

STRENGTH IN FEATHERS

# Services & Pricing Guide



[www.strengthinfeathers.com](http://www.strengthinfeathers.com)



# Hello there!

I'm Emily - a freelance content creator and wellness coach based in Falmouth, Cornwall.

I help soulful, independent, lifestyle and wellbeing businesses tell their stories, share their gifts, and cultivate their presence online.

This booklet is to give you a feel for how I work and some of the packages I have in place that can support you with your brand's content creation.



# Looking for Content Creation Support?

In order to write and create for you, I want to have a really good understanding of you and your work, so my very first job is to listen.

I've met so many amazing people running wellness and lifestyle businesses in Cornwall, and each one is a pleasure to know. I'll only work alongside people that have similar values to mine, so that I can share your passion and write with integrity when creating your content.

Often the best way to gauge if we're a good fit for each other is to book in a call and have a chat!



# How Does It Work?

There are a few different options, depending on how you'd like to work together. I can help with:

- 01 SOCIAL MEDIA SUPPORT SESSIONS - ONE OFF
- 02 BRAND PHOTOGRAPHY SESSIONS - ONE OFF
- 03 ONGOING CONTENT CREATION FOR SOCIAL MEDIA
- 04 ONGOING EMAIL NEWSLETTER CREATION
- 05 ONGOING BLOG WRITING

I am based in Falmouth, Cornwall, but will also work with clients remotely.



## GET IN TOUCH:

### CONTACT DETAILS

07899 88 07 09

hello@strengthenfeathers.com

Falmouth, Cornwall, UK

### HOURS

My hours are flexible and can include evening and weekend social media management.

### WEBSITE

[www.strengthenfeathers.com](http://www.strengthenfeathers.com)

### SOCIAL MEDIA

@strength\_in\_feathers

# My Values

A huge part of working with a marketing freelancer is about TRUST. You're giving over some control to someone else, and that can be scary! You need to feel held and supported.

For me, it's essential that my values align with my client's personal and brand values. So, what's important to me?

- ★ Uplifting Content (inspiring rather than shaming.)
- ★ Clarity (easy communication, genuinely helpful.)
- ★ Aesthetics (consistent and beautiful!)

My ethos is all about communication and connection with the right people rather than growing a massive following and chasing algorithms. If you keep sharing your message with clarity and honesty, the right people will hear and see it. This is how I approach my own social media and always have done.

I only do organic social media and marketing, but if you are looking for paid advertising instead, I can recommend some excellent people who can help.





# Social Media Support Session

One of the ways I help with your social media is in a one-off consultancy session. We'll meet for 2 hours and dedicate our joint energy into moving your social media closer to where you'd like it to be.

These sessions are for you if you're feeling uncertain and need guidance or confidence building.

## WHAT YOU'LL GET:

- ✓ Profile reviews and feedback for any immediate changes and suggestions.
- ✓ Opportunity to ask questions and gain reassurance about your approach.
- ✓ Coaching on creating reels and stories if you need it, and potential to make you some bespoke brand templates on Canva.
- ✓ Advice about community building and engaging with other accounts.



# Social Media Support Session

Social media can be made really simple, or made really complicated (sometimes I think it's a bit like the emperor's new clothes!)

If you want a complex plan to outsmart algorithms, grow an epic following and get viral videos, then I can recommend other people who can advise you on this.

If you'd like reminding that you are full of beautiful insights, imagery and words to share, and more than capable of sharing them with your community on these strange bits of technology we use, then I'm here to help!

We can also do some practical work to show you how to create reels and stories, and how to connect with a wider community on your social platforms.

These session work best in person (Falmouth or Penryn) but can also be done online.

YOUR INVESTMENT  
**£95 FOR 2HRS**

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*People don't buy goods and services.  
They buy relations, stories and magic.*

*-Seth Godin*







# Brand Photography Session

If you're looking for a more affordable way to create a bank of imagery and video content that is specific to your brand, this is the option for you.

