

Getting Started

Hi there,

Thank you for your interest in working with me :). It's already an honour to work with someone as creative as you.

This is a getting started guide where I go into a little more detail about the work I do, how I can help you and how this process can be awesome for both of us. There's a FAQ section at the end to help answer some questions you might have.

My Services

As you already saw on the website, I offer 3 main services, though each can be broken down into sub services. More like à la carte.

1. Content Strategy

If this is the service you're interested in, here's what we'll do together:

The first step would be to figure out what you're presently facing, what you really want to achieve and the people you're trying to help (that is, your target client, customer, students, etc).

If you already have a strategy, we'll look at it together and make it better so it gets more defined.

If not, we'll create some tools like audience personas, an empathy map and an experience map so that at every step of the way, you're fully aware of the challenges you need to solve.

All this comes before figuring out the kind of content you should be creating and how to use it to attract more prospects and build your digital business.

This comes at a \$500 flat fee.

2. Content Marketing

This is the implementation phase and probably where you're having some trouble.

This service is based on your content strategy. So to effectively use content marketing to grow your business, I'll request for your existing content strategy so that content isn't created without a laid-down direction.

This is the kind of content we'll (my team and I) create for your business;

Blog posts (posts published on your blog) - **\$0.1-\$0.4 per word**

Guest posts (posts published on other authority blogs for traffic) - **\$0.1-\$0.4 per word**

Ebooks, Special Reports and White Papers (an incentive to get people to sign up on your email list) - **\$0.1-\$0.4 per word**

Email newsletters (for engaging your list) - **\$200 for every 5 emails.**

I don't write press releases, books, social media content, podcast/video scripts, transcriptions or presentations for clients.

3. Digital Platform Design

Here's where you get a robust online home for your business (I'm talking about a website).

If you need a fully hosted website with features like members area (instead of an email list), learning management system (to deliver your online courses), analytics and payment automation, this service is for you.

It's a complete website solution for smarter digital marketing and sales. Here's a list of what this service covers;

- *A mobile responsive website (which loads fast, doesn't crash and is 100% secure). You won't have to worry about updates, outdated plugins or security threats.*
- *30 premium WordPress themes you can choose from.*
- *Managed high performance hosting so you don't have to worry about disk space or too much traffic.*
- *Conversion optimized landing pages that help you sell more.*
- *Membership area for your audience and students.*
- *Easy access to the metrics that matter (traffic, leads, sales) from your WordPress dashboard.*
- *Set up your free and paid courses with ease.*
- *In-built forum community for your public audience or paid customers.*
- *Check forum posts, order statistics and sales summaries at a glance.*
- *Marketing automation to help you deliver the right content at the right time.*
- *Take online payments with ease by integrating with your preferred merchant, regardless of your location.*
- *Easily publish new posts and pages and host your own podcasts.*
- *Keyword research and optimization tools to boost your SEO.*
- *An editorial calendar to manage your content.*
- *Create and offer unlimited free and paid courses with the learning management system.*

- *Influencer outreach tools to help you promote your blog posts, products and podcasts.*
- *Easily enrol and track product affiliates to sell your courses, books, and every other premium product you create, set commissions and track results.*

For this service, I use [Rainmaker Platform](#). It provides you with all the tools you need without 3rd party services. Using such 3rd party services with a normal WordPress website is possible, but would cost much more than a single Rainmaker website.

Full Design and Build starts at \$2,500. (Price varies depending on complexity).

Retainer monthly cost: \$100/month (paid yearly). This covers hosting of your domain name, website (\$75/month), periodic site management/tech support once your site is running, monthly SEO, content and strategy audits.

Making Payment

1. Content Strategy Service

50% is paid upfront and the remaining 50% is paid once complete.

2. Content Marketing Service

You pay depending on the number of blog posts, guest posts, email newsletters or special reports you need per month.

Kindly refer to the pricing stated in that section.

Please note that payment is made per month for ongoing content marketing projects.

3. Digital Platform Design

Full design and build: 40% is paid upfront; 30% is paid at a midway milestone and 30% is paid upon completion. Afterwards, all details of your website will be shared with you.

Retainer monthly cost: Paid yearly (\$1200/year) after design and build phase has been completed.

Before any payment, I'll be send you an invoice. Once payment is confirmed, I'll send you a receipt and we'll be able to continue on the project.

Payments are made via a 2Checkout integrated page on my website or Wire Transfer, depending on what is stated in the Invoice.

I like working with clients who pay on time (within 24 hours of receiving the invoice)😊. We get along pretty well.

Work Flow

I often set deadlines for projects in cases where the client leaves it open. However, please note the following:

- I only work Mondays to Fridays. I send and reply emails, make deliverables and make modifications you need during this period.
- I don't continue on projects until the previous invoice has been paid.
- My time zone is GMT+1 (just thought you should know).
- I'm available even beyond normal 9 to 5 business hours (a die-hard workaholic). But I sleep too.

[Click Here to Continue](#)

FAQ

1. Is the price of your content fixed?

No. What I've provided is a range. It could be higher depending on your industry and the depth required for each piece of content.

2. Do you create normal websites without members area and all those other features?

Yes I do. Just let me know what you want.

3. Are your blog posts optimized for search and content discovery?

Yes. This is why your content strategy is super important. It'll inform me on your preferred keywords and content angle.

4. Can I host my Rainmaker Site on my own?

Yes you can. But I advise that you hop on the Retainer because it frees you from having to worry about tech and for effective site management. Besides, I'll also audit your SEO, content and strategy every month to ensure you're right on track.

5. Can I cancel the monthly Retainer for my website?

You can cancel your retainer payment at any time and amount paid for the remaining months will be returned.

But note that unless you move your website to another paid Rainmaker account upon cancellation of the monthly retainer, you will no longer have the features integrated with it. These features only work with Rainmaker accounts and not normal WordPress website hosting providers.

6. I want all your services, can I work with you?

Absolutely!

7. Where can I go to learn more about Content Marketing for Creatives?

You can simply join the creative tribe by [signing up here](#). You'll learn more about marketing your creativity, increasing your sales and building a digital platform that helps you live on your terms.

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