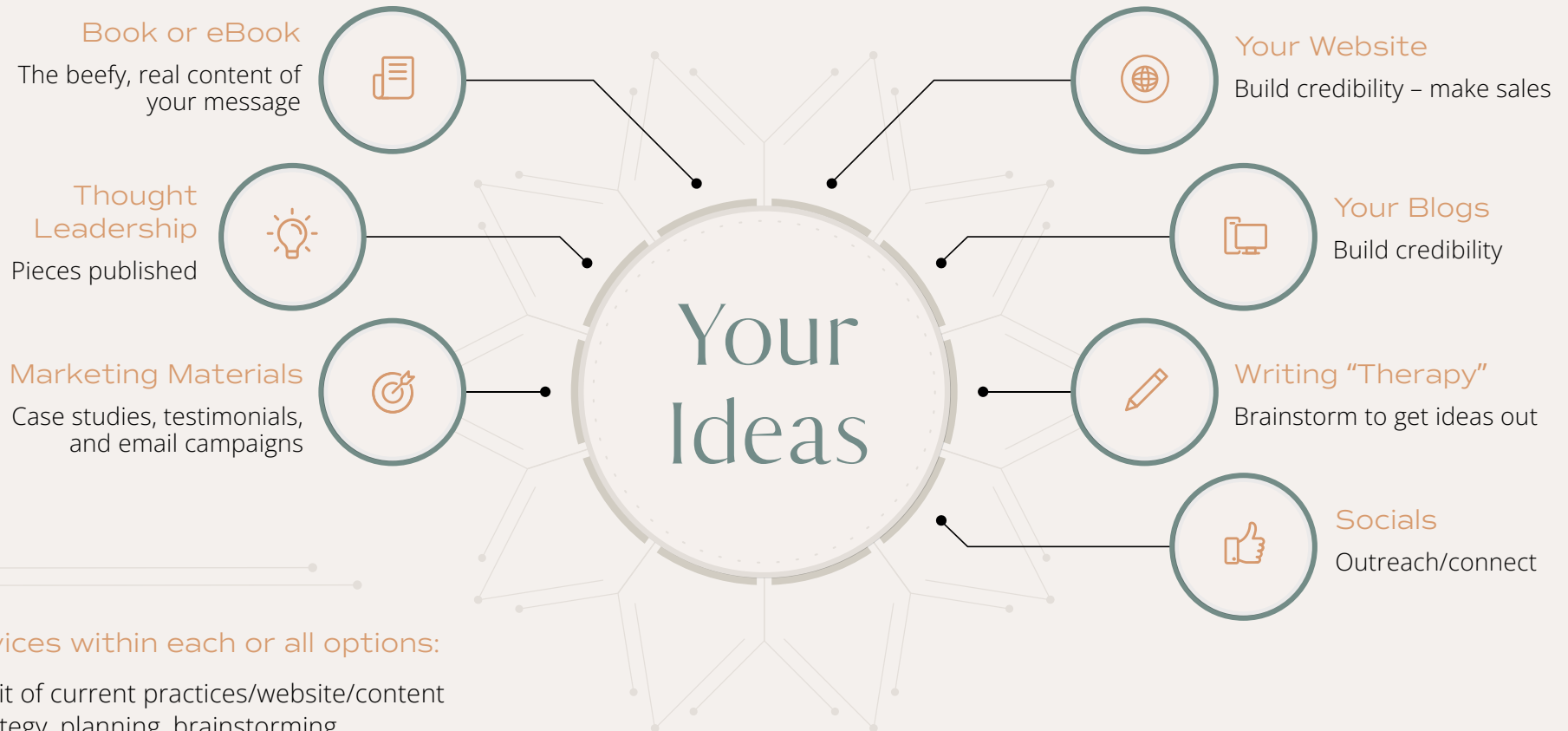


# You have ideas. I have a plan.

*Alexandra Frost*

Editorial Consultant



## Services within each or all options:

- Audit of current practices/website/content
- Strategy, planning, brainstorming
- Building team resources for future sustainability (i.e. style guide, content schedule)
- Developmental editing
- Proof reading
- Ghostwriting
- Interviewing you & key players
- Repurposing content for content

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# You have ideas. I have a plan.

Let's strategize together to fully optimize your ideas to grow your business and reach. Book a free chat [here](#).

## Basic Package – DIY (with a little help)

Best for: Brands with financial constraints who want to get on the right track through a reset and concrete plan. Then they want to take it from there.

Time length: 1 month collaboration

- ❖ Audit of current practices
- ❖ Initial call for pain points and goals
- ❖ Recommendations for a marketing plan
- ❖ Follow-up call

Price: \$2,500

## Ready to Roll Package – Fast track to brand recognition

Best for: Brands who want an ongoing support and relationship through high quality writing, editing, consulting, and more. These brands have a commitment to achieving full brand recognition and seek a longer term, complete impact.

Time length: 3 month collaboration

- ❖ Audit of current practices with recommendations
- ❖ Website refresh
- ❖ Basic blog package
  - 3 to 5 hours to start
  - Weekly meetings thereafter
- ❖ Repurposed content for socials in each blog

Price: \$7,500 (divided into monthly payments of \$2500)

## All-In Package – All of the above, plus 1 add ons

Best for: Brands who are ready to go all in on repurposing and optimizing all potential platforms, and potentially also share their ideas through a book or eBook, and additional assets like case studies, or full website copy renovation (among other options).

Time length: 3 months+ with option to renew

- ❖ Includes Basic Package and Ready to Roll Packages, plus

- One add on, such as thought leadership, writing therapy, case studies
- Additional add ons TBD *\*full book ghostwriting rates discussed separately*

**Price: Starts at \$10,000/month retainer**

## Customized Package

Time length: TBD after consult

- ❖ This option lets you customize a package to fit your marketing needs. Price and time involvement TBD after initial consultation.

