



Keep Your Name in Front of Target Prospects and Grow Sales!

You want to keep your name in front of prospects but who has the time? Requests come for marketing that you just don't have time to research, press releases need to be written, you need an e-newsletter but nothing ever gets done and the frustration is mounting.

AllWrite Ink has the solution. We'll meet and discuss your specific goals for creating buzz about your business – in the community and online and then make it happen!

Here is a *SAMPLE* of some of the tactics we might use to promote your business:

<ul style="list-style-type: none"> • Update current website content • Create and update a blog • LinkedIn research of contacts and groups • Create a series of videos for YouTube • E-newsletters sent to email addresses • Marketing letters sent to community • Press releases • Brochure/flyer content • Sales letters to prospects • Follow up emails or letters after a sales call • Social media training for you or your staff 	<ul style="list-style-type: none"> • Register your business with online directories • Call existing customers to obtain testimonials • Write how-to articles for the website • Answer questions on LinkedIn • Research networking events • Create your one minute elevator speech as well as a shorter 140 character version for social media
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If purchased individually, each tactic can add up, but a **monthly retainer** allows you the flexibility of selecting the tasks that need to be done that month based on your business needs. Pick the package that's right for your budget. Hourly rates start at \$75 however, when purchased as part of a retainer; you'll receive a 10% discount with a six month agreement. A monthly retainer allows you to budget for your marketing expense. As long as you don't exceed the hours – the price stays the same each month.

Hours per Month	Full Price	Retainer Price*
5	\$375	\$337
10	\$750	\$675
15	\$1125	\$1012

How does it work?

We meet for 30 minutes (included as part of the package) over the phone or in person each month to discuss your plans and goals. Together we'll select the priorities for the month.

AllWrite Ink will make recommendations for regular, on-going projects such as monthly newsletters, press releases and blog posts and fill in the rest of the time with additional projects, tasks and research that are appropriate for the month.

**Call for more information 330-414-8792
Deborah Chaddock Brown**

*Price doesn't include printing, postage or monthly fees for email marketing, graphic design or the purchase of images for marketing materials.



What Can 5 Hours Buy?

Interested in a Retainer Package with AllWrite Ink?
Just what can we accomplish in five hours?

5 Hour Package (This is just a sample – your plan is custom-designed)

1 st Month	2 nd Month	3 rd Month	4 th Month	5 th Month	6 th Month
<ul style="list-style-type: none"> • 30 minute planning meeting • Evaluation of your existing website content with recommendation • Create one minute speech • One press release written and distributed 	<ul style="list-style-type: none"> • 30 minute planning meeting • Rewrite website home page and one other primary page • One page e-newsletter written and distributed 	<ul style="list-style-type: none"> • 30 minute planning meeting • Press release • One sales letter • One more website page • Call 5 customers to obtain testimonial 	<ul style="list-style-type: none"> • 30 minute planning meeting • Newsletter • LinkedIn research • Set up blog • Write first post and about us page 	<ul style="list-style-type: none"> • 30 minute planning meeting • Press release • Six blog posts • Content for marketing postcard 	<ul style="list-style-type: none"> • 30 minute planning meeting • Newsletter • Six blog posts • How to article written and distributed

The 10-hour and 15-hour packages are set up in a similar fashion. Once the designated hours are reached, you have the option of purchasing more hours that month at a rate of \$75/hour or waiting until the next month.

No two months are alike. We'll work on your current needs. The plan is flexible so that it provides the most benefit to your business.

Bring AllWrite Ink and Deborah Chaddock Brown on board as part of your business team. Work together to bring awareness of your business in your community and online, so that the phone rings and prospects become customers.

"As owner of a small and growing business, I can't do everything myself. I've always known of Deborah's expertise in the social media arena, along with her speaking, writing and dynamic communications skills. We looked for creative ways to work together, and Deborah has become one of my few and very trusted strategic business partners. She has developed a thorough understanding of our service offerings and target market, and has become an integral part of our team as we continue to grow our business and offer innovative and health-conscious home and office cleaning solutions to our clients."

Margie Toombs, owner Maid Brigade