



SERVICES & PRICING *guide*



Hello there!

Soul-led Business Growth.

Transform your abundant vision into a thriving business, empowering you to make a positive impact and experience the fulfilment of sharing your unique gifts with the world.

Luceo Business Development and Marketing Services are designed to become your dedicated partner, offering comprehensive support for all your business coaching and done-for-you business needs.

If you can not find a match for your needs, please reach out to me, and I can create a bespoke package for you and your business.



Kerriann xx

Founder, Luceo Business and Marketing



Soul-led Business Growth Plan

For existing and startup businesses, this package is designed for passionate soul-led business owners who need to refocus; this package provides the fundamental plan and strategy to make a lasting impact and have long-term sustainable growth in your business.

WHAT YOU'LL GET:

- ✓ **Business Review:** Analysis of your existing business plan, profit potential (income and expenses), and marketing strategy.
- ✓ **Business Development Plan and 12-Month Projection:** Mapping out your income and expenses with a focus on optimising your impact and profitably, and long-term vision
- ✓ **Marketing Plan:** Brand message and marketing plan that matches income goals with a soul-led strategy to ensure you're focusing your energy on the right actions to achieve your objectives.
- ✓ **Marketing Funnel Assessment + Funnel Plan:** I'll assess your existing funnels and create a plan for new sales funnels in alignment with your annual goals.
- ✓ **Zoom Sessions:**
 - 1 x 45-minute Onboarding Session
 - 1 x 45-minute Zoom Plan Delivery Session
 - 1 x 30-minute Implementation Follow-Up Session
- ✓ **Inclusions:**
 - WhatsApp and email communication
 - Business overview Questionnaires
 - Business and Marketing Plan Documentation

YOUR INVESTMENT

\$899

Price in Australian dollars - including GST. Three-month **Payment Plan Option** - \$325 per month.
Project duration window: 2-4 weeks. Add-ons: 20% of all services excluding monthly packages



Soul Business Growth Plan

+

Full-Service Monthly Marketing

This package is a full-service package designed to have someone take care of all the aspects of day-to-day business growth and marketing activities.

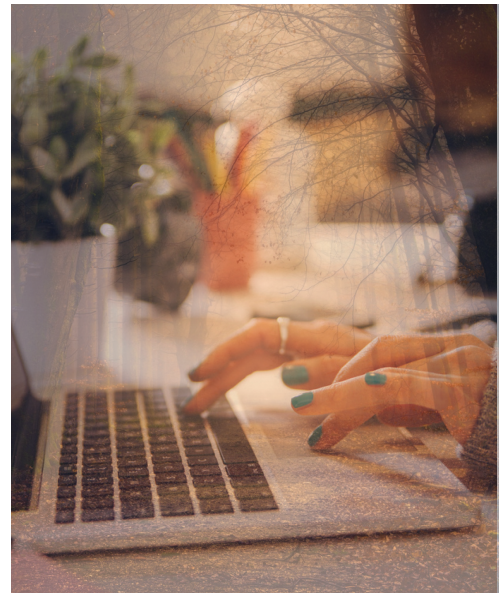
PRICE PER MONTH **\$4,444**

Price in Australian dollars - including GST

SOUL BUSINESS GROWTH PLAN PACKAGE PLUS MONTHLY MARKETING:

- ✓ Monthly Review and Strategy Meetings & Coaching Calls
- ✓ Monthly Daily Social Media Content Creation incl video editing (1 x piece per day)
- ✓ Social Media Management (Up to 3 x channels)
- ✓ Weekly Newsletters (Including sales)
- ✓ Weekly Blog or Article Creation
- ✓ Podcast Editing (if applicable, up to four episodes per month)
- ✓ Launch Strategy and Live Launch Support (Up to three launches per year)
- ✓ Communication Automation setup and monitoring (ManyChat and Email)
- ✓ Sales Funnel Creation and Monitoring and Improvement (Up to three funnels per year)
- ✓ Lead Generation Creation - pdf workbooks, webinar etc. (Up to three per year)

Weekly Content Production



01 SOCIAL MEDIA WEEKLY CONTENT PRODUCTION

- 2 x Reels/Short Form videos
- 5 x Images/Graphics
- 4 x Stories

02 WEEKLY EMAIL MARKETING & BLOGS

- 1 x Newsletter to your Email list
- 1 x Blog or Article

03 VIDEO AND PODCAST EDITING

- 1 x Long-form Video Editing (up to 30 minutes) - optimised for YouTube, includes graphics and subtitles.
- 1 x Podcast Episode Editing (up to 1 hour) - includes channel distribution and SEO optimised description.

04 MONTHLY STRATEGY MEETING

- 1 x Monthly Meeting to Review Strategy, Goals, Creative Ideas and Marketing Objectives.

