



Real-World Examples of Strategy Offers

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Courses & Coaching for Finding That Income-
Lifestyle Sweet Spot**



Overview

We wanted to share how other freelancers, specifically past How to Sell Strategy students, have had success selling planning, strategy, and brainstorming offers.

We'll keep adding more examples as we find them out in the wild or hear back from past students. As you get wins, let us know! A rising tide floats all boats.

Jessica Coleman | [Lamplighter Agency](#)

Offer Name – Project Roadmapping

Fee – \$950

Details – The strategy offer I booked was “Project Roadmapping” to help a client identify priorities and roadmap content creation.

Promised Outcome – Here is the language I use for the promised outcome:

My goal in doing this Project Roadmapping audit phase is to ensure you invest in the right content that solves your biggest problems. We'll be sure we are approaching execution in a way that generates new leads, improves conversion rates, and sets you up for long-term success with your marketing and sales content. And our work during this phase will help lay the foundation for your ongoing content strategy.

At the end of the roadmapping, I will make content recommendations that address your most significant needs.

With Project Roadmapping, you won't:

- Waste money on the wrong assets
- Confuse users with scattered messaging
- Miss opportunities to repurpose content across platforms
- Create content last minute. You'll know your content priorities for the next several months.

Logistics – The engagement included a 90 minute meeting, and the deliverable was an 8-page report that mapped out potential content across the coming year for four different products—like a high level content plan. The roadmapping was done and delivered within 2 weeks.

Client Feedback – The feedback I received was that the client loved that I took the lead, and it felt a little like therapy getting to talk through things. He began looking at me as more of a Marketing Director, rather than just a copywriter.

Heather Johnson | OutWord Bound Communications

Offer Name – Content Audit (Claims & Compliance Report + Content Audit Report and Competitor Analysis)

Fee – \$3,200

Details

1. Content Inventory: Spreadsheet with URLs of all content on the site, divided into categories.
2. Analysis: Analyze entire website, page by page, to uncover the following:

Consistency

- Inconsistencies in messaging/phrasing
- Legal/regulatory red flags (reference/citation errors, false, exaggerated or unsupported claims)
- Usability issues: find opportunities to streamline to increase time spent on the site (e.g., research page is hard to find, involves too many clicks, and ultimately takes users off the site)

Gap Analysis

- Identify what your audience(s) care about. What are their top challenges? What common questions do they have about Product? What are their top concerns? *[Note: Answers to these questions came from client-supplied market research prepared in 2021]*
- Of these, what areas does the website content address? What does it not address?

- Where can Client fill in the gaps in already-published brachytherapy-related content?
- Which pages on your site are performing well?
- How do you compare against your competitors?

Promised Outcome – Improve engagement and ensure compliance with FDA requirements around promotion of medical devices. (Client manufactures and distributes products used in cancer patients, as well as related surgical devices)

Logistics – Approximately 3 weeks, beginning to end. Compiled compliance issues into a spreadsheet, developed a PowerPoint presentation summarizing those findings, and presented the findings to the client in a Zoom meeting.

Client Feedback – “Identifying the compliance issues was valuable information for the client. I emphasized fixing the reference/citation and claims errors, should be priority #1, and offered to facilitate that project. No steps taken yet though. My client said the content audit and competitive analysis were what he expected. The gap analysis was helpful. The content inventory was ‘just what he was looking for.’”

Reflection – “In retrospect, I shoulda coulda charged more.”

Josh Cantrell | [Signal Brandworks](#)

Offer Name – Funnel in a Day

Fee – \$3,500 - \$5,000, depending on the day; low enough to not get in trouble for being imperfect!

Details

In 1 workday day, we wrote:

- A lead magnet (mini-course)
- A lead magnet landing page
- An upsell thank you page

- A 3-part upsell email sequence
- A 6-part post-purchase email sequence
- A few key tweaks to his home page
- Outlined a new abandoned cart campaign, win-back campaign, and pre-sale email sequence

Promised Outcome – “If you’ve been sitting on a Google drive full of great ideas that never get done because you “don’t have the time to write it all”.. Or if you’re tired of your website leaking leads and potential sales because you don’t have a solid funnel..Or if you just want to start 2022 by building an asset that will work for years to come..then this Funnel-in-a-Day Copywriting Intensive might be a good option. You’d be really surprised how much you can get done in a single, intensely focused, well-planned 8-hour day.”

