

DEANNA
BUGALSKI
Writer & Blogger



Welcome

Deanna Bugalski
Freelance Writer
deebugblogs@gmail.com

About

DEANNA
BUGALSKI

Writer & Blogger



DEANNA BUGALSKI OWNER

I do what Chat GPT can't, and that's engage my readers to relate on a personal level to my content through my approachable and engaging writing style.

From travel blogs to lifestyle articles and listicles, I'm a self-confessed wealth of useless information, effectively enthralling audiences with my distinct perspective.

My area of specialisation is crafting conversational and entertaining content. I have been an active blogger and writer for a number of years and would love to help you with your projects!

HOW TO GET IN TOUCH

I'm always available to answer questions, help, or just chat about new ideas. For the quickest response, send me an email or text message.



MONDAY - FRIDAY
9 AM - 4 PM



CALL OR TEXT
+61 403 304 953

Services Overview



Crafting Stories That Stick

In the bustling digital space, your story deserves to stand out! My mission? To weave your brand's voice into engaging blog content that resonates and sticks with your audience. From insightful pieces that position you as an industry expert to light-hearted posts that bring a smile to your reader's face, I create content that's not just read, but remembered.

Here's a snapshot of the services I offer

01. Broad Genre Expertise

Whether its travel, lifestyle, beauty, pets, personal stories or informative guides, my content is crafted to appeal to a wide range of audiences.

03. SEO Optimisation

With an understanding of SEO best practises, I ensure your content is not just captivating but also ranks well in search results.

05. Audience Engagement

I focus on creating content that informs, entertains, and inspires your audience, driving engagement and interest.

02. Rich and Authentic Experiences

My writing is a collection of real-life experiences, offering your readers not just information but stories that resonate and connect.

04. Adaptable Writing Style

My ability to adapt to different genres means your content will always be fresh, relevant, and engaging.

06. Clear Communication

I believe in working closely with you to perfectly capture and convey your intended message.

Packages

Introduction

Understanding the investment you're making is crucial. The costs below aren't exact prices, but rather approximate prices that depend on various factors such as the size of the project, amount of research needed, quality and amount of background info supplied etc.

01. Blog post up to 500 words

\$150 - \$300 (3-DAY DELIVERY)

I will write a unique and well-researched blog post or article on your chosen topic.

What's Included:

- 1 Article
- Include keyword research
- Plagiarism check
- References & citations
- 1 x Commercially licensed image
- Topic research



02. Blog post up to 1000 words

\$500 - \$800 (5-DAY DELIVERY)

I will craft a well-researched, personalised blog post or article on your chosen topic.

What's Included:

- 1 Article
- Include keyword research
- Plagiarism check
- References & citations
- 2 x Commercially licensed image
- Topic research

03. Blog post up to 1500 words+

\$650 - \$1500 (7-DAY DELIVERY)

I will write an in-depth, customised blog post or article on your chosen topic.

What's Included:

- 1 Article
- Include keyword research
- Plagiarism check
- References & citations
- 3 x Commercially licensed image
- Topic research



Add-On Packages

I aim to deliver proofread, polished, engaging content to each of my clients.

One complimentary revision comes with your order.

Revisions are available for an additional \$50 per round.

*If you make changes yourself after the fact, I'll be happy to proofread them at no extra cost.

Proofreading

PRICE:

\$80 p/hr

- Consistency, style, formatting and design
- Layout and readability
- Accuracy against brief or previous copy
- Check for Style (Grammar, spelling, punctuation, legibility)

Copy Editing

PRICE:

\$100 p/hr

- Grammar, spelling and punctuation repairs
- Clarity, understanding, sense and fluency
- Style conventions and language level
- Content improvement and refinement
- Cross-checking linked components, Indexes, glossaries and references

Structural Editing

PRICE:

\$150 p/hr

- Structure and logic of information
- Writing style, language and tone
- Purpose and intended audience
- Rework content for clarity
- Fact checking

Social Media Post (one-off)

PRICE:

\$50 per post

- Simple image with text overlay
- Reels with video
- Caption
- Hashtag

- Prices are in Australian dollars and are GST exclusive. **Prices are a guide only, not a formal quote.** Pricing will also depend on the quality and complexity of the original manuscript.

Extra Services

Social Media Content

PRICE:

\$60 - \$110 p/hr

- Creation of Images and captions
- Content planning
- Content scheduling
- One Revision Round: Refinement to get every detail right

Social Media Marketing

PRICE:

\$150 p/hr

- Content calendar
- Content planning
- Content scheduling
- Captions and hashtags
- Keyword research Quick Guide on Updates: How to keep your visuals fresh and relevant.
- Newsletters

Email Writing/ Autoresponders

PRICE:

\$600 - \$2000
(Up to 8 emails)

- Welcome Email: Kick things off with a warm hello and a taste of what's to come.
- Education Series: Dish out bite-sized wisdom related to your products or services.
- Engagement Series: Encourage replies and interactions to boost your sender credibility.
- Promotional Series: Introduce offers and deals with a personal touch.

