



## The foundations

### Strategy and planning

- Brand voice development, copy guidelines
- AI-writing companion training
- Brand positioning and story
- Web copy and boilerplate messaging
- Content strategy



## Getting the message out

### Copy and content

- Monthly content calendars
- Monthly content writing packages
- Ad campaign concepting and copy
- Nurture and trigger emails



## Training people and AI

### Courses, coaching, AI training

- One-on-one coaching
- Group courses
- Custom courses
- Training style and voice into AI



## The extras

### Services from our partners

- Digital advertising
- SEO and AI search optimisation
- Design
- Marketing execution

## Place your order

### Writing things

#### Webcopy

- |   |       |
|---|-------|
| <input type="checkbox"/> Full page (above and below fold) | \$500 |
| <input type="checkbox"/> Half page (above fold)           | \$350 |
| <input type="checkbox"/> Staff bios (incl. interview)     | \$180 |
| <input type="checkbox"/> Full website new or refresh      | POA   |
| <input type="checkbox"/> SEO add-on for website copy      | POA   |

#### Articles and guides

- |  |       |
|--|-------|
| <input type="checkbox"/> Up to 600 words   | \$650 |
| <input type="checkbox"/> Up to 1,000 words | \$850 |
| <input type="checkbox"/> Up to 1,500 words | \$950 |

#### Ebooks and whitepapers

- |  |         |
|--|---------|
| Includes research and interview            |         |
| <input type="checkbox"/> Up to 2,500 words | \$1,850 |
| <input type="checkbox"/> Up to 3,500 words | \$2,250 |

#### SEO and AI-search optimisation

- |  |       |
|--|-------|
| <input type="checkbox"/> Article up to 1,000 words           | \$250 |
| <input type="checkbox"/> Guide up to 1,500 words             | \$350 |
| <input type="checkbox"/> eBook/whitepapers up to 2,500 words | \$400 |

#### Newsletters and eDM

- |  |       |
|--|-------|
| <input type="checkbox"/> Up to 200 words | \$250 |
| <input type="checkbox"/> Up to 500 words | \$450 |

#### Social posts and ads

- |   |      |
|---|------|
| <input type="checkbox"/> Cost per social post | \$50 |
| <input type="checkbox"/> Cost per ad          | \$65 |

#### Awards entries

- |   |         |
|---|---------|
| <input type="checkbox"/> Up to 2000 words | \$2,200 |
| - includes 2-hour information gathering   |         |

#### Case studies and customer success

- |  |       |
|--|-------|
| <input type="checkbox"/> Up to 1,000 words | \$900 |
| - includes 1 x 30-minute interview         |       |

#### Interviews

- |   |      |
|---|------|
| <input type="checkbox"/> Up to 30 minutes | \$90 |
|---|------|

#### Video scripts

- |  |       |
|--|-------|
| <input type="checkbox"/> Video script 15 seconds | \$250 |
| <input type="checkbox"/> Video script 30 seconds | \$350 |

#### Proofing and editing

- |   |        |
|---|--------|
| <input type="checkbox"/> Proofing- cost per word          | \$0.05 |
| - grammar and spelling                                    |        |
| <input type="checkbox"/> Sub-editing - cost per 250 words | \$90   |
| - improve readability, aligned with brand                 |        |



### Brand voice

#### Voice and style development

- |   |        |
|---|--------|
| <input type="checkbox"/> Workshop, brand voice doc, style guide, up to 2000 word examples | \$3200 |
| <input type="checkbox"/> Embedding brand voice and style into AI writing companion        | POA    |

### Feeding the machine

#### Content strategy

- |  |         |
|--|---------|
| <input type="checkbox"/> Strategy workshop and content planning: | \$1,500 |
| - 1-hour workshop for up to 15 people -                          |         |
| Content calendar created for up to 6 months                      |         |

#### Monthly content packages

10% discount on our usual rates. Choose an option or speak to us about a custom package:

- |  |                 |
|--|-----------------|
| <input type="checkbox"/> Option A:     | \$1,350 p/month |
| - 1 x article (1,000 words)            |                 |
| - 2 x social posts (2 platforms)       |                 |
| - 3 x months topics provided           |                 |
| - 1 x newsletter/EDM (quarterly)       |                 |
| <input type="checkbox"/> Option B:     | \$2,700 p/month |
| - 1 x article/guide (1,500 words)      |                 |
| - 1 x case study/article (1,000 words) |                 |
| - 6 x social posts (2 platforms)       |                 |
| - 3 x months topics provided           |                 |
| - 1 x newsletter/EDM (monthly)         |                 |

### Training people and AI

#### Copywriting courses

- |   |         |
|---|---------|
| <input type="checkbox"/> Group course:        | \$4,100 |
| - Online or in-house, up to 15 people         |         |
| <input type="checkbox"/> One-on-one coaching: | \$1,999 |
| - 4 x one-hour sessions, online               |         |

#### Course options

- |   |
|---|
| <input type="checkbox"/> AI for Writers                   |
| <input type="checkbox"/> Copywriting Essentials           |
| <input type="checkbox"/> Mastering Thought Leadership     |
| <input type="checkbox"/> Influential Writing for Business |
| <input type="checkbox"/> Custom courses                   |

#### AI platform training

- |  |     |
|--|-----|
| <input type="checkbox"/> Embedding brand voice and style guide into AI inc. Copilot, ChatGPT and more. | POA |
|--|-----|

**READ,  
BELIEVE,  
BUY.**

Let us disclaim for a sec: This menu is all about ballparks - we'll put a quote together, just for you. Rates exclude GST. For more information, please visit: [www.wfb.co.nz/terms-of-trade](http://www.wfb.co.nz/terms-of-trade)

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## Good to know



### Quoting and next steps

Let us know what you need, and we'll confirm costs within 24 hours. If you're happy to proceed, we'll ask for a 50% deposit and arrange a briefing session. You'll be assigned a project manager who'll oversee the delivery of your project.



### How we use AI

We love tools that help us produce copy that's more distinctive, more strategically sound and more creative. We use AI to challenge our thinking, organise messaging, highlight gaps and capture style guide detail. For the moment, we don't trust it to research or to write for our clients.



### Turnaround times

Once you've signed off the quote, expect a sample in three working days. This gives us a chance to get the voice and tone right. Approve the sample and we'll send you the first draft within 10 working days. All project fees include up to two rounds of revisions, each completed within three working days. Need it faster? No problem. We'll just add a 15% fee so we can pull out the stops.



### Let's make your job easy

Experienced writers, endless capacity and projects that stay on time and under budget.  
Need something done? Hand it over.

**READ,  
BELIEVE,  
BUY.**