

Creating a Course Made Easy

This *Course Copy Launch Booklet* was designed to allow you to understand the timeline, deliverables, and prices if we work together.

This booklet was created to give what clients typically need: course launching assistance.

While I am happy to help you navigate the course roadmap, you will also notice that I can create several other deliverables as well.

Whether you have current or future needs, I am happy to partner with you to get your course launched quickly.

Let's jump in!



Hello and Welcome!

I am so excited to possibly work with you on your course! If you are equally happy to launch your course AND if you love what you see in this booklet, I would love for you to contact me! Even if you are not ready to kick off your course, then

[book a call in my calendar!](#)

The pages in this booklet will give you an idea of the process, pricing, and timeframes for a course copy launch. I know you are pumped to start your course. How could you not be? After all, you can get your name or brand out there while offering courses.

BUT I am ecstatic to chat about what you are looking for and how I can further assist you.

Want to turn your course evergreen?

Get new memberships?

Need a welcome sequence that compels your audience to book a call with you, or make a purchase?

I can do all of these, too.

I cannot wait to talk further! Now, let's get your course started!

To Your Success,

Maeghan Dos Anjos

Copywriter/Designer



WHY ME?

I am not your typical writer or designer. For over a decade, I worked for municipalities, focusing on their communication and outreach needs. I converted messaging to approve votes for local environmental bills and regulations.

Now, I use those same creative skills to help businesses & nonprofits grow as a highly effective conversion copywriter.

Course Copy Deliverables

Creating Your Course

You have skills and knowledge, and now you are ready to offer your talents as a coach or content creator.

Creating courses can take a lot of time to learn and develop. I take the writing workload off your shoulders by writing scripts, email sequencing, landing pages, and more. This allows you to conduct your course efficiently.

Course Launch Package: Deliverables from Start to Finish

I perform marketing and customer analysis, allowing you to receive the following deliverables:

- Customer Survey Analysis
- Copy for 1 Sales Page
- 1 Webinar Invite Sequence
- 1 Webinar Show Up Sequence
- 1 Promo Sequence
- 2 Revisions Per Deliverables

View my writing and designs on my portfolio:
www.maeghanwrites.com

Going Beyond Courses

All Services Offered

Starting or revising a course is an exciting journey and a great opportunity!

You get to tell your story and prove your knowledge and skill to others with similar interests.

In turn, your name gets out there, allowing you to brand and expand!

When you are ready to expand, I also provide content and copy for:

- Social Media Marketing
- Email Campaigns
- Newsletters
- Product Descriptions
- Websites/ Landing Pages

For a complete list of my services, please navigate to "[When You're Ready to Grow.](#)"

Easy 5 Step Process

STEP ONE: Onboarding

- Fill Out a Questionnaire
- We chat on Google Meet for 1 Hour

STEP TWO: Research

- I conduct customer interviews
- Communicate with 9 customers in online groups that match your course type

STEP THREE: Must-Know Message Distilling

- I ensure I understand my findings
- Create your necessary messaging that your customers want

STEP FOUR: Writing

- I write, write, and write
- You'll do other things that are not writing

STEP FIVE Editing

- You get a wonderful copy document
- You send me your revisions
- This will be done twice to make it amazing

How Long Does It Take?

I know how important your course is to you. Therefore, I hold on to my integrity, allowing me to deliver your copy documents in a timely manner. This allows you to take one more project off your desk and mind. That stated, this is generally how a course copy launch project starts and finishes.

PROJECT START DATE: in 3-6 weeks

PROJECT END DATE: A few weeks after the start date

What I Work On	When is It Finished
Customer Survey Data Collection	5 Business Days
Sales Page Copywriting	10 Business Days
Webinar Invite Sequence Writing	5 Business Days
Webinar Show Up Sequence Writing	5 Business Days
Promo Sequence Writing	10 Business Days
Buffer Window to Finalize Edits	5 Business Days

To begin your project and launch your course, I require a 50% deposit upon booking. The remaining amount is due after you receive your final copy. If preferred, we can divide your total amount into 3 or 4 monthly payments. Need another adjustment? Just let me know!

THE COURSE COPY LAUNCH

Item Description	Price
Webinar Invite Sequence	\$1,000
Webinar Show Up Sequence	\$900
Promo Sequence	\$2,500
Sales Page	\$3,000
Messaging & Strategy	\$750 Bonus!
Buffer window to finalize edits	\$1,000 Bonus!
TOTAL	\$7,500

When You're Ready to Grow

THE FULL COURSE COPY PRICING

Looking for more services, or interested in the transparent pricing table? Look no further (other than the table below and the next page...).

Item Description	Price
Webinar Invite Sequence	\$1,000
Webinar Show Up Sequence	\$900
Promo Sequence	\$2,500
Sales Page	\$3,000
Welcome Sequence	\$1,500
7 Day Evergreen Funnel	\$3,500
5 Day Evergreen	\$3,000
3 Day Evergreen Funnel	\$2,500
3 Day Flash Sale with Teasers	\$1,750
5 Day Flash Sale with Teasers	\$2,000
Video Scripts	Request A Quote
Email Marketing	\$1,500 (5-8 emails Nurturing Sequence)

FULL WRITING SERVICES

Item Description	Price
Article for Blog	\$300 (up to 1,000 words)
Social Media Marketing	\$100/post
Newsletters	\$400 (up to 1,000 words)
Website Copy and Design	Starting at \$1,000
Splash Screens	\$500
Product Descriptions	\$450 (5-10 descriptions)

FULL DESIGN SERVICES

Item Description	Price
Business Logo	\$150
Business Cards	\$80
Infographics	\$200 (Simple, 1 Page) \$400 (up to 5 pages)
Company Documents/Flyers	Starting at \$400

When you are ready to grow your brand, I will be right there with you, guiding you through the process!

