I DO THE THINGS

Services Catalogue

Books, websites, print, merch, video, social media, podcasts, audiobooks and workshops — done for you, step by step or all at once.

Idothethings.com

How to use this catalogue ____ 4

Self-publish a book ____ 5

- Manuscript readiness review ____ 5
- Developmental editing ____ 5
- Copyediting ____ 5
- Proofreading ____ 5
- Cover design ____ 5
- Interior formatting and layout ____ 6
- ISBN, barcode and copyright setup ____ 6
- Publishing platform setup ____ 6
- Proof review and launch checklist ____ 6
- Amazon listing optimization ____ 6

Done-for-you book package ____ 6

After launch — monthly author care ____ 7

- Sales monitoring ____ 7
- Marketing management ____ 7
- Amazon ads management ____ 7
- Review and reader monitoring ____ 7
- Email list management ____ 7

Full author management ____ 8

Voice-cloned audiobooks ____ 9

- Audiobook sample ____ 9
- Audiobook production (voice-cloned) ____ 9

Audiobook package ____ 9

Websites and webpages ____ 10

- Landing page ____ 10
- Small business website ____ 10
- Sales / funnel page ____ 10
- Website refresh ____ 10

Monthly website management 10
Website care — Essentials 10
Inbox monitoring 11
Chat monitoring 11
Content updates 11
SEO and analytics watch 11
Review monitoring 11
Booking monitoring 11
Full website management 12
Print and marketing design 13
Business cards 13
Flyers 13
Brochures 13
Posters and banners 13
Catalogues 13
Magazines 13
Merch 14
Merch design 14
Print-on-demand store setup 14
Full merch line launch 14
After launch — monthly merch care 14
Merch sales monitoring 14
Store monitoring and upkeep 14
Monthly design drop 15
Merch marketing management 15
Full merch management 15
YouTube and video 16
Channel setup and branding 16
Video editing 16
Full video production 16
Thumbnail design 16
Shorts / Reels editing 16
Monthly YouTube management 17
Channel monitoring 17
Monthly video plan 17
Shorts program 17
Full YouTube management 17

Social media 18
Single post 18
Branded template set 18
Social media launch kit 18
Monthly content package 18
Monthly social management 18
Account monitoring 18
Engagement management 19
Full social management 19
Podcast 20
Episode editing and posting 20
Show notes only 20
Podcast launch package 20
Monthly podcast management 20
Listener stats monitoring 20
Monthly episode plan 20
Full podcast management 21
Workbooks and digital products 22
Workbook design 22
Digital product setup 22
Email gift setup 22
Workshops, sessions and brainstorming 23
The One-Idea Session 23
Brainstorming session 23
Private workshop facilitation 23
Do The Thing: The Class 23
Bundles 24
Author Launch Bundle 24
Business Starter Bundle 24
Creator Bundle 24
All The Things — full business coverage 25
Choosing where to start 25

How to use this catalogue

Every service in this catalogue can be bought on its own. If you only need one piece — a cover, a landing page, a single video — start there. If you would rather hand over a whole area of your business, the monthly management plans and packages pull the individual services together under one fee.

Prices are in US dollars. The final quote is confirmed before work begins, so the price you agree to is the price for the work described. Per-word, per-page, per-item and monthly prices are shown with the service they belong to.

What's inside:

- Self-publish a book, step by step, plus monthly author care
- Voice-cloned audiobooks
- Websites and webpages, plus monthly website management
- Print and marketing design
- Merch, plus monthly merch care
- YouTube and video, plus monthly YouTube management
- Social media, plus monthly social management
- Podcast, plus monthly podcast management
- Workbooks and digital products
- Workshops, sessions and brainstorming
- Bundles
- All The Things — full business coverage

Self-publish a book

Publishing a book is a sequence of separate jobs, and each one can be handed over on its own. Work through the stages your book still needs, or choose the done-for-you package and have the whole path handled for you.

