



Good Words Startup Packages: Marketing Plans

Plan A: Clean It Up **2**

Do you have existing marketing content that needs review and editing before you go live? This plan is for you.

Plan B: Write It Up **4**

Do you need the Good Word pros to write your launch content? This plan is for you. You give us detailed outlines, talking points, and research links. We turn it into the content that gets you noticed.

Plan C: Keep It Up **6**

Once you've got a foundation of great content in place, we match your startup with a Good Words writer for ongoing support for all your content requirements.

About Good Words LLC **8**

Plan A: Clean It Up

Do you have existing marketing content that needs review and editing before you go live? This plan is for you.

Onboarding

The Good Words week 1 onboarding process saves you time and ensures that you get what you need.

- Initial 60-minute Zoom interview with your key team members to help your editor get up to speed on systems, goals, brand voice, style, product offerings, customers, clients, and audience
- Follow-up 30-minute Zoom meetings with individual team members
- Editor receives access to relevant internal systems (e.g., Slack, Google documents, email, etc.)
- Editor reviews all your existing materials (website, sales collateral, marketing materials, white papers, documentation, press releases, blog posts, webinars, social media channels, etc.)

Ongoing Commitments

- Two 30-min weekly Zoom team meeting for questions and content review
- Additional meetings scheduled as needed

Deliverables

- Pitch deck review and edits (2 iterations)
 - We review your pitch deck, and make suggested edits
- Website review and edits (2 iterations)
- Press release review and edits (2 iterations)
- White paper review and edits (2 iterations)
- Brand Style Guide –to make sure your team is on the same page
- Blog review and edits (3 posts, 2 iterations)
- 1 urgent unscheduled item
 - Additional urgent unscheduled items will be billed at hourly

Timeline

Typical length of Clean It Up engagement: 3 months

Note: Deliverables timeline depends on writer having access to team and materials needed as agreed upon.

Additional Add-ons

Add-on items are billed at standard Good Words hourly rates.

- Content rewrites
- Pitch deck content creation and design
- White paper outline, research, draft, revisions
- Additional press releases
- Additional blog posts
- Product descriptions
- Website copywriting
- Explainer videos
- Instructional design and development
- Extra iterations

Cost

- 3-month engagement: \$21,000.00 USD
- 6-month engagement: \$37,800.00 USD
- Hourly rate (for add-on-items): \$125 per hour

Plan B: Write It Up

Do you need the Good Word pros to write your launch content? This plan is for you. You give us detailed outlines, talking points, and research links. We turn it into the content that gets you noticed.

Onboarding

The Good Words week 1 onboarding process saves you time and ensures you get what you need.

- Initial 60-minute Zoom interview with your key players to help writer/s get up to speed on systems, brand voice, style, product offerings, customers, clients
- Followup 30-minute Zoom meetings with individual team members
- Writer receives access to relevant internal systems (e.g., Slack, Google documents, email, etc.)
- Writer reviews all your existing materials (website, sales collateral, marketing materials, white papers, documentation, press releases, blog posts, webinars, social media channels, etc.)

Ongoing Commitments

- 30-min weekly Zoom team meeting for questions and content review
- Additional meetings scheduled as needed

Deliverables

You provide outlines, talking points, and reference links.

- Pitch deck content creation, design, and edits (2 iterations)
- Website copywriting and edits (10 pages, 2 iterations)
- Press release copywriting and edits (2 iterations)
- White paper copywriting and edits (2 iterations)
- Brand Style Guide —to make sure your team is on the same page
- Blog writing and edits (3 posts up to 1000 words, 2 iterations)
- 1 urgent unscheduled item
 - Additional urgent unscheduled items will be billed at hourly

Timeline

Typical length of Write It Up engagement: 3-6 months

Note: Deliverables timeline depends on writer having access to team and materials needed as agreed upon.

Additional Add-ons

Add-on items are billed at standard Good Words hourly rates.

- Additional pitch decks and iterations past 2
- Additional website pages beyond 10 pages/two levels
- Additional white papers—outlines, research, drafts, revisions
- Additional press releases
- Additional blog posts
- Product descriptions and data sheets
- Explainer videos
- Instructional design and development
- Extra iterations

Cost

- 3-month engagement: \$48,500.00 USD
- 6-month engagement: \$87,300.00 USD
- Hourly rate (for add-on items): \$135 per hour

Plan C: Keep It Up

Once you've got a foundation of great content in place, we match your startup with a Good Words writer for ongoing support for all your content requirements. Your Good Words writer will work with your team to ensure readability and clarity of content prepared by your team, and write strategic content as needed.

Onboarding

The Good Words onboarding process makes sure your writer understands your mission inside and out, and ensures seamless integration with your team.

- Initial 60-minute Zoom interview with your key players to help writer/s get up to speed on systems, brand voice, style, product offerings, customers, clients
- Followup 30-minute Zoom meetings with individual team members
- Writer receives access to internal systems (e.g., Slack, Google documents, email, etc.)
- Writer reviews all your existing materials (website, sales collateral, marketing materials, white papers, documentation, press releases, blog posts, webinars, social media channels, etc.)

Ongoing Commitments

- 30-min weekly Zoom team meeting for questions and content review
- Additional meetings scheduled as needed

Deliverables

- Website copy, revisions, and updates
- Newsletter content curation, writing, editing
- Blog content
- Email campaigns
- White papers
- Press releases
- Success stories
- Presentation preparation (decks, webinars, etc.)

Timeline

Typical length of Keep It Up engagement: Varies based on company needs

Note: Deliverables timeline depends on writer having access to team and materials needed as agreed upon.

Additional Add-ons

Add-on items are billed at standard Good Words hourly rates.

- Topic research
- Explainer videos
- Instructional design and development
- SEO consultation
- Content marketing plan and calendar
- Social media curation, posting, tracking, reporting
- Extra iterations

Cost

Varies based on your company's ongoing needs and commitments. Contact your Good Words account manager for a detailed quote.

About Good Words LLC

Good Words LLC is an elite technical communications consulting firm based in Seattle, Washington and remotely around the world. We specialize in producing, editing, and delivering the highest quality communications content for our clients, from Fortune 500 companies to startups. Our team is committed to providing our clients with exceptional service and the highest quality content to help your customers and users succeed.

We work closely with our clients to learn about your unique products, communication style, development process, and content needs. At Good Words, we love the opportunity to build long-term relationships with our clients, who trust us to deliver the best technical content in the industry to help their users achieve their goals.

Our dedicated staff of consultants have produced it all, from marketing materials for enterprise applications, to developer documentation for machine learning algorithms, to embedded how-to videos. Our team understands the unique challenges of communicating complex or specialized information to any audience.

For more information, see www.goodwordswriting.com. We look forward to working with you!