All photos and videos will be taken or filmed on iPhone, meaning the file sizes are easy for sharing and social media (not high-res for large scale printing.)

Get a body of content which shows you in your work environment, giving your following an insight into what your business really looks like. This can include product shots or in-situ portraits to illustrate a service-based business. We'll capture the essence of who you are.

Sessions are fun and informal, the most important thing is that you feel comfortable and authentic, as this will shine through in the imagery!

YOUR INVESTMENT  
£95 FOR 2HRS



# Ongoing Social Media Content Creation

Whether you're short on time or just don't like doing social media, having ongoing support has proven itself to be a worthwhile investment to businesses of varying sizes.

Outsourcing to a content creator with an agreed plan of action ensures professionalism and consistency for the long-term, building the audience's familiarity and trust in your brand.

After our initial meetings to get to know each other, it's up to you how much ongoing involvement you want to have. Some clients leave me to it, some ping across images and ideas when it suits them, and some like to review all content drafts before publishing.

The platforms I focus on are Instagram and Facebook, but if you'd like to grow your presence on other channels, get in touch and we can adapt packages to encompass these.

| SILVER   | GOLD  | PLATINUM   |
|--|---|--|
| <ul style="list-style-type: none"> <li>Initial profile review and style advice, tweaking current profiles, bios, links.</li> <li><b>TWO</b> posts a week using image/video/bespoke graphics, each with a developed caption and relevant hashtags.</li> <li>Post-Share Stories to maintain a presence in the top bar.</li> <li>Replying to comments and messages (any bespoke queries I'll pass to you!)</li> <li>Community curation and organic growth.</li> </ul> | <ul style="list-style-type: none"> <li>Initial profile review and style advice, tweaking current profiles, bios, links.</li> <li><b>FOUR</b> posts a week using image/video/bespoke graphics, each with a developed caption and relevant hashtags.</li> <li>Post-Share Stories to maintain a presence in the top bar.</li> <li>Replying to comments and messages (any bespoke queries I'll pass to you!)</li> <li>Community curation and organic growth.</li> </ul> | <ul style="list-style-type: none"> <li>Initial profile review and style advice, tweaking current profiles, bios, links.</li> <li><b>SEVEN</b> posts a week using image/video/bespoke graphics, each with a developed caption and relevant hashtags.</li> <li>Post-Share Stories to maintain a presence in the top bar.</li> <li>Replying to comments and messages (any bespoke queries I'll pass to you!)</li> <li>Community curation and organic growth.</li> </ul> |
| £350/MONTH   | £450/MONTH  | £850/MONTH   |

I suggest a three month minimum to start off with as it tends to take a couple of months to get the ball rolling and start seeing results - after that we'll give each other one month notice of any changes.

From experience, it works best if you remain logged in to read and respond to direct messages and more personalised comments yourself - it is your business after all, and people want to talk to you!

This is why I have described what I do as 'content creation' rather than total 'social media management'. Of course I will still help where I can, and if you really don't have the time to do messages and comments, or want a completely offline approach, let me know and we can create a bespoke package.

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*Successful content marketing demands a long-game mindset. Keeping fit and training requires persistence. Building a big brand is a journey. So keep going as there is no other way. Content marketing demands persistence.*

*– Jeff Bullas*



# Additional Services



## Blog Writing

Bespoke blog ideas, planning, text and imagery. Pricing dependent on level of research needed.

£90-  
£140

## Email Newsletters

Curating email newsletters via your system, including planning, content, imagery and links.

£90-  
£140

## Website Copy

Reviewing and writing the text on your website to best showcase your business and brand.

£/hourly

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*Actually talk to your customers. Use  
the language that they use. Talk  
about the things they talk about.  
Never feed salad to a lion.*

*– Jay Acunzo*



# Let's Get Started!

If you've got any questions or would like a no-obligation phone call to chat through options and see how I help your business with content creation, get in touch.

To chat about how we could work together,  
message or email me to set up a call.

That way, I'll be ready and focused on you  
when you ring!

I look forward to hearing from you,

*Emily*

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