 euros, instead of the usual 60 euros for one session.

### **Social Media Posts**

I work with you to create your social media posts and can schedule them for you, saving you time and energy.

The cost varies depending on how many posts you require per week and the kind of posts you're after. Contact me for a free 30-minute consultation to discuss.

## **What are my Writing services and fees?**

### **Email newsletter set up**

Set up your email with a provider, such as Mailerlite, including your opt-in for subscribers. I provide the link so you can pass it to your web designer to add to your website.

Create a landing page with your chosen lead magnet (freebie) to entice your subscribers.

Write your first three-email sequence to engage your audience.

Then a coaching session so you can take it forward yourself.

The cost of this is 250 euros.



## **What are my Writing services and fees?**

**I provide several different types of writing services. My services include:**

- **Blog posts**
- **Email/Newsletter posts**
- **Copy for articles**
- **Website content**
- **PowerPoint presentation for businesses**
- **Landing page content**
- **Brochure copy**
- **Flyers/Leaflets copy**
- **Product description (usually in a pack of 10 descriptions or more)**

**The prices for these vary, but as a general rule of thumb, I charge between 35 euros to 45 euros per hour. This usually includes some form of research and the time each service takes depends on what it needs to include.**

**On average, a 1500 word blog post would be 105 euros, and newsletter posts around the same.**

**I do not add the blog posts to your website, just provide the copy, but if I have set up the email newsletter for you, I can add that to your site for you.**

**Contact me for a free 30-minute consultation and I can give you a quote for your needs.**



## Retainer packages



All of my writing services can be charged on a retainer package. This means that you choose a set number of hours per month and pay in advance per month.

**Minimum retainer package is for six months.**

This suits people who want a regular service - for example,

- one blog post per week - which would be 4 x 105 euros = 420 euros, but if you took a retainer of 10 hours per month, it would cost you 350 euros, so saving you 70 euros.
- If you took a retainer for writing services of 20 hours per month, you would save a further 20 euros, so a total saving of 90 euros.

- 10 hours per month - €350
- 20 hours per month - €680

You can also choose to use your hours on social media post creation and scheduling.

These costs includes a monthly call by phone, video call, Zoom, and access to me via email.

Any further discussions or calls will be charged as part of the hours you pay for.

If you wish to hire my services for just one or two months, please contact me and I will give you a price.

## Bespoke packages

I also do bespoke packages if you want a combination of my services. This can either be achieved using the retainer option or we can work on a specific pricing strategy to suit your project and needs.

Please contact me for more details.

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