

7 Graces 13-Week SIGNATURE Product Development & Copywriting Package

Who is this package for?

This special 13-week (3-month) package is for business owners who have been in their current business for at least one year and are seeking to increase their income by filling gaps in their marketing funnel with a new 'signature' service or product.

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 want to create) products/services that are **available online**, and/or who offer professional services over **Skype or phone**. If all of your current services require that your customers/clients meet with you in person in your office or shop, this would only be a good choice for you if you are seeking to expand into developing digital products/services, e-commerce, phone/Skype services, etc.

This package is ideal for clients who have already completed at least one 13-week block on our Platform Building & Growth Package, or who have already developed a solid online platform on their own. It can also be used effectively *in conjunction* with our Platform Building & Growth Package.

What you might currently be experiencing in your business

- If you've been in business for a while, you've probably achieved some success and established a good reputation.
- But maybe you are so busy that you find it difficult to break an income barrier or bring in new innovations.
- You might feel you're trading too much of your time for money, and that you're stuck on a treadmill of always needing to find new clients/customers.
- You would love to find a way to create a nice, steady cash flow, and break your habit of doing the 'same old thing' so you can develop new ideas and present them to your ideal audience.
- You might also be overwhelmed 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 create an accurate analysis and plan for the next year of your business, including your online marketing. By understanding your audience and professional assets better, you will be able to develop relevant, new products and services that can generate a steadier income, help you become more effective for your customers, and design fun, creative strategies for your marketing. We'll also identify hidden expenses that might be draining your income, and give you tangible tools to make running your business exciting again. In the end, the aim is to help you plan ahead and feel less stressed from the continual 'firefighting' you've had to do. You will also benefit from having an experienced copywriter **create your written marketing materials for you.**



The aims of this package are to:

1. Analyse your marketing funnel and identify where you may have gaps.
2. Assess your current offerings (products/services) and see how they can be improved.
3. Design and develop a new 'signature' product line that can offer your customers and clients a higher level of service.
4. Devise a pricing structure that ensures better cash flow and a more sustainable income.
5. Write marketing copy (information sheets, web copy, book blurbs, etc.) for your new business offer.
6. Create and implement marketing strategies for your new offer.

Developing additional products, collaborations, affiliate programmes and designing long-term business and marketing plans can be explored if you continue on to a second 13-week block, or opt to take our 26-week package.

What is included in this package?

STRATEGY SESSIONS (8)

This package gives you **10 hours of one-to-one strategy sessions**:

- 1) Two LONG strategy sessions (2 hours) in Weeks 1 and 2.
- 2) Six REGULAR strategy sessions (1 hour) in Weeks 4, 6, 8, 10, 12 and 13.

COPYWRITING

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

- **Up to 7 hours** of Lynn's time to write any kind of copy you need, such as product description and information pack, webpage copy*, promo emails, etc.
- **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. Lynn or a member of her team will aim to reply within two working days, except during her five weeks' 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** (£2,600 for UK clients). An initial payment of 50% (\$2000 USD / £1300 GBP) is requested at the start of your contract, with the balance to be paid 30 days later.

⇒ **THIS PACKAGE** gives you **\$300 (£205)** in savings over 'a la carte' pricing for the equivalent services.

A personal message from Lynn

'When I first started my coaching practice, I hired a business consultant to the tune of £10,000 (about \$15,000). Unfortunately, he knew nothing about my audience, my business or the possibilities for it. He also didn't DO anything for me. He neither created nor co-created business plans, marketing materials or anything else I could use. Instead, I was given a cookie-cutter bundle of advice that was irrelevant to my specific needs. Not only does this strategy package cost a fraction of what I shelled out so many years ago; it also comes with years of my professional experience working with clients and audiences in YOUR field.

And, as a bonus, I personally create your marketing copy FOR you, and work closely with you in the pricing and placement of your products in your marketing funnel.'

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 later in 2015.

Lynn is listed in the Top 20 of the Top Marketing Authors on Twitter by *Social Media Magazine* and was a finalist for the prestigious Brit Writers Awards. She also received the eLit Book Awards Silver Medal in Humanitarian and Ecological Social Affairs, as well as the Bronze Medal in Business and Sales. Lynn's eclectic approach to marketing incorporates her vast professional experience in the music industry and the educational sector along with more than two decades of study and practice of the spirituality of India. 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.

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

**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>**