

Work with Me



Thank you for trusting me with your words!

I look forward to collaborating and creating magical marketing messages with you.

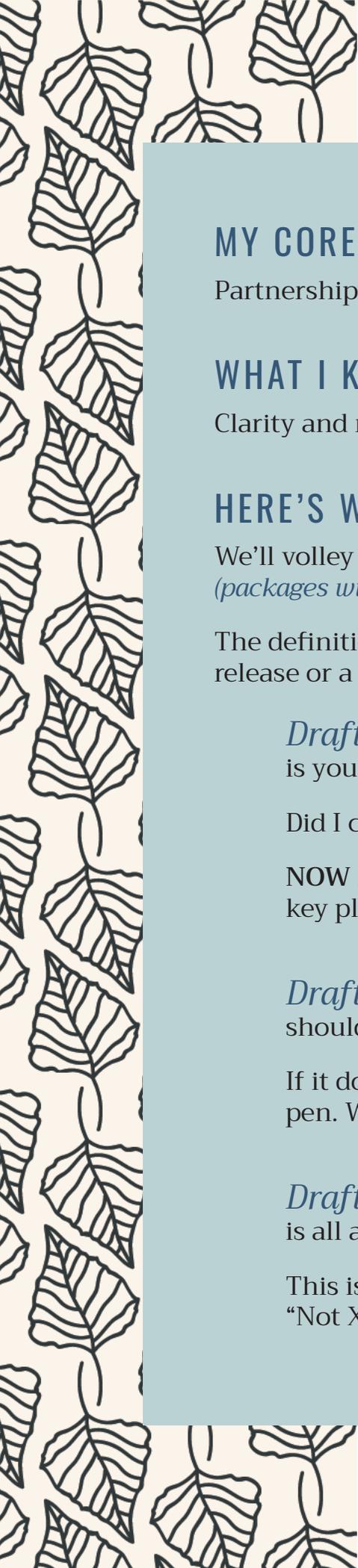
My gift is capturing gems that fall out of my clients' mouths or are buried in their drafts.

I deliver relief and results to the frustrated and busy.

I consider my "work" as easy as breathing and as much fun as playing in the mud.

Clarity and momentum rule my world.

You get to do what you need or love to do; I got this thang.



MY CORE VALUES ARE:

Partnership | Play | Freedom | Fun | Authenticity

WHAT I KNOW FOR CERTAIN:

Clarity and momentum create freedom and results.

HERE'S WHAT TO EXPECT:

We'll volley up to three DRAFTs of each piece before you love it (*packages with unlimited drafts are available*).

The definition of "piece" could be a single website page, a blog post, a press release or a single page/piece of your project.

Draft 1

is your opportunity to deliver feedback on tone and missing elements.

Did I capture your voice? Any details missing?

NOW is the time to correct course. It also is the time to be sure other key players are playing.

Draft 2

should have the tone you seek, and missing elements included.

If it doesn't, something is off in communication. It's rare but does happen. We'll have a brief call for clarity.

Draft 3

is all about final edits and tweaking.

This is when it gets real for everybody. It is your final chance to say, "Not X, but Y is more like it."

CALLS

Scheduled calls work best.

Spontaneous ones may interrupt my precious flow of creativity.

You can send a TEXT to see if I'm available.

I promise to text or call you back within a business day (*and it may be to schedule a call*).

Creativity thrives in a focused structure here. Thanks for honoring my zone of genius.

EMAILS

Please keep email strings focused on the topic at hand.

If you use Gmail, starting a fresh email with a new subject line will help us avoid the dreaded dig.

Evening and weekend hours are available by appointment and offered in high-end packages.

MEETINGS

I was using Zoom for several years before it became popular during COVID-19 restrictions. We can meet digitally as needed. In-person meetings are fun and not necessary in my line of work. We certainly can have a video call to increase your comfort level and help us get connected as we embark on your project.





BUDGET & PAYMENT

Projects

- * may be quoted to fit your budget and payment needs
- * valued at \$500 or **less** require up-front payment
- * valued at **more** than \$500 require half down to start

I prefer PayPal.

If you need or want to pay with a check, I will start working on your project as soon as it clears — UNLESS you are a returning client in good standing.

If your project is valued at **more** than \$500, the remaining half may be split into **two** payments, depending on the length of the project.