Logistics

“Here’s how we do it:

1. You fill out an extensive questionnaire before we meet. This allows us to get fully up to speed on your business before we even meet. So we can hit the ground writing.
2. Repurpose your existing content (if any). Often, we can just repackage something you have already done to make it way more compelling. That’s what happened with the coffee brand last week. We took old email newsletters and reshaped them into “modules” for a mini-course. Super cool.
3. Templates, Formulas and Frameworks, baby. Creativity is overrated. Why not just borrow the templates I’ve been using for years to create persuasive, interesting content fast.
4. Simultaneous Work. I won’t be the only one working. We will be working together to organize, research, write, and edit our content throughout the day.
5. Preparation. Using your pre-workshop questionnaire, you will tell me about your business and share any ideas you have. I’ll combine your ideas with mine and develop a detailed execution plan for the day before we even start working.

So when you show up to the workshop, we will already have:

- A solid understanding of your audience, business, and sales process
- Specific ideas for each piece of your funnel
- A detailed action plan for the day

Client Feedback –

Aimee O'Driscoll | Branch Content

Offer Name – Content Strategy

Fee – \$4,500 CAD / ~ \$3,350 USD

Details – “There were two strategies in this instance, one strategy to engage existing users and another to attract new users. We referred to them as ‘internal content strategy’ and ‘external content strategy,’ each comprising a workshop and report. [Here’s the general offering on my site.](#)”

Promised Outcome – This was directly from the proposal:

By the end of this engagement you will have:

- An internal content strategy that helps welcome and engage users
- A clear plan to revise existing content to improve user-friendliness and engagement
- A detailed strategy to implement and test new content ideas that help grow the community
- A premium external content marketing strategy that raises brand awareness and attracts new users:
 - The ability to maintain publishing consistency and coordinate content marketing efforts across departments
 - Positioning that presents CABHI as a thought leader, framing Leap as a go-to platform for intended users
 - A clear action plan for attracting qualified leads who are ready to participate and compelling your audience to take specific actions

Logistics – “It included a two-hour workshop. (I offered two one-hour sessions but they wanted to do them combined, in-person, although we ended up doing it online.) I sent them a questionnaire beforehand and had the report mostly compiled before the workshop. We spent the workshop going through the main components of the report—I put the bare bones in PPT format—to get feedback on my ideas and capture any additional thoughts and ideas they had that didn’t come up in the questionnaire responses.”

Client Feedback – “That is a good question. :) Unfortunately, my contact was going through some personal issues and I haven’t heard back since I sent the reports. And I haven’t followed up because I don’t have the capacity to carry out the work I proposed. I will likely follow up in a month or so when I feel I could fit in the work if they say yes. I know this is probably not the way to do things!”

Reflection – “I should have charged \$4,500 CAD for just one, but it was my first ‘proper’ strategy engagement so I essentially gave a two-for-one deal. My new job is essentially one big strategy and execution engagement so having experience with gathering the right info and producing a report is so valuable to me right now.”

Katie Navarra Bradley | [Katie Navarra](#)

Offer Name – Firestarter Session

Fee – \$600 with first informal launch; \$1,200 beginning in Jan. 2023

Details – Questionnaire via google forms pre-session. 90-minute zoom call. Follow-up notes with a proposal for next steps.

Promised Outcome – Clarity about the biggest idea they wanted to tackle in regards to business development/marketing/content.

Client Feedback – It helped them gain traction and get out from the feeling of spinning tires in a rut.

Ed Gandia | High-Income Business Writing

Offer Name – Breakthrough Engagement

Fee – \$1,200 (as of March 2023)

Details – I stopped offering one-off coaching sessions or consultations in 2014 so I could focus on building and growing my coaching programs. But recently I decided to try something new and different. I opened up a handful of private, one-on-one coaching spots that don't involve any kind of long-term commitment. It's an experiment, so I'm not sure if (or when) I'll continue offering this option. I've noticed that many people in my tribe have a very specific problem they're trying to solve. Something that's really nagging at them. [Here's the full Breakthrough Engagement write-up.](#)

Promised Outcome – “You'll walk away from this engagement with at least one big 'A-ha!' moment or breakthrough, as well as clarity, confidence, an actionable plan for getting tangible results, and much-needed traction and momentum. Again, we're not trying to solve every single challenge you're currently facing in your business. That would just lead to overwhelm and inertia. Instead, we want to focus on a challenge that, if solved, will translate into at least a 10X payback on your investment.”

