

A woman with blonde hair in a bun is sitting in a white wicker chair at a round table. She is working on a laptop. The background shows a beach and the ocean under a bright sky. There are green leaves in the top left corner.

Laura Albers
Copywriting Guide
Process, Pacing & Pricing

Ahh, thanks for reaching out. You Rock!



Well, hello there, so glad we've connected!

Need a sought-after expert copywriter to wave her magic writer's wand, leaving you strategic copy, tons of freed up time, and freedom from the nightmarish blank computer screen, all while your ideal clients are lining up to work with you?

Well, look no further, I'm your gal!

This doc will give you an idea of the process, pacing, and pricing around what I do best: Creating copy that converts so you can attract quality leads and make consistent sales.

Need a lead magnet and email welcome sequence? Sales page? Promo emails for your program launch? Struggling with your website copy?

I'm pumped to chat about exactly what you're looking for and how I can help.

Can't wait to chat further!

Virtual Hugs,

Laura

Business Coach & Copywriter for Health Coaches

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"Laura, you captured exactly what I needed and wanted to say in the promo emails you created for me. I enrolled the exact number of clients I was most hoping for! You were able to write them all sounding like me and saved me SO much time! I liked how you put each series of emails together in the google folder and it was accompanied by a loom video strategy explanation; made everything so simple and clear.

~Anna Kluver-Fensler, Wellness Coach, Colorado
www.lemonadelivingllc.com

”



ALBERS mind & body WELLNESS

Benefits

Of Done For You Copy

- ✓ **Save Yourself TONS of Time:**

My health coaching clients report it takes them around 3 hours to write an email, so a Welcome Email Sequence with the standard 5 emails would take around 15 hours. Sales pages generally take copywriters 20+ hours...What would you do with that much freed up time?!?
- ✓ **You Own the Content:**

Once I send over your deliverable, you become the Queen of your Copy.
- ✓ **It's Reusable:**

Invest in your done for you copy ONE time; then use it time and time again to continue to bring in leads and sales and reduce your launch stress! In fact, several of the lead magnets, welcome sequences, sales pages and promo emails I've created myself and for my clients have been used for 4+ years, bringing in hundreds of leads and \$1000s of dollars!
- ✓ **It's a Super Smart Investment:**

Having *strategic* copy to sell your offers FOR you is a brainy investment in your business. Plus, you'll only need 1-2 paying clients to make back your investment on copywriting...yet you can reuse the same copy again and again.
- ✓ **Receive STRATEGIC copy:**

You may be the best writer in the world, but unless you've specifically studied copywriting, you won't know all the strategies, placement, and particular formats that are non-negotiable in copy that lands paying clients.

Why work with me?

You sure know how to ask great questions!

6 reasons to hire me as your trusted copywriter- I'm a...

- Certified Clickworthy Copywriter
- Privately-trained by with a 6-figure copywriter, known for leading \$100k+ launches and million-dollar years
- Master Certified Wellness Coach
- Mental Health Therapist with a Masters Degree in Clinical Psychology so I'm literally schooled in people's subconscious desires
- Business Coach who's helped health coaches build and scale their online coaching businesses for 4+ years
- Survivor of 3 autoimmune disorders and a cancer diagnosis through holistic treatment, so I don't just love health and wellness... *I live and breathe it!*



I've also taken copywriting courses by Bailey Petruceli, Paige Brunton, Liz Wilcox, and many more. Writing conversion copy is my JAM and I'm constantly learning from the best in the biz so I can help YOU be the best in YOUR biz!

Essentially... you're in copy ninja hands!

Laura

[BOOK A CALL](#)



[BUSTLE](#)

[mindbodygreen](#)

[msn](#)

[Rael](#)

[sheknows](#)

The Whole Launch VIP Option

INVESTMENT
Starting at: **\$7497**

Why Be a VIP?