Newsletters

PRICE:

\$200 - \$600

- Content Roundups: Share your latest blog posts, podcasts, or videos.
- 500 - 1000 words
- Personal Stories: Mix in a little behind-the-scenes action to spice things up.
- Industry Insights: Keep your readers ahead of the curve with the latest trends.

Product Description Writing

PRICE:

\$80 p/hr

- Audience Research
- Competitor Research
- Features and Benefits
- SEO-Friendly Copy

- Prices are in Australian dollars and are GST exclusive. **Prices are a guide only, not a formal quote.** Pricing will also depend on the quality and complexity of the original manuscript.

The Process

Introduction

You could spend hours staring at a blank screen, and driving yourself crazy working out where to start.

But, thankfully you don't have to!

I'm here to tell the world your story, in your own way and convey your message through creative copy.

Here's How The Process Works

Research

Every story begins with understanding. Before I write a single word, I delve into the core of your brand, its market, audience, and competitors. This ensures that the message you want conveyed, stands tall, both in uniqueness and relevance.

Refinement

Based on feedback and collaborative discussions, I refine the writing concept, fine-tuning every detail, from formatting to imagery, ensuring it aligns flawlessly with your message.

01.



02.

Conceptualization

Drawing from the insights gathered, I start crafting article concepts. This phase is all about creativity, personality, and aligning the message with your desired narrative.

03.

04.

Delivery

Once the article is finalised, you'll receive draft for final approval. One complimentary revision is included in each package and It's at that time you have the opportunity to make any adjustments or refinements.

*Please note that revisions do not equate to complete do-overs.

Terms

01. Deposit

A 50% deposit is required prior to starting each project. The full payment is needed before the final deadline. Your deposit depends on your chosen package as well as timeline.

The remaining 50% can be billed at project completion or at some other agreed milestone

02. Brief & Quote

Once we're both happy with the brief I'll create a proposal/quote for you. Some projects fit into my regular prices, however, others are quoted specific to your needs. This includes a clear outline of expectations, an itemised list of what I'll deliver, my earliest available start date and proposed project timeline and quote.

Before I start working my magic the quote must be accepted, signed and returned with a 50% deposit. We'll both have a copy of the agreement which includes my terms + conditions. This protects both parties and guarantees the work I create is used solely for you. Sign the dotted line and I'll get to work!

03. Timeline

My turnaround time is a minimum of 7 business days. If you need your content earlier, I have an additional rush fee of \$100 for any expedited services. Your cooperation is the best way to keep on timeline.

04. Contract

A completed, signed contract is needed to begin services. You'll find your contract in your inbox.

FAQS

01. What do you specialise in? Are there any topics you won't write about?

I specialise in conversational, easy-to-read blog posts. I can confidently write about almost any topic, but I tend to steer clear of the medical and finance industries!

02. How do revisions work?

When your order arrives from me, you'll have the choice to ask for one complimentary modification or to approve the order. After an order is marked as completed, I'm unable to make further revisions. It's important to remember that revisions are meant for adjustments and refinements only.

03. How is the content delivered?

I can deliver the content in Microsoft Word or Google Docs, however you prefer.

04. What do I need to provide?

In order to provide the best service for you. I will need you to complete a form providing me with information about your topic, your brand, your target audience, and what your call to action is. Feel free to send me any further information that could be helpful.

05. Can you write other forms of content?

Absolutely! I can write press releases, website content, blogs, ebooks, product descriptions, proofreading and edit your documents and much more. Whatever your requirements might be, please send me a message to discuss the details.

Next Steps

What's Next?

- Send an email enquiry
 - Complete job questionnaire
 - Book a consultation time for us to discuss your project
-

Testimonials

"Dee has an exceptional talent for distilling complex health concepts into engaging, easy-to-understand articles. When I hired Dee to create content for my wellness blog, I was impressed by how she seamlessly integrated evidence-based information with practical tips. Her writing not only educated my audience but also inspired them to make healthier choices."

Stephanie Gutierrez, Health Coach



"I've followed Dee's writing career for years and am consistently impressed by the depth and variety of her content. Whether it's tackling the tough issues or celebrating the simple joys of life, her writing resonates on a personal level with all who read it. Dee's honesty and humor are refreshing in a sea of online content, making each piece a must-read."

Jessica Lee, Freelance Editor and Blogger



Medium is where most of my articles live! Check It out [here](#).

You can find me on these socials:



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Ready to Get
Started?

If you've got a clear vision and are eager to
kickstart your project, let's dive in!

Send me an email!
DEEBUGBLOGS@GMAIL.COM

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at: → deebugblogs@gmail.com