



Havens Communications

HELPING BUSINESSES FIND YOUR
MISSING OR LOST CUSTOMERS

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Fee Schedule - Revised April 2010

Web site starter package - \$2250-\$7500 - Hit the 'Net running with copy designed to draw visitors in and entice them to take action. Most small businesses need 3 to 10 pages to get going. If you have an extensive product line or lots of information to share, I'll show you how to build your site for much less.

Typical pages include: Home page * About page * Product/Service pages

Additional copy for subscriptions, teaser copy and such can be added for as little as \$250 per piece.

Sales letter - long copy: \$3500-\$10,000+ - A good sales letter, presented at the proper time to the right person is like money in the bank. Whether it is mailed via a postal service or presented online - the sales letter is the culmination of all the marketer's efforts to offer a product or a service in lieu of a direct salesperson.

What you should know about sales letters....

Generally speaking the more expensive the product, the more complex it is. So for complicated products, expect to pay more. To calculate your ROI (return on investment) for a sales letter multiply your product cost X traffic X your conversion rate (the number of sales per 100 visitors - abbreviated to CR)

So if your product costs \$50 and you generate 100 visitors per day, at a very conservative conversion rate of 1% (according to Google, most US websites convert at 1-2%) your figures would look like this:

$50 \times 100 \times .01 = \50 or 1 sale per 100 visitors at a 1% CR

If you assume a 50% margin then this page would generate a \$25 per day profit. Thus it would take 200 days to pay for a \$5000 sales letter.

Case Study (Product Success Story) \$750-\$1500 - Let your customers tell your story as they tell how your product solved their problem. Case studies convince prospects to buy where other marketing materials fail. Why? Because they demonstrate actual value provided by real customers. For maximum impact, include these in every promotional packet you offer.

Case Study Interview and research - \$500-\$1500 Don't have the time or resources to interview your customer? No worries - I'll contact your customer (after your introduction), arrange for and conduct a phone interview. You'll get a copy of the recording, plus any signed authorizations from your customer to use the materials you need. Transcripts can be provided for a small transcription fee.

Special Report - \$1500-\$7500 - Usually 3-10 pages detailing a idea or a problem where your product or service provides the solution. For example, a marketer may offer a special report on container herb gardening while including an offer for a starter kit relieving the reader of the tedious task of gathering the materials. Special reports can be offered online, as a file (usually a pdf document) or printed and handed out at trade shows, included in information kits, etc.

White Paper - \$2500-\$7500 - Usually 5-10 pages but expect to pay more for longer white papers. Similar to a special report, white papers tend to be a bit more technically oriented than special reports.

Landing Page (short copy) - \$750-\$1500 Convinces prospects to take immediate action! Offer your special report, white paper or newsletter subscription here.

Landing Page (long copy) - \$1750-\$3500 Sometimes you need a bit more to tell your story. Compare a long copy landing page to a mini-sales letter. Use this for a free trial membership or similar instance where you have a wider range of benefits to offer.

Pay per click (PPC) Text Ads (AdWords, etc.) - available in 5 packs from \$250-\$750 - PPC ads are an effective way to drive traffic when coupled with an enticing offer. For maximum ROI a balance between a high click thru rate (CTR) and a solid conversion rate should be found.

Ezine text ads - \$350 (up to 150 words) - Ezines are an excellent source of pre-qualified prospects. You'll enjoy increased credibility when advertising with a trusted ezine publisher. Even better if they endorse your offer. Limited or exclusive offers work well here, as do new or pre-launch products.

Press Release - \$250-\$700 - Use press releases to spread newsworthy information about your company and/or products. One effective use is to announce the publication of your new special report.

Press Kits - \$1250-\$3500 - Press Kits provide information to various members of the media. These should be presented in an unbiased format devoid of overt sales hype. A solid press kit puts your best foot forward while building credibility with journalists.

Email copy - \$250-\$750 (minimum 3 emails) - Emails help develop a relationship with subscribers. These can be instructional, informative or promotional in nature. However every email should include a call to action of some kind.