Save 100+ Hours of YOUR Time: Hand over all market research, customer interviews, sales page, and strategic emails to your certified copywriter while you get to decide how to spend all your freed up time!

Stress Less: Imagine the ease you'll feel when ALL of your copy is ready to go so you can just show up as your rockstar self!

Biggest "Bang" for your Buck: Invest once and reuse the done for you copy again and again with each relaunch

**Get 30+ Emails
Written FOR you!**



Onboarding + Research

- You'll answer a questionnaire
- We'll hop on a Copy Strategy Call
- I'll conduct market research + conduct Customer Interviews

Nail Down Sales Page Copy

- I'll draft the copy for your new gorgeous Sales Page
- You'll have 2 rounds of edits to give feedback

Craft All Launch Emails

- Receive your Webinar Invites, Show Ups, & Promo Emails so your audience signs up for your webinar, objections are handled, and they're ready to buy!

Project Includes

Support

- ✓ Launch Strategy Call
- ✓ Market Research
- ✓ Ideal Client Interviews
- ✓ Launch Debrief Questionnaire
- ✓ Launch Debrief Call
- ✓ Email Support M-F (8-4 pmCT)

Deliverables

- ✓ Webinar Invite Sequence (\$1000)
- ✓ Webinar Show Up Sequence (\$1500)
- ✓ Customized Sales Page Copy (\$2500)
- ✓ Promo Sequence (\$2500)

VIP Project Timeline

This timeline depends on you getting me what I need to do my work. I know that I can run on time, and given the type of business you run, I believe you'll be able to answer my questions and get me any data I need to complete my work in a timely manner.

Project Start Date: In 2-3 Weeks

Project End Date: 5-6 weeks later

Market research + customer interviews	10 Business Days
Sales Page Copywriting	7 Business Days
Webinar Invite + Show Up Sequence Copy	7 Business Days
Email Promo Sequence Copy	10 Business Days
Final Edits	7 Business Days

The Sales Page Only Option

DURATION
~4 WEEKS

INVESTMENT
Starting at:
\$2497



Onboarding

- You'll complete a questionnaire about your offer and audience
- Copy Strategy Call to gain clarity on the goals, and desired outcomes for our work together

Market Research

- I'll conduct Customer Interviews & Market Research to understand what your audience wants and the language they use to incorporate powerfully in your copy

Nail Down Sales Page Copy

- I'll draft the copy for your sales page
- You'll have 2 rounds of edits to give feedback & I'll make adjustments

Project Includes

Support & Deliverables

- ✓ Sales Page Launch Strategy Call
- ✓ Market research
- ✓ 2 Rounds of Edits
- ✓ Email Support M-F (8-4 pmCT)
- ✓ Copy for a customized Sales Page

Lead Magnet & Welcome Sequence

DURATION
~4 WEEKS

INVESTMENT
Starting at:
\$1897



Onboarding

- You'll complete a questionnaire about your ideal client
- Copy Strategy Call to gain clarity on the goals, and desired outcomes for our work together

Market Research

- I'll conduct Customer Interviews & Market Research to understand what your audience wants and the language they use to incorporate powerfully in your copy

Nail Down Sales Page Copy

- I'll draft the copy for your Lead Magnet & Welcome Sequence
- You'll have 2 rounds of edits to give feedback & I'll make adjustments

Project Includes

Support

- ✓ Lead Magnet Strategy Call
- ✓ Market research
- ✓ 2 Rounds of Edits
- ✓ Email Support M-F (8-4 pmCT)

Deliverables

- ✓ Lead Magnet Copy
- ✓ Professionally Designed Lead Magnet
- ✓ Copy for 5 Welcome Emails

Price List

One Off Deliverables

Starting at...

