

There's an urban legend about an enormous ship engine that failed many decades ago.

Honestly, there are different versions of “exactly” how the story unfolds.

But here it is in a nutshell... the ship owners spent weeks calling in area mechanics to try to get the engine humming again...

None of them had any success.

The situation was getting desperate... until one day they brought in an old man who had been working on ship engines since he was a young lad.

The old geezer methodically inspected the engine, rubbed his head, stroked his beard, and then reached over to pull a small hammer out of his toolbox. He tilted his head to the side.....

Then he gently tapped the engine.

The engine instantly roared back to life! Whoa!!

Problem solved! The owners were ecstatic.

Then they got the old guy’s bill.

\$10,000!!!

The ship owners were livid and promptly sent back a note demanding an itemized bill.

A few days later the itemized bill arrived...

Tapping with a hammer.....\$2

Knowing where to tap.....\$9998

Designing essential digital marketing campaigns is like the old man fixing that engine.

Unless you know exactly what you’re doing, you’ll never know where to tap to get the best results. You’ll waste a lot of resources and energy tapping in all the wrong places.

Your “marketing engine” may never fire up and give you the results you want.

Often you need an expert.... a fresh perspective. Like the old man with the ship, the Sales Essentials team knows exactly what to do and where to tap to get the results you desire.

While you and your team just focus on fulfilling orders.

Isn’t this the ideal scenario?

Story Courtesy of Credit Solution

PRICING GUIDANCE

Sales Essentials Fee Schedule 2021

Each project estimate is customized based on these industry-standard fee ranges for high quality work.

Item	Fee
Business Proposal Presents a <u>convincing case to persuade a third-party</u> to buy your products, contract for your services, invest in your company, or partner with you on a project. Up to 5 pages.	[\$1,200-\$3,000]
Sales Page, Single Focused Landing Page A <u>Conversion page</u> for specific promotion, product, or audience. Ideally part of a strategic campaign that includes email.	[\$1,200-\$2,500]
Case Study The Case Study <u>offers problem-solution-outcome</u> stories featuring a product or service. It details the direct impact of your product or service.	[\$1,200-\$2,000]
News Release Get attention from the media and <u>drive additional site visits</u> for more exposure. The fee depends on the extent of research and interviews involved	[\$500-\$1,000]
Article Bring in SEO traffic with <u>helpful content</u> that's 1,200-2,000 words.	[\$250-\$1,000]
Online Sales Letter Online Sales Letter for <u>single promotion generate sales</u> with a full sales promotion online, which can often be dozens of pages long.	[\$5,000-\$8,500+ Plus royalties]
Lead Landing Page This short copy "squeeze" page can <u>bring in massive leads</u> and sales.	[\$500-\$1,500]
Marketing Email Stand-alone email <u>reach out and grow sales</u> with special promotions, invitations, more.	[\$250-\$2,000]
Blog Post Single, topic-specific blog posts, written for readers and <u>SEO</u> enhancement.	[\$150-\$800]
Micro Website <u>Boost engagement and sales</u> on a super-specific website containing 2-5 pages.	[\$3,000-\$7,000]
Case Statement <u>Convince donors to support</u> your cause during a specific fundraising campaign by providing a compelling case for support. For nonprofit organizations only.	[\$2,000-\$5,000]
Marketing Strategy, Planning, Consulting <u>Improve outcomes</u> with a fresh look at various marketing approaches.	[\$100-\$200/hour]

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