



Angie Pedersen, Marketing Consultant
List of Services & Rates

Marketing Consulting & Promotional Brainstorming

\$50 first hour; \$75 each additional hour
(billable in ¼ hour increments, after the first hour)

We'll schedule a phone conversation to chat about your business, your marketing goals, and where you need the most marketing guidance. I'll offer specific ideas on steps you can take to help increase exposure for your business. I'll follow up with an email outlining the topics we discussed, and a proposed Marketing Action Plan, customized for your business.

Press Kit/Marketing Communication Consulting

I have a deep understanding of news value, and can expertly design your press kit to catch the attention of editors in newspapers, TV, and radio. My expertise and insider insight will provide you with all the essential elements you need for a successful press release (or even full press kit).

Smart Noodle Marketing can write press releases for you, and eliminate all the guesswork. These solutions are custom tailored to your specific needs. Some of the services available:

- Press release writing: \$99
- Tip Sheet writing: \$99
- List of article/interview ideas: \$50
- Promotional Article writing (staff interviews, company profile, etc): \$99

Other PR writing services available on a per-project basis:

- Reviewing and revising press releases you've written
- Writing Company profiles
- Crafting custom publicity campaigns

Learn more about the press kits I write for the craft industry:
<http://www.scrapyourstories.com/presskits.htm>

Business Copywriting

All writing assignments include a complimentary consultation meeting (either in person or by phone) to determine your marketing goals and needs, and to get all pertinent information. All completed assignments can be provided to you in whatever format you choose (PDF, Word document, Rich Text File, or Text file), and can be sent to you by email attachment, burned to CD, or uploaded to FTP.

The following writing services are available, quoted on a per-project basis...

- Promotional Brochures & Flyers
- Business Card copy
- Company or Organization newsletters/ezines, including articles
- Copy review & critique
- Proofreading & editing
- Desktop Publishing



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Web Content

A website is only as good as its content. Strong content that provides valuable information provides the foundation of an effective website. How effective is your website? If you're not posting content to your site, or not updating it at least quarterly, you're missing out on marketing potential. Let Smart Noodle Marketing help beef up your content to be truly valuable to your customers. I can help define what kind of content you need to make your website more effective -- I can even write it for you!

Types of Website Content available:

- Articles
- Newsbytes on Industry News
- Online press rooms

Blog Consulting

Tier 1: Blog Setup and Marketing Resources

\$300 + \$89.50 for annual Typepad Plus blog hosting (payable to Typepad)

- Initial Phone Consult to discuss promotional needs, and how a blog can help meet them
- Create a blog in your name with your photo, About Me info, and blog description.
- Follow-up Phone Consult to train you how to post to the blog, how to "ping", tips on writing posts and potential topics
- Complimentary mp3 recording of "Blogging Blitz: Blast Your Marketing Message with Blogs" teleseminar (\$118 value)
- Complimentary PDF Report: "OK, I Have a Blog; Now What?" -- your "to-do" Action Plan for driving traffic to your blog

Tier 2: Blog Setup, Marketing Resources, & Email Support

\$500 + \$89.50 for annual Typepad Plus blog hosting (payable to Typepad)

- Initial Phone Consult to discuss promotional needs, and how a blog can help meet them
- Create a blog in your name with your photo, About Me info and blog description
- Follow-up Phone Consult to train you how to post to the blog, how to "ping", tips on writing posts and potential topics
- Complimentary mp3 recording of "Blogging Blitz: Blast Your Marketing Message with Blogs" teleseminar (\$118 value)
- Complimentary PDF Report: "OK, I Have a Blog; Now What?" -- your "to-do" Action Plan for driving traffic to your blog
- Email support for 1 month following blog training

Other marketing consulting services available --
just ask, and one will be custom-designed for you!

Email me at angie@smartenoodle.net for more information on how I can help your small business get noticed.

Visit my **Creative Marketing blog** at <http://angiepedersen.typepad.com/consulting/> to read about some of my most recent ideas & projects!