**Price: We will come up with a retainer or project fee together**

## By the Hour Consulting

Time length: 1 hour increments as needed

- ❖ Need a thought partner? Brainstorm buddy? I've been called a "content therapist" because I help brand leaders achieve their visions on their own through talking out what they are hoping to achieve. From there, we can make a plan, or you can give it a go on your own.

**Price: \$250/hour**

## Mini Case Studies

### The Ask

Charles is a lead marketing manager for email and blog content, along with web pages, for a major travel healthcare staffing agency. He came to me ready to refresh his web pages, build new blogs that would draw in his target audience of healthcare professionals looking for employment, and initiate an email campaign for that same audience. We worked together for about six months, including on around ten blogs and web pages, a staff mission page, and a full email drip campaign.

### The Outcome

Here's what he had to say:

*"We've been working with Alex Frost & Frost Freelance on a variety of projects over the last 5 months, including building out an extensive email drip campaign, website refresh, and creating various pieces of new content. From the first interaction, Alex has shown incredible professionalism and took the time to get to know our organization's voice. With more than 75 separate pieces of content created, she has consistently met deadlines and required minimal edits on most pieces. The content she has produced has been exactly what we were looking for, and we look forward to working with her on many projects in the future. I would highly recommend working with Alex to better define your brand through her exceptionally written content."*

**Charles Stover, Marketing Lead at Coast Medical Service**

## The Ask

Jack, a marketing consultant for private equity clients in a variety of industries, approached me to interview a subject matter expert and turn their thoughts into thought pieces in the EdTech space. These pieces serve to lead and advise others coming to the private equity clients' sites, to build their reputations as top leaders in their industry. Later, Jack requested my social media copywriting services with another client in the manufacturing industry, to boost his LinkedIn presence.

## The Outcome

Here's what he had to say:

*In my role, I regularly have to seek out contract writers and am often discouraged by the dearth of talent out there. We hired Alex based on her strong writing samples and when she came back with exceptional work exactly as expected, it was really refreshing. The rhetoric of her writing is cohesive and clear, and she was flexible in working with our timeline.*

*I highly recommend Alex if you're considering working with her.*

**Jack Vawdrey, former content leader at Vista Point Advisors, marketing consultant for private equity firms**

## Testimonials

WHEN WE PUT THE POST IN LINKEDIN FOR FREELANCERS, WE RECEIVED OVER 100 RESPONSES. FROM THAT 100, AFTER INTERVIEWS AND TRYOUTS, I NARROWED IT DOWN TO THREE WRITERS SO I THINK VERY HIGHLY OF YOUR WORK FOR US.


— A NATIONALLY RENOWNED BANK'S HEAD OF MARKETING

I THINK THIS MIGHT JUST BE MY FAVORITE TRAVEL PIECE YOU'VE DONE FOR US. THE STRUCTURE OF IT MADE ME FEEL LIKE I WAS RIGHT THERE WITH YOU AND YOUR CREW! FANTASTIC JOB ON THIS ONE.

—CINCINNATI MAGAZINE TRAVEL AND FEATURES EDITOR

THANKS FOR YOUR HARD WORK YESTERDAY! THE CONTENT WE'RE PUSHING OUT IS DOING REALLY WELL IN GOOGLE ANALYTICS. AND THANK YOU FOR KEEPING YOUR STORIES SO WELL-ORGANIZED, TOO!

—BREAKING NEWS EDITOR AT A PARENTING PUBLICATION



ALEX, THANK YOU! THIS IS SO THOROUGH; REALLY GREAT SERVICE... GREAT WORK.

*-FEATURES EDITOR AT THE ATLANTIC*

YOU DID A REALLY GREAT JOB PULLING TOGETHER SO MANY COMPANIES AND MAKING THE CONTENT EASILY DIGESTIBLE!

*-SUCCESS COLUMN EDITOR*

THIS IS AWESOME! THANK YOU SO MUCH, ALEX. I AM VERY HAPPY WITH HOW THE NARRATIVE WORKS

*-EDITOR IN CHIEF AT NATIONAL PRINT MAG*

THANKS SO MUCH FOR SUBMITTING SUCH CLEAN COPY AND STRONG REPORTING, AS ALWAYS!

*-CONTENT MARKETING LEAD AT CAREER TECH COMPANY*

YOU'RE SO SPEEDY. THANK YOU.

*-EDITOR OF GHOSTWRITTEN CONTENT FOR CEO OF LEADING PSYCHOLOGY PLATFORM*

I AM IN LOVE WITH THIS PIECE, ALEX! YOU ABSOLUTELY KNOCKED IT OUT OF THE PARK...SENDING THIS ALONG TO THE HIGHER-UPS, BUT I SINCERELY DOUBT THERE WILL BE ANY EDITS AT ALL. THANK YOU SO, SO MUCH FOR YOUR HARD WORK!

*-CINCINNATI MAGAZINE EDITOR*

JUST HOPPING BACK IN HERE REALLY QUICKLY TO LET YOU KNOW YOUR PIECE IS PERFORMING REALLY WELL! AND WE POSTED IT ON FACEBOOK, WHERE IT IS RESONATING WITH SO MANY PEOPLE. THANK YOU FOR THAT PITCH AND FOR THE PIECE. I KNOW THAT WAS A DIFFICULT EXPERIENCE FOR YOU, AND I REALLY APPRECIATE YOU BEING SO HONEST AND VULNERABLE ABOUT IT.

*-SCARY MOMMY EDITOR*