

Kate McMahon My Word SERVICES

CONTENT WRITING

- **BLOG & FEATURE WRITING**
Inform or entertain your audience while optimising your site to be seen.
- **VIDEO, RADIO & PODCAST SCRIPTWRITING**
For selling something, solidifying your brand or entertaining the audience.

STRATEGY & PLANNING

- **CONTENT STRATEGY**
Making what you put on the page and screen matter to align with your business goals and audience's appetite.
- **CONTENT PLAN**
Post-strategy, be armed with a pre-planned snapshot of content ideas for a year of ultimate efficiency.

MARKETING & MORE

- **MAGAZINE LAUNCH & EDITING**
From consumer to B2B, print to digital, I steer the ship from plan to publish.
- **eDM**
Email marketing copywriting that entices your subscribers to click open and be thrilled about doing so.
- **PRESS RELEASE**
Making the content editors take notice.
- **tone of voice guide**
Helping you stand out from the crowd.
- **AWARD SUBMISSION**
Drafting compelling, to-the-point copy that leads to you winning something shiny for your shelf.
- **CASE STUDY**
Helping you prove how great you are to attract more business.
- **BIO**
Avoiding the cliches and copycat summaries to present the unique you.

COPYWRITING

- **CAMPAIGN COPY**
Bite-sized brilliance, from billboards to carousels.
- **BRAND TAGLINE**
Something snappy to sum you up.
- **SEO COPYWRITING**
From clickable headlines and product descriptions to identifying blog and article SERP opportunities.
- **WEBSITE COPY**
Well-crafted web copy in your brand's voice that gets the message across, appeals to your audience and is seen by the search engines.

SOCIAL MEDIA

- **STRATEGY**
 - **MANAGEMENT**
 - **CONTENT & CAPTION COPYWRITING**
 - **CONTENT CREATION**
- Making your content worth scrolling for.

RATES

\$70-\$150 / hour

\$500-\$850 / day

\$0.50-\$1.20 per word

eDM: \$150-\$500

Website: \$150-\$400 per page or multi-page package deal available.

Blogs & feature articles: \$300-\$1200
(depending on complexity)

Content & project packages available

KATE MCMAHON

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OTHER SERVICES

- TEAM LEAD
- PRODUCTION
- CONSULTATION
- BRAND STRATEGY
- IDEATION SESSIONS
- NEW-BUSINESS PITCHING
- COPYWRITING MENTORSHIP
- SHORT/LONG-TERM BACKFILL
- ACCOUNT & CLIENT MANAGEMENT
- PROJECT & CAMPAIGN MANAGEMENT

RATES

NEGOTIABLE ON REQUEST

FOR MORE INFO:

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