EMAIL COPY

Webinar Invite sequence	\$997
Webinar show-up sequence	\$1497
Promo sequence	\$2497
Weekly Newsletters (5 emails)	\$997
Weekly Newsletters (10 emails)	\$1797
Lead magnet + 3-5 Welcome Emails	\$1897
Ask About Done WITH You Copy	Project Specific

ADDITIONAL COPY

Sales Page	\$2497
Website Page	\$997/Page
One Blog Post (500-1500 Words)	\$497
Two Blog Posts (500-1500 Words)	\$947
Audit of Existing Copy or Website	\$297

Communication Guidelines



- » I keep communication limited to Google drive, Zoom, & email to ensure we have transcripts to keep us aligned
- » Documents in progress will be delivered via Google docs so we can track revisions
- » I'll house all your resources in a shared Google Drive folder so that you can reuse them for future campaigns
- » Please expect responses within 24 hours during normal business hours (CST); I log off completely on evenings, weekends, and holidays

Next Steps

1

Book a Call

If this looks good to you, let's hop on a call and see if we're a for-sure-fit.

2

Confirm Project

If it's a go, you'll receive the contract and lock in the date for our Project Strategy Call with 50% project deposit. That way, your project is next in line!

3

Onboarding

You'll receive the Copy Clarity Questionnaire to complete and next steps for onboarding!



Testimonials

WHAT MY AWESOME CLIENTS SAY...

Laura Trucy, United Kingdom
Laura's Wellness Corner

"When I first started working with Laura, I was feeling stuck, lost, and didn't know where to start on my business building. Laura helped me gain clarity on my niche, create my signature system, and gave me valuable tips and feedback on how to write an irresistible sales page and lead magnet. She has a laser eye in spotting ways to improve content; from grammar to syntax and language for your niche. Laura is a remarkable coach whom I'd recommend to any coaches struggling with business building or creating copy."

Kristy Breen, Arkansas, USA
Kristy Breen Wellness Coach

"Laura is #1 in my books! On top of being an amazing business coach, Laura has a strategic eye for copy. She helped me nail my messaging. Her magic power is helping entrepreneurs get out of overwhelm. Laura definitely helped me get through some tough times in my business and is skilled at reigning me back in when I think I need to be doing all.the.things. I owe her so much and I could not recommend her more. Don't hesitate if you're on the fence, Laura's the real deal!"

Deb White, Indiana, USA
Autism Empowerment for Parents

Working with Laura has been the answer to my prayers to move my coaching business forward. She took the sales page for my coaching program from very basic to professional. Having Laura create the copy for my lead magnet and welcome series has given me such a confidence boost in my coaching business. I would definitely recommend Laura!

FAQs

✦ **How do you ensure the copy you create for me sounds like me?**

Great question, and I love you're focused on sounding like your awesome self and not some robot!

First, I thoroughly scope out your content including IG, your email newsletters, blog, and/or your podcast to capture your unique style, brand, words and phrases you use.

We'll also have an in depth Copy Clarity Call and you'll complete a Voice of Customer Questionnaire prior to our work so I can confidently capture YOU.

Lastly, we'll complete 2 rounds of edits on your copy so if there's any language that doesn't sound like you, or I missed including any words you love to say, we'll make it happen.

✦ **I'm already busy, do I really have time to work with a copywriter?**

Being really busy is **the best reason** to hire a copywriter!

I can create done for you copy for your website, sales pages, weekly newsletters, blogs, your lead magnet and email welcome sequence, and your launch emails.

If you hired me for just ONE of these projects, you could save 10+ hours of your time while landing leads!

✦ **What if there's another copywriting service or copy support I'd like but don't see it here?**

Definitely reach out! Shoot me an email (laura@alberswellness.com) and share what you're looking for and I'll let you know if it's something I offer. If so, we can hop on a call to chat further to decide if it's a fit to work together.



Thank You!

I look forward to creating compelling copy for you to land leads and free up tons of your time!

OFFICE HOURS

M-F 8:00 am - 4:00 pm CT

Typically within 24 hours

laura@alberswellness.com

www.alberswellness.com

[LET'S CHAT!](#)