Email courses - \$250-\$750 per lesson (minimum 5 lessons) - Email courses are a popular method to show prospects how to use available resources. For example: a course on trading FOREX using a proprietary trading platform may convince a trader to open a live account. In this case emphasis should be placed on an investment system providing a high probability of success.

NOTE: Such a trading system could also be presented in a special report, however in this case, a structured course format is more likely to succeed. One way to offer this information is to offer a special report - detailing the advantages of the trading technique while including one or more case studies. Then offer a step by step course putting the theory in practice. The report generates excitement about the trading method, while the course gives the trader the confidence to open a live account.

Post Card Copy - \$250-500 - Post cards can be extremely effective for anything from initial and interim contact to generating leads and even sales. Limited space dictates compact copy and should include a solid call to action.

Return Reply Card - \$250-\$500 - A post card with your return address preprinted on the front simplifies the process of replying.

Fax-back Sheet - \$350-750 - Include this in your mailed sales letter to request a consultation, appointment or special report. Often replaces the Return Reply card. Since it's designed on standard 8 1/2 X 11" paper, these can be printed or copied as needed thus saving the cost of printing post cards, postage, etc. Plus there is more room to tell your story.

Brochures - \$1500-\$3000 (tri-fold) - Brochures provide a concise sales message about a product or service - or a class of products or services. Due to limited space consider including a call to action for more information.

Information Kit - \$3500-\$12,500 - Information kits provide extensive information about your products and services and are often sent to prospects before scheduling an appointment.

Bio - \$350-\$750 - Biographies, or Bios add a personal touch and credibility to your sales message. Prospects tend to respond better when seeing real faces behind the names. Use a bio for your web site, social media pages and/or printed on a separate sheet to include with mailings.

Flyers, Sell sheets, Self-mailers, Bulletins etc. - \$750-\$1250 - One page materials designed to provide information or call the reader to a specific action.

Print ads - \$500-\$3500 - Best for copy-heavy ads. If your ads utilize lots of graphics, call for a no-obligation consultation because there may be better options available to you.

Yellow Pages Ads - \$350-\$1500 Does your Yellow Page ad look exactly like every competitor's ads? Ask for a free consultation to discover not only how yours can stand out but how you can also determine how effective your Yellow page dollar really is.

Catalog copy - \$250 to ??? - Minimum \$1250 - Catalog copy provides concise hard-hitting copy in minimum space.

Direct mail packages - Starting at \$2500 - Direct mail remains one of the most cost-effective methods of selling to new and current customers. Building a good mailing list is critical to direct mail success. Few business models can compete with the success of mailing a proven package with a solid list.

Blog posts, articles and similar projects range from \$250 and up for original work. - If you are looking for cheap filler material, I may be able to provide sourcing via my contacts at a lower cost but be aware you most certainly will get what you pay for. You may request the filler unedited or edited for a slight fee.

Other Services:

Testing - What if you could change one word and increase response 700%? It can happen with testing!

While results such as those described above are not unusual it is impossible to predict what kind of results you can expect. Bluntly put, the same marketer who reported a 700% increase could have tested dozens of other ideas with zero or even negative results. That said, there is no surer way to increase sales by consistent and methodical testing of your sales copy.

I offer a wide range of testing services to help you get the most out of your copy. Testing is not suitable for every situation. The only way to know for sure is to ask or just jump right in.

Consulting - Sometimes, it takes a sharp objective eye to spot trends or situations you might miss otherwise. That's why so many savvy business people invest in consulting services. In addition, I bring a wide range of specialized marketing knowledge and experience that is not readily available elsewhere.

If you're not sure, lets talk for a few minutes so we can decide whether to proceed further. Should we go forward, we'll establish some goals and I'll come back with a firm quote to meet those goals.

Quotes are valid for 30 days and include up to 2 revisions at no additional cost (for copywriting quotes of course), provided the scope of the project remains the same.

Please contact me for a free no-obligation consultation and quote at 443-254-3703 or [click here for a contact form](#).

Regards,

Andy Havens

This schedule was prepared in April 2010 and is intended for guidance purposes only. All fees are subject to revision without prior notice. Rush jobs requiring completion within 14 business days or less are subject to a 50% surcharge.