

# Copy for a Landing Page promoting a professional who helps freelancers set their fees

Optional headlines for testing:

- 1) Are you charging enough to pay your bills and grow your business?
- 2) What would you have to charge per hour to pay yourself and sustain your business?
- 3) Are you earning enough? Should you be charging more?

Other things to test:

- 1) Stating or not stating the price on the landing page. Many offers don't include the price until you get to the final part of the order form.
- 2) The hyperlinked text to go to the order form.

## FIRST LANDING PAGE

You work long hours. You hone your skills. You have talent.  
Are you making enough money to live comfortably, and to fund your business?  
What would the right rate be?

Barbara Zeigler can help. A professional coach with 20 years experience and an MBA, Barbara has coached hundreds of professionals and business owners.

Through her work, she has developed a simple but extraordinarily effective spreadsheet that takes into account your salary, your businesses expenses, and how many hours a year you can reasonably bill.

When you're finished, you'll know what you need to charge to make your numbers really work. No more hoping everything comes together. No more working impossible hours.

But that's not all Barbara can do for you. After all, knowing your goal hourly rate is one thing; getting it is another. The next phase of Barbara's work with you will be to identify a niche market where you can specialize your skills in order to be paid the price you ask.

It only takes two hours. After two one-hour sessions, you'll have a completely different approach to your business, your finances, and your market value.

It's the best \$145 you may ever spend. But act quickly; these teleclasses take only five people at a time, and Barbara's time is limited.

[Click here to reserve the next available opening](#)

Here's what you'll know after two sessions:

- 1) How much you need to charge per hour to make your financial goals
- 2) How to define your business expenses
- 3) How many days a year have to actually work after you've done your business promotion, administrative tasks, and taken vacation and down time.
- 4) Exactly what actions to take toward achieving your goal hourly rate
- 5) How to create a financial statement to be used for planning or business loans

Here's how it works

- 1) Sign up for the teleseminar
- 2) Within two weeks, you'll have your first session with Barbara. Each telecourse includes two sessions. There will be four other professionals on the call with you.
- 3) During the first session, you'll work through the financial calculations to come to your final hourly rate. At the end of this session, you'll have a vastly clearer picture of your businesses needs than you do now.
- 4) The next week during the second session, you and the other four participants will learn how to focus your services and increase your skills so you can find a market and a clientele that will pay your goal hourly rate.
- 5) At the end of the last session, Barbara will introduce you to extensive resources so you can continue to grow toward your goal after the call.

Don't spend another day in a fog about how much you need to earn. And don't waste another day earning less than you could. [Sign up here. Now.](#)

## **SECOND LANDING PAGE**

You work long hours. You hone your skills. You have talent.  
Are you making enough money to live comfortably, and to fund your business?  
What would the right rate be?

Pam Neely, City Different Marketing  
505-660-7072 | [www.CityDifferentMarketing.com](http://www.CityDifferentMarketing.com) | [pam@citydifferentmarketing.com](mailto:pam@citydifferentmarketing.com)

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