



Fee Schedule For Bonnie Boots, Web Content Writer & Wordpress/Internet Marketing Coach

“I make it easy for solo professionals to use the internet effectively, gaining new clients and boosting sales”

Hi! I’m Bonnie Boots. When you work with me, you can be assured that your message will be clearly and powerfully communicated to your intended audience.

Experience counts! I have more than 30 years experience as an award-winning writer for newspapers, magazines, radio, TV commercials and now the internet. I will work diligently with you to build your business by using Wordpress and Content Marketing to increase awareness of your business, build a positive perception, establish relationships with the community you serve and powerfully communicate your key message.

I know from experience that a well-designer Wordpress blog filled with targeted content is a massively powerful marketing tool. That’s why I focus my services on creating Wordpress blogs, writing custom content for them and teaching self-employed people how to use them.

The fees I’ve outlined here are a general guide to help you budget for professional web copywriting and marketing services. I’ll tailor the fee to suit your *specific* situation.

I’m easy to work with and unfailingly reliable. Feel free to communicate with me via phone, email or letter.

--Bonnie Boots
frontdesk@bonnieboots.com

330 28th Street North
St. Petersburg, FL 33713
Phone: 727-323-6810
(Mon-Fri, 9 a.m. to 5 p.m. Eastern Standard Time, US)

My Services Include...

Wordpress Web Site/Blog Installation & Design \$749

I will work with you one-on-one to determine your needs and develop a fully editable, professional Wordpress site and install it on the hosting service of your choice.

I will create custom graphics, including a branded header that reflects your business image. If you already have business graphics such as a logo or organizational colors, I will work to incorporate these into your site.

Your new site will come equipped with the free plugins and widgets I use myself. Once your site is complete and you are satisfied with the design, you will be provided with your username and password. With this, you can access the administration desk of the new blog and easily add any content you like.

Wordpress Web Site/Blog Training \$749

I believe every site owner should have a basic understanding of how Wordpress works. Armed with this knowledge, you will be able to free yourself from outrageous webmaster charges by taking care of many simple tasks yourself. And when you do want to outsource tasks, you'll be less likely to be bamboozled by people that take advantage of ignorance.

Your training will cover 8 hours of one-on-one work with me. It will cover such things as how to create a new post, how to insert graphics and how to optimize your posts for the search engines. I'll help you register and activate plugins and widgets and help you connect your site to social networks like

Twitter, Facebook and others. This is a year's worth of do-it-yourself learning packed into 8 effective hours.

Design & Content Development Service By The Month \$100

(six-month minimum commitment.)

Have me on call for 2 hours every month to update or add new plugins and widgets, post your content for you or create custom graphics. Surveys show that visitors stay longer on sites with eye-catching graphics.

Graphic & Content Development In 2-Hour Blocks \$120

You can have on-call graphic and content creation when you need it. I'll meet your needs for custom graphics and content, created by me and added to your site. If you're needs are small and don't yet want a monthly commitment, buying time in 2-hour block is the perfect alternative..

Web Marketing Consulting And Training \$100 per hour

Do you have a specific project in mind, like setting up an optin box and autoresponder, but you don't know how to pull together all the technical details? I'll guide you step-by-step through everything that needs to be done to complete your project, at your speed and within your budget.

Or perhaps you have an existing site that's not pulling in new business and you don't know why. You will benefit from my one-on-one coaching and training. I'll review your site, locate the problems and work with you to correct them.

I'll save you time and money by pointing you to the best services (many of them free!) and getting you active in using them. If you need focused guidance, and someone to take over and complete any steps you cannot, this is for you.

Content Creation

Good content is no longer optional. It is absolutely critical for online marketing success. On the internet, people find you by the words you use,

and they decide to buy from you based on your description of your products and services.

Whether you want a simple blog post written, or an entire content marketing campaign, I can help. You can be assured that your message will be clearly and powerfully communicated to your intended audience *and* be optimized for search engine results.

Fees quoted are general. I will tailor the fee to your specific project after discussing your needs with you.

Rewriting \$75 per page

Have you written your own content for your business? Let me energize it. Clients say, “My site reads so much better since you polished up my writing! Now it says what I really wanted it to say!”

Ghost Blogging- \$50 to \$250 per post A regularly updated blog with quality content is the most powerful marketing tool ever created. Let me research, write and edit your blog for you.

Web site informational page with SEO \$300-\$900 depending on length and type. This includes page title, description and page copy optimized for search engines. Using your keyword research, I will create a page that will read well to visitors, but is optimized for the search engines with a particular search term. I do not “keyword stuff,” but use the keywords in ways that are effective for both human readers and search engine robots.

Web Site Sales Page, depending on long or shot copy, revised or newly created \$800--\$10,000

News Release for the web, approximately 500 words, written and submitted to three press release services \$250

Email letter \$100 to \$250

Articles, 100-1500 words, magazine quality, \$350 to \$700

Advertorials \$500-2000

Press Kit \$500 to \$3000

White Paper \$1500--\$3500 White papers are a key lead generation tool, especially for B2B businesses looking to educate the marketplace

*All fees quoted are general. Additional costs may be added depending on the scope of the specific project.

*Fees are for copywriting services only, unless otherwise indicated. Fees will be tailored based on the background material supplied by client, the amount of research required and estimated project completion time

*Design, production, or other services may be included in the quote if deemed to be within the professional capacity and scope of Bonnie Boots & The Internet Wizards and parameters are discussed and understood by both client and provider prior to submission of quote and start of project.

*Fees to be quoted for your project may have applicable taxes added for services to be rendered.

I Invite You To Contact Me...

I offer a free initial call to determine if I'm the right person to solve your problems. And don't be intimidated if you've never worked with a writer before. I'm easy to work with and unfailingly reliable. Feel free to communicate with me via phone, email or letter.

--Bonnie Boots

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See me at my sites:

Bonnie Boots Online Business Card—

<http://www.bonnieboots.com>

The Internet Wizards Magazine-

<http://www.theinternetwizards.com>

The Internet Wizards Blog--
<http://theinternetwizardsblog.com>

Make all kinds of stuff to sell via the internet-
<http://www.tapintotrends.com>

Find the best price for your digital product—
<http://www.priceyourproduct.com>

Follow me on Twitter at
<http://twitter.com/BonnieBoots>