Manuscript readiness review

$750

A full read-through of your manuscript before any money is spent on editing or design. You get an honest assessment of what is working, what is missing, and exactly what the book needs before it is ready to publish.

What's included:

- Full read-through of the manuscript
- Assessment of strengths and gaps
- A clear list of what the book needs before publishing

Developmental editing

$0.10 / word

The big-picture edit that shapes the book itself. It looks at structure, flow, chapters, argument and pacing, and shows you where to cut, move or rewrite so the book holds together.

What's included:

- Review of structure, flow and chapter order
- Guidance on argument and pacing
- Specific guidance on cuts and rewrites

Copyediting

$0.06 / word

A line-by-line edit of the finished draft. Grammar, clarity, consistency and voice are checked sentence by sentence so the book reads cleanly from start to finish.

What's included:

- Line-by-line edit for grammar and clarity
- Consistency checks across the manuscript
- Care taken to keep your voice intact

Proofreading

$0.04 / word

The final pass over the formatted manuscript, after layout is done. It catches the small errors that only appear once a book looks like a book.

What's included:

- Check for typos and spacing errors
- Headers and page numbers checked
- Final pass on the formatted pages

Cover design

$1,200

A cover designed for both the printed book and the eBook edition, delivered as print-ready files.

What's included:

- Front, back and spine design for print
- eBook cover version

- Print-ready files

Interior formatting and layout

$950

Your manuscript laid out as a proper book interior for print, with an eBook file to match, styled and checked on every device type.

What's included:

- Print interior layout
- eBook file, styled to match
- Checked across device types

ISBN, barcode and copyright setup

$450

The registration pieces a published book needs, arranged and walked through with you so nothing is missed before launch.

What's included:

- ISBN and barcode arranged
- Copyright registration walked through step by step

Publishing platform setup

$850

Your book set up on the platforms where it will be sold, with pricing and categories in place.

What's included:

- Amazon Kindle Direct Publishing (KDP) account and book setup
- IngramSpark account and book setup
- Pricing and categories set

Proof review and launch checklist

$650

The physical proof copy reviewed before launch, corrections handled, and a launch-day checklist so release day runs in order.

What's included:

- Physical proof copy reviewed
- Corrections handled
- Launch-day checklist provided

Amazon listing optimization

$550

Your Amazon book page tuned to sell: the words a reader sees, and the search terms and categories behind them.

What's included:

- Book description written to sell
- Keywords and categories tuned
- Author page set up and polished

Done-for-you book package

$9,500

All ten publishing stages above, handled as one project for a book of up to 60,000 words. Longer books are quoted per word at the editing rates above. For comparison, a 50,000-word book bought stage by stage runs about $5,000 for developmental editing, $3,000 for copyediting and $2,000 for proofreading, plus design and setup.

What's included:

- Manuscript readiness review
- Developmental editing, copyediting and proofreading
- Cover design and interior formatting
- ISBN, barcode and copyright setup
- Publishing platform setup, proof review and Amazon listing optimization

After launch — monthly author care

Publishing the book is the start. These monthly services keep it selling and keep you informed, without you having to watch the dashboards yourself.

Sales monitoring

$450 / month

Your book sales and royalties are tracked for you, and summarized in a monthly report you can read in minutes.

What's included:

- Sales and royalties tracked on KDP and IngramSpark
- Monthly sales report

Marketing management

$1,200 / month

Ongoing marketing for your book, so launch momentum does not fade after release week.

What's included:

- Promotions planned and run
- Marketing content handled
- Outreach handled
- Launch momentum kept alive

Amazon ads management

$850 / month

Your Amazon advertising campaigns run and tuned for you. Advertising spend itself is separate from this fee.

What's included:

- Campaigns set up and run
- Campaigns tuned over time
- Ad spend billed separately

Review and reader monitoring

$400 / month

New reviews are spotted quickly, and draft responses are prepared for your approval so nothing sits unanswered.