AVAILABLE AS A
MONTHLY PACKAGE

PRICE PER MONTH

\$1,299

Price in Australian dollars - including GST

Payment to be made in advance by the
3rd of Each Month

For Full-service
Social Media Management
please contact me:
kerriann@kerriannmackenzie.com

Soul-led Lead Gen + Sales Funnel

Soul-led Sales funnels are built from being of service. They create beautiful relationships and create long-term customer relationships. Sometimes the word “sales funnel” can sound overwhelming and super salesy, but in reality, it’s all about building connections, servicing your audience, and letting them know how you can help them.

Our packages are optimised for Kajabi websites. If you require funnels for other websites and marketing platforms, we can accommodate you as required. Please request a quote at kerriann@lucecollective.au

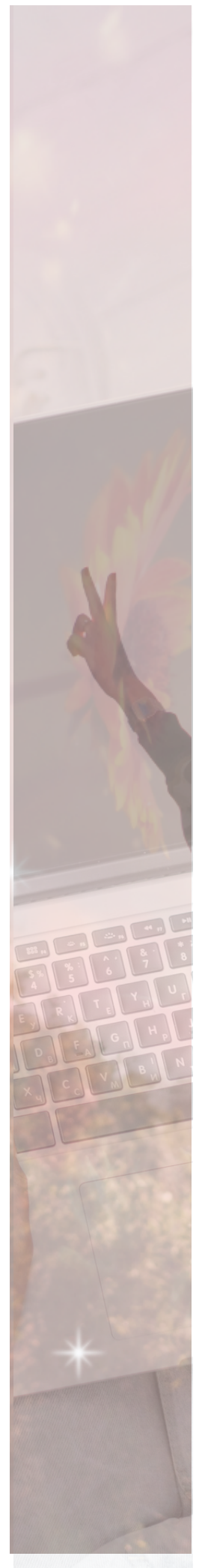
WHAT YOU'LL GET:

- ✓ Brand Messaging and Onboarding Meeting via Zoom
- ✓ 1 x Lead Magnet Co-Creation* - Webinar, PDF workbook, Worksheet, Mini-course
- ✓ 1 x Lead Generations sign Up Page - Includes Design and Copy Writing
- ✓ 1 x Optimised Sales Page - Includes Design and Copy Writing
- ✓ 1 x Email Nurture Sequence (up to six emails)
- ✓ 1 x Email Sales Sequence (up to six emails)
- ✓ 1 x Thank you Page - Includes Design and Copy Writing
- ✓ 6 x Promotion Content (2 x video, 4 x Image/Graphic)
- ✓ Includes all backend tech. Platforms; Kajabi, Teachable, Thinkific, Systeme.io

YOUR INVESTMENT

\$1599

Price in Australian dollars - including GST. **Payment Plan Option:** \$499 deposit plus 4 x monthly payments \$250. Project duration window: 4-6 weeks. Add-ons: 20% of all services excluding monthly packages





Launching Packages

Soul-led LIVE Launch Support **Investment: \$2999**
6-8 Week Pre-Launch & Launch Activity **Payment Plan: \$999 deposit then seven monthly payments of \$299**

- Launch Strategy and Project Timeline ✓
- Launch Social Media Content ✓
- Launch Sales Page, Funnel & Lead/Opt in Creation ✓
- Launch Email Sequences (up to 20 emails) ✓
- Launch Event Ads Coordination ✓
- Live Launch Event Support: 1 x Webinar, Challenge, Bootcamp etc ✓
- 6-8 Week Launch Support Communications ✓
- Priority Access: Exclusive Support via Email and WhatsApp ✓
- 45-minute Zoom weekly Launch Mindset Coaching ✓
- All backend tech set up and launch period tech support ✓

Soul-led NOT LIVE Launch Support **Investment: \$1299**
2-5 Week Pre-Launch & Launch Activity **Payment Plan: \$499 deposit then three monthly payments of \$299**

- Launch Strategy and Project Timeline ✓
- Launch Social Media Content ✓
- Launch Sales Page Creation - Copy and Design ✓
- Launch Funnel Tech Set Up ✓
- Launch Email Sequences (up to 20 emails) ✓
- 2-5 Week Launch Support Communications ✓
- Priority Access: Exclusive Support via Email and WhatsApp ✓
- 45-minute Zoom weekly Launch Mindset Coaching ✓

All prices in Australian dollars - including GST. Project duration window: 5 -12 weeks.

