

# Services

# Kate Andrews

Blogger, Content Creator & Copy Editor



*Hi, I'm Kate ...*  
After seven years in the TV industry and two years in PR and marketing, I now focus my talents on content and copywriting for those who would rather put their energy into their brand. Writing takes time that many business owners don't have. Let me help you get the word out about what you do best!

## Did you know ...

In 2020, small businesses that updated their blog regularly generated 126% more leads than businesses that didn't blog? Even better, 61% of consumers have made a purchase based on a blog post! But blogging can take up valuable time and energy. So what are you waiting for? Book a package with me and I'll handle the rest!

## PACKAGES

### ● THE SILVER PACKAGE

*Perfect for:* Entrepreneurs and solopreneurs that want to keep their websites fresh with bite-sized blog posts that pack a punch!

This packages includes four (4) 300-500 word blog posts with a maximum of ten (10) images.

### ● THE GOLD PACKAGE

*Perfect for:* Businesses that want to inform their audience about their services or product while using visual examples of their work in action!

This package includes four (4) 500-700 word blog posts with a maximum of thirty (30) images.

### ● THE PLATINUM PACKAGE

*Perfect for:* Wedding photographers and planners, interior designers, those who have lots of photos and details to share!

This package includes four (4) 700-900 word blog posts with a maximum of sixty (60) images.

## ALA CARTE RATES

ONE (1) BLOG POST\* |

*\*Pricing Depends on the number of words and images requested.*

*Interested?*

Kate.F.Andrews@gmail.com

# Terms

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*Check out my work ...*

"3 Secrets to Stress Less During the Pandemic"

"Elizabeth & Matthew"

"Why You Should Book a Branding Photographer during your Website Refresh"

"How to Plan a Pinterest-Worthy Shoot"

"Let's Get Personal ... and Weird: How to Show the Unique Side of Your Brand"

Or you can check out more of my work here!

## WHAT'S INCLUDED

Each post will be carefully curated using brand keywords, links, info and photos provided by you. SEO research will ensure your article is seen by your audience. Also included:

- Alt-text/captions for photos
- Meta-description tag
- Website slug
- At least one draft, delivered via Google Docs
- The final draft will be entered straight into your website - all you have to do is press publish when you're ready to launch!
- And a personalized content calendar via Google Sheets to help you keep organized and up-to-date on your posts!

## BLOG POST TERMS

Post requests can be sent in full and a deadline will be discussed. If you'd prefer to send single blog post requests, drafts will be delivered within 7 to 8 business days (or less).

Information for content will be provided by you, with the exception of some light research.

## GENERAL TERMS

Packages are non-refundable and must be paid in full prior to requesting blog posts. Packages expire within 120 days of purchase.

Further copywriting services and blog post packages can be discussed and priced in detail. *I'd love to learn about your business's needs!*

*Interested?*

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