SCHEDULE & TIMEFRAME

The fastest I've ever written an entire website was one day. My client blocked the day and we volleyed drafts and had calls for clarity as needed. That was an anomaly.

Most website copy projects take two weeks to a month. My availability is a factor — but how quickly you respond with feedback on drafts ultimately will determine how long your project takes. We'll create alignment around timing before we begin.

OTHER INPUT

I have an eye for and some training in design but don't do it. I can look at pieces your designer creates to see how copy is landing and make suggestions, but I won't touch the work of graphic designers or webmasters. I'm happy to give you (or them) ideas on flow to enhance user experience. I know it takes them as long (if not longer) to do what they do as it takes me to craft copy, so I "bow down" to them.

PACKAGES

I prefer creating custom packages. Please contact me if you'd like to explore options.

These will give you a place to start:

[Website Words that Work](#)

[Ghost Blogging](#)

[More Media Love](#)





Website Words that Work

A PLAN FOR THE BUSY AND FRUSTRATED

So, you need website copy. You have great ideas.

Maybe you've been drafting.
Procrastinating.

It doesn't have to be this hard!

You need a writer who knows how to listen!

Alignment

WE'LL START WITH A CALL TO COVER:

- * *benefits* you deliver
- * your preferred *style*
- * how you want your site to *flow*

Pages

GENERAL TOPICS LISTED HERE — YOUR TABS LIKELY WILL HAVE SWEETER NAMES

Home

About (includes broad message plus two bios)

Services

Contact page teaser and *Thank You* email message

Testimonials (*embedded in other pages or a standalone page or a mix of both per your website developer's preference*)



Gems

I'll call your top 3 clients on your behalf, ask them a short set of prepared questions, capture the gems that fall out of their mouths, and weave into your content words THEY use to describe you. I'll write 3 testimonials and volley drafts with your clients until they give me the green light.

Results will yield words you can use in all your marketing messages!

Blog Posts

The best website developers want at least 3 blog posts loaded when your site goes LIVE! We'll combine your ideas with ones your clients talk about —

all you'll do is talk to me and give me feedback.

Rolling it Out

HERE'S WHAT YOU'LL GET:

Unlimited DRAFT volleys of every page.

Unlimited emails and calls for clarity.

Evening and weekend **availability** *(by appointment)*.

A **final look** at your site *after* design, *before* it goes LIVE!

STARTING AT: \$3,997



Ghost Blogging Packages

If you want more people to visit your website more often, it needs to show up at or near the top of search results. One way to do that is to put up a fresh blog post 2x/month.

Consistently putting up fresh blog posts also helps you connect with your audience and address shifts in the marketplace.

If you're busy, aren't interested in writing or are running out of ideas, you can:

- * call me to brainstorm
- * talk with me about one topic for 10 minutes
- * let me draft it
- * give me feedback or the green light to call it FINAL

It's called ghost blogging — and nobody needs to know you have me!

DRAFT TO DONE

This is your best option if you want to draft each blog post.

You'll get:

- 3 DRAFT volleys and final edit of each post
- 1 call for clarity per post
- 2 posts per month for 3 months

STARTING AT: \$547

Requires up-front payment for 3-month commitment.



CONVOLUTED TO CLEAR

This is your best option if you have convoluted notes for each blog post.

You'll get:

- Up to 3 DRAFT volleys and final edit of each piece*
- 1 call for clarity per post
- Unlimited emails for clarity
- 2 posts per month for 3 months

STARTING AT: \$697

Requires up-front payment for 3-month commitment.

* \$20 add-on cost for every draft beyond 3rd draft.

JUST CALL!

This is your best option if you'd rather talk than write.

You'll get:

- An intake call for each blog post
- Unlimited DRAFT volleys before each piece gets final edit
- Unlimited emails for clarity
- 1 call for clarity (beyond intake) per post
- 2 posts per month for 3 months

STARTING AT: \$847

Requires up-front payment for 3-month commitment.

BONUS: Spontaneous calls with ideas you have are encouraged!



HEIDI *jo* WAYCO

More Media Love

Would you love more media attention?

Would you like to easily navigate the media maze?

Do you want to be known as an expert?

If you are sending press releases and want to learn more about what it takes to get more attention, I can help you craft ones that are:

customized
localized and
in the right format

Tap into my expertise so you'll know when to deliver your press releases to:

digital outlets
print
radio and TV

Did you know most radio stations prefer press releases to be five LINES (not sentences) or fewer?
(It's harder than it sounds.)