Website Creation



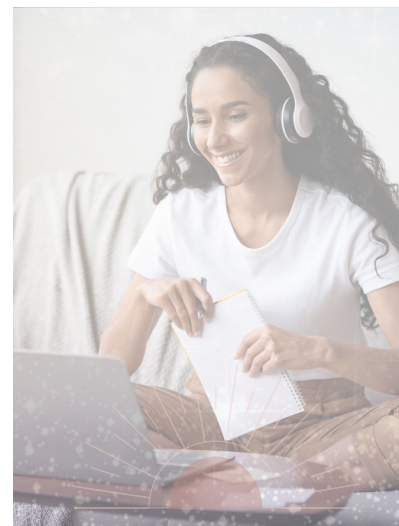
Main I work with - Kajabi, Thinkific, Stysteme.io, Teachable, Click Funnel, Squarespace, WordPress, Canva Websites, and Wix

<p>Sales Page Creation + Copy</p>	<ul style="list-style-type: none"> ~ Brand Messaging Questionnaire ~ Product Review and Sales Strategy ~ Sales Page Design + Copy (3 x unlimited reviews) ~ 4 x sales sequence email 	<p>\$599</p>
<p>Brand Messaging & Entire Website Copy Rewrite</p>	<ul style="list-style-type: none"> ~ Brand Identity Review Consultation ~ Brand Messaging Collateral Document ~ Ideal client/customer Avatar Creation ~ 10 Page Website Copy Rewrite & Image Update 	<p>\$1799</p>
<p>Complete Brand Messaging, Website Design and Copy Writing</p>	<ul style="list-style-type: none"> ~ Website Design Consultation - via zoom ~ Brand Identity & Brand Messaging ~ Website Customer Optimisation & SEO ~ 10 Page Website Copy Writing ~ 10 Website Design - Kajabi ~ 5 x Unlimited Reviews 	<p>\$2999</p>
<p>Complete Website Build and Marketing Creation</p> <p>Great for new businesses, new course creators, or businesses that need to reinvent themselves on Kajabi!</p>	<p>All of the above Complete Website Build Package PLUS</p> <ul style="list-style-type: none"> ~ Lead Generation & List Building Strategy ~ Lead Magnet Co-Creation - Webinar, PDF workbook, Worksheet, Mini-course ~ Email Marketing Sequence Strategy 8 x emails (6 nurture + 2 sales) ~ Launch of New Website Strategy + Social Teasers ~ Social Media Content Template in Canva ~ 10 x Social Media Content Images for Leads and Services ~ All Tech Integrations ~ Three Month Tech Support ~ 1 x Platform Training Session Recorded ~ 5 x Unlimited Reviews 	<p>\$4999</p>

All prices in Australian dollars - including GST. 50% Deposit Required. **Payment Plan Options Available:**
Email kerriann@kerriannmackenzie.com. Project duration window: 5 -12 weeks.

Kajabi Course Development, Production and Creation

Our course creation package allows you to develop a business asset that can create revenue for years optimising the return on your investment. We support you through the entire process from idea and creation to implementation and tech.



HERE'S WHAT INCLUDED

- ✓ **Course Planning and Strategy:** Together, we define your course goals, target audience, and learning outcomes. We collaborate ideas for your course content plan with content structure and organisation for optimal learning.
- ✓ **Kajabi Course Setup:** Set up and configure the course in the Kajabi platform. Includes course, sales landing page, opt-in, check-out, email automation, community and members areas etc., plus drip content schedules to release course materials progressively and keep learners engaged over time.
- ✓ **Course Content Mapping and Design:** Design as per brand identity, making it visually appealing and easy to navigate for learners. Includes all graphic design work and Canva templates for continual use.
- ✓ **Video Editing:** Video editing of each module to create high-quality course videos, including slides and graphics. Recommending equipment and software for your video creation.
- ✓ **Interactive Elements & Community Plan:** Integrating interactive elements such as discussion forums, live Q&A sessions, and community-building features to enhance the learning experience and foster interaction among course members.
- ✓ **Marketing and Launch Strategy:** Creating a comprehensive marketing plan to promote the course, including pre-launch, launch, and post-launch strategies.
- ✓ **Sales Funnel:** Every course needs leads coming in! Get a bonus sales funnel plan and implementation, including nurture and sales email (4 x nurture, 2 x sales)
- ✓ **Training and Support:** 1 x training session and documentation to help you or your team members effectively use Kajabi for course management. Includes ongoing technical support to address any issues or troubleshoot problems with the Kajabi platform - two months from course completion

YOUR INVESTMENT

\$3,333 Price in Australian dollars - including GST

50% Deposit Required. **Payment Plan Options:** Email kerriann@kerriannmackenzie.com. Project duration window: 5 -12 weeks.

Let's Get Started!

Here's How It Works:

Step 1. Schedule a Call below

Step 2. Confirm your package option over Zoom

Step 3. Review and approve your delivery and project timeline document

Step 4. Pay your deposit or full package amount

And that's it! You're ready for your next soul-led business and marketing journey!

[SCHEDULE A CALL](#)

PICK MY BRAIN

Some clients want to get on a call just to pick my brain and bounce from creative ideas.

Bouncing ideas and coaching is a huge passion of mine. Outside of my coaching programs, I offer one-off sessions to Pick My Brain for \$222. This is a session to discuss blocks, issues, creative ideas, get feedback or coaching on business and marketing. [Make a booking HERE.](#)



Kerriann xx

Got questions? Email kerriann@kerriannmackenzie.com

For more information of working with me visit www.kerriannmackenzie.com