

Outside Eye Consulting

www.outsideeyeconsulting.com

joslyn@outsideeyeconsulting.com

RATES AND SERVICES

Outside Eye Consulting helps you better define your written brand.

We clarify your voice, articulate your company's go-to vocabulary, and render your message crystal clear. The next step? Getting this message out to the world across the somewhat dizzying array of platforms available to you. We'll get you heard.

The following services are our core competencies.

Writing	Good copy is a valuable investment in your brand. We write web, brochure and other marketing copy for clients across a broad range of subject matter.	\$90 / hour
Ghostwriting	When it comes to expert articles, blog posts and even books, we write it... you take the credit.	\$90 / hour
Editing	We refine and proof your existing copy or your rough drafts so they are flawless.	\$90 / hour
Blog Posts	We make it sound just like you, and we can post it, too. With pictures.	\$135-180 / entry
Press Releases	Write and format press releases that include vital SEO keywords. Note that we do not distribute press releases — you need a publicist for that. But we know great publicists we can refer you to!	\$225 each
Business Plan	We help you gel your ideas into a concrete, convincing document that will sell your business plan to investors or even just for professional goal-setting.	\$90 / hour
SEO	We integrate your keywords into your copy so that search engines have you on their radar.	\$90 / hour
Social Media	We set up your Facebook fan page, Twitter feed and LinkedIn profile, then coach you on how to effectively use social media to promote your brand and attract followers.	\$300 initial setup for all 3 mediums \$180 / 2-hour training session

If you're looking to create a strong online presence for your entire brand, we work closely with graphic designers, web developers, and SEO specialists and can compile a collaborative team to execute your project.

Per-project estimates available upon request.