Logistics

1. They start with a simple diagnostic questionnaire. I may also email with any clarifying questions.
2. I send the link to my calendar where they can book a 45-minute Zoom session with me. This is a private, one-on-one conversation.
3. I turn my notes into a well-organized, actionable plan, customized as a 2- or 3-page PDF summarizing my findings. They receive this action plan within 3 business days.
4. They book another 45-minute call with me, and we go over the plan.

Client Feedback – Enthusiastic, to say the least. [Check out the 5 testimonials here](#) for more insights into how they experienced the value.

Austin Church | Balernum

Offer Name – 1-Day Brand Sprint

Fee – \$3,275 (as of June 2022)

Details – Clients get my undivided attention for a full day. Their sprint is built around their top priorities. They're involved in the branding process, and they pay a single flat fee. They get actionable strategy quickly, usually within 2 business days.

Promised Outcome – Service professionals in crowded markets book a sprint with me when they need actionable brand strategy and don't want to wait months. Note: What I work on with clients depends on their most pressing needs:

- Values – Defining the core values, or operating principles that shape the brand and brand experience
- Positioning – Using key differentiators to create a strong value proposition.
- Purpose – Articulating the brand's transcendent purpose, or Big Why
- Messaging – Hammering out the specific words, phrases, and ideas you want to be known for
- Core Offers – Defining in the 7 parts of a new juicy offer.
- Growth – Setting goals and creating a marketing / biz dev plan to hit them

Logistics

- "You pick a day that works for you and pay the invoice.
- I send you the pre-work questionnaire.
- We pick 1 or 2 top priorities or outcomes in the Kickoff Call.
- I structure the 1-Day Sprint around those outcomes.
- I deliver any support materials beforehand.
- We do the 1-Day Sprint—in person* or on Zoom.
- I deliver your actionable brand strategy.
- I check in periodically."

Client Feedback – I’ve been surprised at just how effusive people are in their thanks and praise. It turns out that *waiting* for solid brand strategy was a pain point I underestimated. Here’s a representative testimonial: “Without a plan you really don’t know where you are going, and the brand sprint, for us, provided the road map and the plan. I do my best work in a tight timeline and with other creative minds around me to bounce ideas back and forth. One action-packed day allowed us to concentrate, expand on ideas we had coming into the meeting, and fine-tune them all by the end.”

Jeff Stasiuk | B2B Working Words

Offer Name – Main Offer Name: “How to Get Effective Engagement with your Prospects and Clients - A Tactical Skills Workshop That Will Get You Results”

Fee – Originally, \$2000; now, \$3295. Feedback from the client was that \$2000 was too little. (He thought \$2000 was fair when I first proposed it, but afterwards he felt I overdelivered so the price was a steal.) So the minimum amount I pegged at \$2000. I’d be a little uncomfortable at this stage with \$4000, so I settled on \$3295.

Details – “I contracted with a new client to put on a 1-day workshop for him and his team. It was not so much about developing strategic clarity. That might come later, but he’s a pretty focused business guy already). In discussions, it became clear he needed something a little more granular for his team.

So I made up a coaching session on Effective Communication Methods for Engaging Prospects and Clients, to get Results. He’s super excited, and your course (and frankly some of your regular emails) really gave me the oomph to pitch it and hammer out a basic proposal for him to sign.

I figured out the details and created the workshop material. (The good news is that I can package it up to resell to others. I won’t have to reinvent the wheel.)

