



Gudrun Lauret

Copywriter and lover of words

Services and Price Guide

www.gudrunlauret.com

About Gudrun Lauret Copywriting



I combine over 20 years' writing experience with knowledge of content marketing to offer a unique service for my clients. I work with people who understand the importance of good copy and how it can help their content marketing, but are too busy to do it themselves.

My premium services reflect the ambition and professionalism of my clients, and gives them a competitive edge. I put together a full discussion document to clarify the requirements, services offered, costs and deadlines before starting work with any new client.

I'm a prolific content creator, but I felt I wasn't making enough of the content I produce. Gudrun's really transformed the way I deal with that. She extracts the goodness from my content and repackages it in different ways." Richard Tubb, IT Business Growth Expert

[Click to book your discovery call](#)

The Content Collective - Exclusive Retainer Package, Tailored to Suit Your Needs

I provide a fully bespoke package to a small group of clients to supercharge their content, expand their reach, grow their audience and build credibility. Mix and match any of the options from this guide, or request something specific, such as:

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| <ul style="list-style-type: none">● Case studies● Product descriptions● Internal documents● Conference or course materials● Web copy● Video scripts● Ebooks | <ul style="list-style-type: none">● Lead magnets● Social media snippets● Info guides● Style guides● Newsletters● Email campaigns● Quizzes |
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[Get in touch](#) to discuss your requirements. If there's something you need that's not on the list, just ask!

Thought Leader - White Paper Research & Creation

If you're a specialist in your field, you'll want to demonstrate that. A well-researched white paper, that clearly explains a topic, and with the latest data and sources included, is the perfect way to show you know your stuff.

We'll agree the subject and word length together, and if you've got your own source material, I can use that. You can also signpost me to other sites and organisations. I'll create the white paper and use your preferred citation style, and you can add any diagrams or illustrations as appropriate.

You will own the copyright and can use the white paper as a lead magnet, article submission or training material.

"As a busy trainer, I rely on in-depth case studies and white papers to hand out to delegates, but don't always have time to produce these myself. Gudrun is able to take the notes I supply, carry out research and write up the findings into a clear, detailed guide I can use as supporting course material."

David Algeo, Stressed Guru (Resilience & Stress Management Expert)

From **£750**

Audience-Building Blogs

Blogs are a great way to get started with content marketing, as you don't need any specialist equipment and can quickly build up an archive of helpful articles for your readers which will showcase your knowledge and help you to stand out.

The key is to be consistent with your blog output and to provide value to your audience. You can choose the topics, or we can work on these together. You can organise by theme, service, season or whatever is appropriate to your industry, and we can plan as many as you want.

You'll receive weekly blogs, ready to upload and schedule, with keywords used appropriately and to your word count (minimum 300 words). Sent as you need them or all at once. I can also upload blogs to your website and optimise them using an SEO plugin as an additional service.

£385 per month (1 blog per week)



SEO-Enhancing Show Notes - for More Popular Podcasts

Your podcast deserves great show notes so people can find out more about your guest, scan a list of the highlights or read a blog post about the topics you cover.

When your priorities are sourcing guests, recording, editing, publishing and marketing your podcast, show notes tend to fall by the wayside. Send me the raw audio file and I'll produce the show notes, speeding up your turnaround time and helping you publish faster.

You'll get a full transcript of the show, proofed, edited and polished - ideal for people who prefer this type of content, or have hearing impairments. You'll also get a summary of the guest plus contact details, and a blog post of around 600 words (perfect for improving your SEO rankings) based on the topics discussed.

£600 p/m (4 podcasts)

Content Boost - Audit & Repurposing Plan

Have you been creating content for a while and built up a collection of blogs, guest posts, presentation slides and recordings but have no idea what to do with them?

A content audit allows you to create a definitive list of your entire output, to identify what's still relevant and what you can reuse.

We'll collect links and original copies of everything, decide if there's value in it, and come up with a list of ways that you can revitalise your content, repurpose it in other formats and share across social media platform to reach a wider audience.

Gudrun is a fabulous copywriter. We looked at a collection of teleseminars and webinars, which she transcribed and turned into a series of blog posts, slides and social media posts. She is professional, efficient and thorough." Aileen Smith, The Health Heroine (Nutrition and Lifestyle Coach)

£500

Content Maximiser - Enhancing Podcasts & Webinars

You've built your audience and upped your content game with a podcast or video show, or you're offering exclusive webinars. You've featured industry experts, shared your knowledge and given your audience a ton of value, but you know you could do more with it.

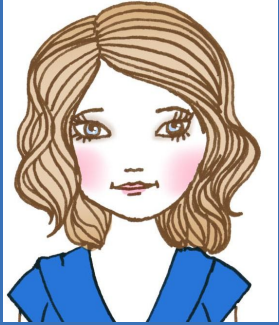
Don't worry that these are confined to the archive, never to be heard again. Send me the original recording and I'll transcribe it into a series of blog posts, with the best bits pulled out and polished. I'll add intros and conclusions, and you'll have blog posts ready to share wherever you like, saving you hours of trying to write up the audio yourself.

The blogs can then be reused and repurposed in any way you like, so that none of the goodness is lost.

£600 for fully proofed and edited transcripts plus blog series.

Posts can be uploaded to websites and formatted as an additional service. I can also create graphics for social media as required.

Want to Know More?



If you have any questions or you'd like a service not listed here, please get in touch:
gudrun@gudrunlauret.com gudrunlauret.com/contact

Book a discovery call [here](#) to find out how I can help you achieve more with your content marketing and help you boost your authority.

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