

The ^{Hella}
Brilliant
Company

Services and Pricing Guide

Narrative Development. Copywriting Ideation.

hellabrilliant.com



Copy and Content Writing Services

The Hella Brilliant Company provides uniquely transformative copy and content writing services to clients who are ready to grow their aptitude for authentic engagement. We are dedicated to supporting our clients in creating long-lasting, impactful relationships with their audiences- both internal and external.

Let's get to work!

EXTERNAL COMMUNICATIONS PACKAGE INCLUDES:

- 90-Minute Session: External Narrative Audit Review
- Sales & Marketing Copy
- 5 pages of Website Copy (About, Offer, Products/Services)
- 15 Social Media Content Captions (LinkedIn, Instagram, Facebook,)
- Segmented Email Templates
- Pitch Deck

INTERNAL COMMUNICATIONS PACKAGE INCLUDES:

- 90 Minute Session: Internal Narrative Audit Review
- Board and Staff Bios
- People Management Handbook Revisions
- Case for Support
- Diversity, Equity, and Inclusion Statement

YOUR INVESTMENT

\$7,000



Narrative Development Ideation and Copy Writing

We've all heard the old saying "It's not what you know, it's who you know." At The Hella Brilliant Company, we beg to differ. It's about whether or not the folks that "know" you believe you know what you say you know, and can prove it.

The key to effective audience engagement and brand management is understanding the perception of who you are, what you do, why you do it, and why folks think that's important!

The Hella Brilliant Narrative Development and Ideation Package will guide you through the process of establishing responses to those questions that will invite further connection and investment from your audience while building a brand you can be proud of!

Let's get to work!

NARRATIVE DEVELOPMENT AND IDEATION PACKAGE

- 60 Minute Audit Session + Audit Workbook
- 120 Minute Strategic Ideation Session
- Case for Support Template
- One Pager Template
- Project Brain Template + Implementation Support

OPTIONAL ADD ONS:

- Additional 60 Minute Implementation Support Session \$300
- Sales and Marketing Copy \$700

YOUR INVESTMENT

\$4,500



Hella Brilliant Ideation Session

You know those moments when you could use a teammate but you really don't need a *team*? Yea- welcome to entrepreneurship, leadership, and all the other ships that exist between your genius and income streams. No worries- The Hella Brilliant Company is here to help with a Hella Brilliant Ideation Session! During this time we can discuss the brand audit process, review some best practices for engaging across audiences and begin the work of redirecting or developing your brand narrative.

Let's get to work!

HELLA BRILLINT IDEATION SESSION

- 90-Minute Virtual Session:
 - Coaching on Brand Audit Templates
 - Reviewing Keys to Effective Relationship Building
 - Brand Tone Feedback and Advising
- You will receive
 - Brand Audit Workbook and Templates
 - 90-Day Access to the Self-Guided Hella Brilliant Video Series

OPTIONAL ADD ONS:

- | | |
|---------------------------------------|--------|
| • 60 Minute Template Training Session | \$300 |
| • Copy and Content Writing | \$700+ |

YOUR INVESTMENT

\$750