Promised Outcome – I listed the following benefits:

- How to persuade prospects, with emails, to have a conversation..methods used by top-flight businesses

- Best practices for successfully reaching out with the telephone
- Tools you can use to keep prospects moving down their purchasing journey to clients
- How to prime prospects to say “yes” with persuasive presentations and proposals
- How to make your client conversations valuable to clients, even before they buy your product

Logistics

- 7 hours of training: a full day with short 5 min breaks every hour, and ½ hour for lunch
- Client provided the lunch and donuts/coffee/water
- All slides included, plus 3 cheat sheets with additional information
- Two copies of a key book delivering more in depth tactics for the fifth benefit above
- A 1 hour follow-up 3 weeks after for everyone to ask questions after they've had a chance to work the tactics (zoom meeting)
- 2 coffee mugs (my company name) for the two top overall winners of the 7 comprehension tests I gave them during the day
- A handful of rewards throughout the day for people contributing special insights or engagement on the topics (the rewards were large chocolate bars)
- A copy of a special digital tool called Sales Problem Solution Generator (I created the tool, it's kind of cool and a great time saver.)
- A presentation template from a real project I finished for another client a few days before the training, using the concepts presented.

Client Feedback

The response to this was so good, I raised the price by 60% already for the next one. (I took that cue from Austin's career story, and applied Ed's pricing logic of “max/min settle on a little above the average.”). The client from yesterday thought that the new price is still too low for what I delivered. So good feedback.

I also went back to this client and his crew and offered a \$500 credit towards my next project with them, if they can provide a referral that results in me booking another session with some supplier or client or business associate they do business with, or know.

I also added some “extra surprises” after it was over (the next day) to increase the delight factor. Seemed to sink the hook a bit deeper..”

“You killed it and I’ve had very positive feedback from all. Even Tammi* – as much as she is able to compliment. I had no idea what to really expect prior to today but I knew about your style and your passion. I trusted my gut that today would be high value and you over-delivered!” – President of the company

*Tammi was the most belligerent, cranky salesperson I’ve met in a long time, and I was warned about her attitude. I spent a little time focusing on her, and figuring out how to make her 30 years of inside sales take a turn for the better by learning new exciting techniques that she can have fun with. Seemed to work.

Kristine Cain | [Cain Copywriting](#)

Offer Name – Content Roadmapping Session

Fee – \$675

Details – “I did my first Content Roadmapping Session with my oldest client! He loved it and has used my report to help corral the troops on a big project. He said, “This is just what I needed. Can’t wait to do more of these.” Thanks to your expert tutelage!

Promise – The entire year planned out between regular monthly content and special projects at certain intervals built around trade shows and unique marketing initiatives. Analyze where we’ve been and what needs to happen to build thought leadership, how to leverage content properly, and a list of action items for all of us to help us work in tandem more effectively.

Logistics – 90-minute session, had him fill out the Content Strategy questionnaire to help him build out better topics for me to work on. Delivered a full report that he shared with the agency and told them this report was the roadmap for them, too. I wasn’t expecting that LOL!

Client Feedback – “Wow...this is exactly what I needed. I feel like we have a clear direction for ‘23. Let’s do it all!”

My Feedback – This session really transformed our working relationship in the best possible way. He has promised me a testimonial specific to this offering and to leverage that for more engagements in the months to come. You guys are great, and I'm so thankful for that workshop and for everything I learned from you, Ed, since I started this business way back in 2016."

Kellie

Offer Name – Content Marketing Audit

Fee – \$2,750

Promised Outcome – Report that details the client's biggest content opportunities in 2023

Logistics – Reviewed two primary competitors and reported on their messaging lanes, writing style, content formats, downloadable assets, unique content features, content contributors and marketing funnel depth and breadth. Presented the results in a skimmable format that made it clear where the client was doing well and where they needed to fill in some gaps. Pitched an overarching content framework that differentiated them from competitors.

Client Feedback – "Loved the research you did for [client brand name] combined with your insights and thoughtful ideas. I want to do everything! I didn't say this when you were here, but a few weeks ago our digital agency (three people) came to [client brand name]. We spent five hours in a conference room and at the end of it I had no idea what they were proposing we do. You killed it today. Let's get your hourly/retainer fixed ASAP because the value I get from having you on my team is worth all the dollars!"

My Feedback – This project gave me a chance to show my knowledge and expertise beyond copywriting. Not only did I get paid for the strategy, but I doubled my monthly income with this client by pitching him my new monthly subscription offer! Austin helped me think through that offer, too – so it's like an Austin-backed win squared. ☺

More Short Examples

Nick Huber

"Within a week of doing the workshop, I sold three strategy workshops to two clients. I couldn't have done this without the course. The course is clear, practical, and interesting. Highly recommended."

