

7 Graces 13-Week Branding & Copywriting Package

Who is this package for?

This special 13-week (3-month) package is for business owners who may be going through a brand shift OR who feel their current brand is not as clearly defined as they would like it to be. They are looking to 'nail' the essence of their brand so they can begin to create business and marketing strategies that communicate their unique value to their ideal audience.



We specialise in working with sole traders/self-employed business owners whose businesses are in ethical, social and holistic fields. Health, wellness, personal development, new thought, positive social change, etc. are all excellent matches for us. We also have many years' experience working with non-fiction authors, and especially like to work with authors seeking to incorporate their book into the larger framework of their business.

This package is specifically intended for businesses who offer (or who would like to offer) products/services that are **available online**, and/or who offer professional services over **Skype or phone**.

This package is ideal for clients who have already completed our 7-week Start-Up Package OR who are changing direction in their current business. This package may also be a good choice before embarking on our Platform Building & Growth Packages.

What you might currently be experiencing in your business

- You intuitively know what your business is, but you find it difficult to communicate your value to others.
- You may feel stuck and frustrated because you've been working on this business idea for a while, but it still feels 'fuzzy' or like you have too many plates spinning at once.
- You may think you know who your audience is, but the people who come to you are frequently not the kinds of people you expected.
- You are waiting eagerly for the day when your business will just start MOVING.
- You might also be overwhelmed and confused when it comes to marketing and writing marketing copy.

How could this package be useful for you?

This strategy package is designed to help you clarify your brand and your audience, so you can start to develop a cohesive business and marketing strategy. By working with two experienced 7 Graces mentors – one strategist and one coach – you will feel more motivated, focussed and organised AND you will gain the tools that will prepare you for the next phase of your marketing – building your online marketing platform. You will also benefit from having an experienced copywriter **create written branding materials for you**.

The aims of this package are to:

- Clarify your brand and your business mission.
- Clarify your audience and their needs.

Request a free 30-minute Skype call to discuss this package <http://the7gracesofmarketing.com/book-a-session>

- Create a feasible, overarching plan for your business offers.
- Write online branding copy, e.g. your bio, your business mission, your 'About Us' page, and possibly one product or book blurb.
- Create an overarching online marketing strategy to take this brand to your ideal audience.

What is included in this package?

COACHING SESSIONS (7)

This package gives you **7 hours of one-to-one coaching:**

- Seven 1-hour coaching sessions in Weeks 1, 2, 3, 4, 7, 9, and 12.

STRATEGY SESSIONS (3)

This package gives you **4 hours of one-to-one strategy sessions:**

- One LONG strategy session (2 hours) in Week 5.
- Two REGULAR strategy sessions (1 hour) in Weeks 6 and 11.

COMBI SESSIONS (1)

This package gives you **1.5 hours of work with both mentors together:**

- One combination coaching and strategy session (1.5 hours) in Week 13.

COPYWRITING

In addition to our sessions together, you will be able to take advantage of our copywriting services. This includes:

- **Up to 4 hours** of Lynn's time to write your branding copy, such as your bio, business mission, 'About Us' page, and possibly one product or book blurb.*
- **Careful proofreading** of all the above by a member of our editorial team.
- **Conversion to PDF** or coding to simple HTML when required.

** All copy will be formatted in Microsoft Word and then converted to PDF if required. Book blurbs for Ingram Spark or Amazon can be formatted in simple HTML code. It does not include web design or publishing materials to your website or email system.*

ADDITIONAL SUPPORT

This package also includes priority email support (during office hours only), where you can email your queries between your consultation sessions. A member of our team will aim to reply within two working days, except during the weeks of our annual leave (typically during the months of August and December).

How much does this package cost?

The total cost of this 13-week package is **\$3,900 USD** (£2,500 for UK clients). An initial payment of 50% (\$1950 USD / £1250 GBP) is requested at the start of your contract, with the balance to be paid 30 days later.

⇒ **THIS PACKAGE gives you \$150 (£132) in savings over the 'a la carte' pricing for the equivalent services.**

About Lynn Serafinn



LYNN SERAFINN, MAED, CPCC is a certified, award-winning coach, teacher, marketing strategist, social media expert, speaker and author of the number one bestseller [*The 7 Graces of Marketing — How to Heal Humanity and the Planet by*](#)

[*Changing the Way We Sell*](#) and [*Tweep-e-licious! 158 Twitter Tips & Strategies for Writers, Social Entrepreneurs & Changemakers Who Want to Market their Business Ethically*](#). Her newest book, [*The Social Entrepreneurs Guide to Successful Blogging*](#) is coming in 2015. Lynn is listed in the Top 20 of the Top Marketing Authors on Twitter by *Social Media Magazine*. Her innovative marketing campaigns have produced a long list of bestselling non-fiction authors through her company [Spirit Authors](#).

Lynn is also the Founder of the [7 Graces Project](#), created to train, support, mentor and inspire independent business owners to market their business ethically, serve society and planet, and restore all that is best about humanity.

About Nancy Goodyear



NANCY V GOODYEAR is a business coach who loves to help small business owners identify their values, passion and purpose, and inject that into their work. With a BA (Hons) in Learning Disability Nursing, she has extensive professional experience working in

health and social care both in the NHS and within the non-profit sector. She is fluent in French, having lived in France for some time, and is a graduate of the Coaches Training Institute and the Co-Active Leadership programme.

Nancy works closely with 7 Graces Founder Lynn Serafinn to develop training and consultancy packages for business owners seeking to build and develop their marketing platform ethically. Her over-riding aim in all her work is to help others find and maintain their focus on what is important to them and their business right now.

Nancy is also a practicing life coach based in Shrewsbury, UK.

To request a free 30-minute Skype consultation with Lynn Serafinn to see if this is the right package for you, book a time at: <http://the7gracesofmarketing.com/book-a-session>

Read Lynn's 4-part article series [**'6 Questions Every Business Owners Should Ask Once a Year'**](#).