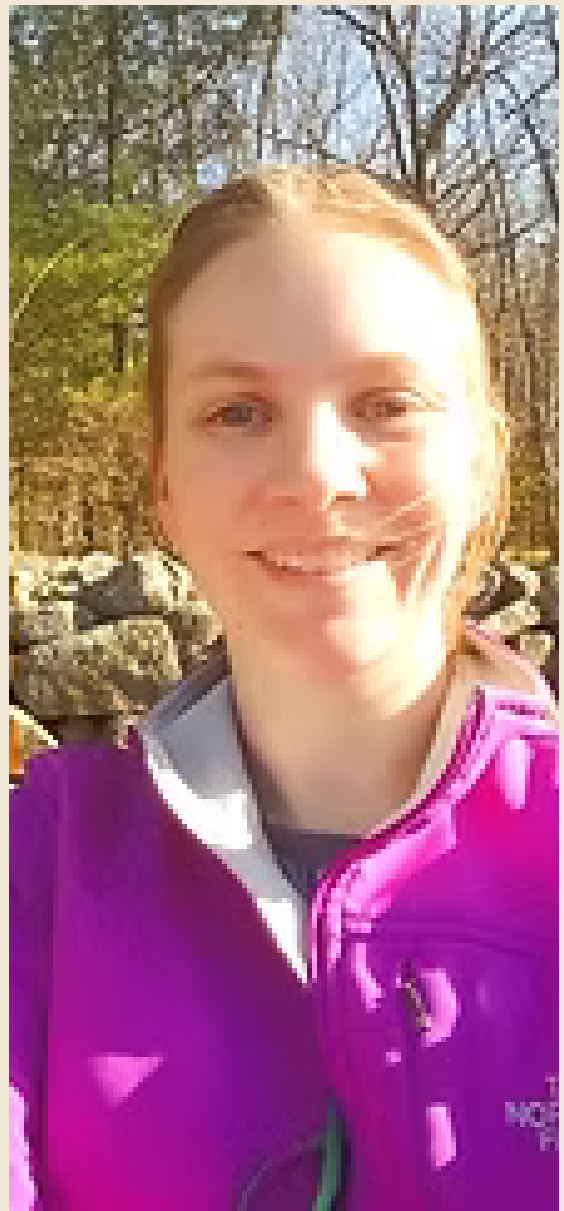
Why Work With Me? *A Former Municipal Officer*

NOT YOUR AVERAGE WRITER...

Every person and brand has a story, and I am no different!

Granted, the minor details may differ from your journey, but underneath it all, I understand how life and business work:

- My current season is a mother of two wonderful children under 4. I completely understand the commitment it takes to be a mompreneur!
- For more than a decade (10 years), I worked as an environmental municipal officer. My communication skills were necessary to get voters to the polls for environmental regulations. I generated more than \$1M in revenue, which is still ongoing today.
- More recently, I spent time learning and writing copy after completing my training with a copywriter who has generated more than \$1M in revenue and continues to hold top-tier clients (Adidas and Keurig, to name a few).
- Since becoming a copywriter, I am not afraid to admit that while I go to downtown areas, I scan and read every billboard, flyer, business sign, and kiosk, and think of a way to make it better.
- I am a little afraid to admit that, despite our digital world, I still use a pen and paper for writing copy or content.



TESTIMONIALS

If you need pamphlets [ads] or logos for your business, call Maeghan Dos Anjos.

She rocks at everything she does.

I highly recommend her."

PAMELA SOUSA
Owner, Shine and Clean Perfection

"Working with Maeghan Dos Anjos on our website was an absolute pleasure from start to finish. She was incredibly easy to talk to, approachable, and truly knowledgeable in her craft. From our very first conversation, she made the entire process feel smooth and manageable.

Maeghan was reliable and delivered everything on time, no delays, no confusion. What she promised, she delivered, and honestly, she went above and beyond our expectations. She took the time to walk us through every step, making sure we understood the process, and consistently kept us updated through email so we always felt informed and supported.

We are especially grateful for the spirit of collaboration she brought to this project. It never felt transactional; it felt like a true partnership. When she kindly asked to feature our website in her portfolio, it was an easy yes for us.

As an organization that believes deeply in supporting small businesses and women-owned businesses, we are proud to uplift Maeghan and her work. We wish her continued success and look forward to future collaborations.

We highly recommend her to anyone looking for a skilled, dependable, and thoughtful creative partner."

MIRLESNA AZOR-STERLIN
Co-Founder & Chair, Haitians of The Triangle

Let's Launch Your Course *Together*

READY TO LAUNCH? SO AM I!

If you read the entire booklet, and you are ready to start your course launch
the next step is to [book a discovery call](#).

On the call, we will go over any questions you may have, the process, and work out
the details for your course.

If you have a few quick questions, I would be
more than happy to answer them through a
phone call or email.



774-423-7973



maeghan.dosanjos@gmail.com



www.maeghanwrites.com