If you write your press releases in a bubble, you risk creating ones that are:

too long
sound like an ad, and
magnets for the DELETE button.

Having an expert help you means you'll have more time to do what you need to do, some fun in the process —

and targeted results!

Choose from packages on the following pages.



PARTNERS IN PRESS

This is your best bet if you want to develop a new or better relationship with people working in the media. This option is perfect for people running for office, nonprofits with at least one event per year, and businesses that want media attention. You'll get:

An intake call

Clarify your goals and intentions
Define which outlets are most important to you
Uncover opportunities you may be missing

Ongoing consult

Reminders and coaching regarding the why and how of what we are doing
(This alone is worth more than 10x the entire package!)

Designed Drip

Monthly planning call
One release per month (or 12 max/year)
A+ clients learn how to deliver
Optional: I deliver to your top 10

Unlimited DRAFT volleys of each release
Unlimited emails and calls for clarity
Evening and weekend **availability**
(by appointment)

STARTING AT: \$4,497

payment plan available

BONUS! Press Release Checklist for future reference.

MEDIA BLAST

This is an option if you want to enhance your media exposure for a few months.

You'll get:

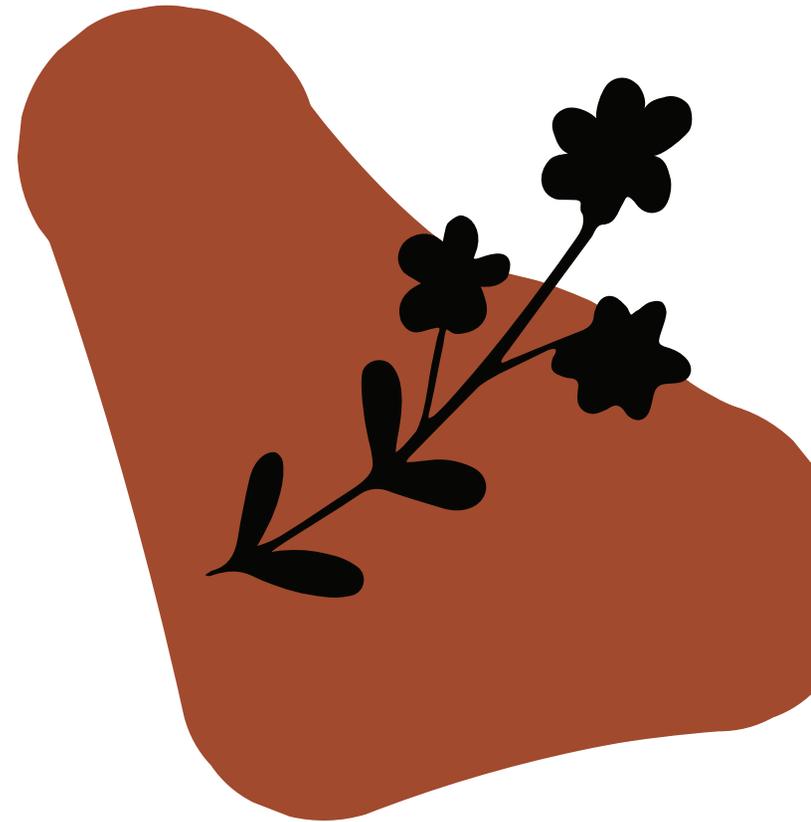
An intake call
(see previous package: Partners in Press)
Targeted drip
Monthly planning call and consult
One release per month (or 3 max/quarter)

Up to 3 DRAFT volleys of every release
1 call for clarity per release
Unlimited emails for clarity

STARTING AT: \$697

payment plan available

BONUS! Custom Delivery Tips for future reference.



ONE AND DONE

This is a good choice if you only want a single press release written from scratch and are ready to deliver it on your own.

You'll get:

An intake call to:

Cover the key elements for your release
Glean organic quotes from you

Up to 3 DRAFT volleys of your release
1 call for clarity

STARTING AT: \$147

payment plan available

BONUS! 1 call for clarity.



A PEEK AND A TWEAK

This is a good choice if you have a draft.

You'll get:

Feedback and suggestions on your existing draft via Track Changes in Word.

STARTING AT: \$97