What's included:

- New reviews monitored
- Draft responses prepared for your approval

Email list management

$550 / month

Your reader email list is grown and emailed regularly, so readers hear about news, offers and new releases from you.

What's included:

- Reader list growth handled
- Regular emails with news, offers and new releases

Full author management

$2,200 / month

Every monthly author care service above under one monthly fee.

What's included:

- Sales monitoring and monthly reporting
- Marketing management and Amazon ads management
- Review and reader monitoring
- Email list management

Voice-cloned audiobooks

Your book, narrated in your own voice. Your voice is cloned with your consent, and you approve the sound from a sample before the full book is produced.

Audiobook sample

$500

The first 15 minutes of your book narrated in your cloned voice, so you can hear and approve the sound before committing to the full production.

What's included:

- First 15 minutes narrated in the cloned voice
- Approval step before full production begins

Audiobook production (voice-cloned)

$750 / finished hour

The full book narrated in your cloned voice, then edited and mastered to the technical specifications Audible and ACX require.

What's included:

- Voice cloned with the author's consent
- Full book narrated in the cloned voice
- Edited and mastered to Audible/ACX specifications

Audiobook package

From $6,500

A complete voice-cloned audiobook of up to eight finished hours, with distribution setup included.

What's included:

- Complete audiobook, up to 8 finished hours
- Distribution setup

Websites and webpages

A single page, a full small-business site, or a page built to sell one offer. Once a site is live, the monthly services below keep it updated, watched and answered.

Landing page

$2,500

One focused page built to do one job well: present an offer and invite the visitor to act.

What's included:

- Copy polish
- Design and build of one page
- Signup form included
- Mobile-ready

Small business website

$6,500

A complete website of up to five pages for your business, designed and written with you, and launched for you.

What's included:

- Up to 5 pages
- Designed and written with you
- Launched for you

Sales / funnel page

$3,500

A page built to sell one offer, with a gift or lead-capture flow so interested visitors leave you their details.

What's included:

- Page built around one offer
- Gift or lead-capture flow included

Website refresh

$4,500

A redesign and rewrite of an existing website that is not pulling its weight, so the site you already have starts working again.

What's included:

- Redesign of the existing site
- Rewrite of the site's copy

Monthly website management

Website care — Essentials

$450 / month

The basic upkeep every website needs, handled monthly so the site stays current, backed up and secure.

What's included:

- Updates and backups
- Security checks
- Small fixes

Inbox monitoring

$750 / month

Your business and contact-form inbox watched daily. Important messages are flagged for you, and routine replies are handled.

What's included:

- Inbox watched daily
- Important messages flagged
- Routine replies handled

Chat monitoring

$1,200 / month

Your website's live chat watched during business hours. Frequently asked questions are answered, and hot leads are passed on to you the same day.

What's included:

- Live chat watched during business hours
- Frequently asked questions answered
- Hot leads passed on the same day

Content updates

$550 / month

Your site's content kept fresh, so visitors always see the current version of your business.

What's included:

- Page edits
- New posts and announcements
- Photos updated

SEO and analytics watch

$650 / month

Search rankings, traffic and site health tracked for you, with a monthly report on what the numbers mean.

What's included:

- Rankings and traffic tracked
- Site health checked
- Monthly report

Review monitoring

$450 / month

New reviews of your business spotted fast, with draft replies prepared for your approval.

What's included:

- New reviews monitored
- Draft replies ready to approve

Booking monitoring

$500 / month

Appointment and booking requests that come through your site are confirmed and kept up to date.

What's included:

- Booking requests confirmed

- Bookings kept up to date

Full website management

$2,500 / month

Every monthly website service above under one monthly fee.

What's included:

- Website care, inbox monitoring and chat monitoring
- Content updates and SEO and analytics watch
- Review monitoring and booking monitoring

Print and marketing design

Printed pieces designed properly and delivered as print-ready files, so what arrives from the printer looks the way it was meant to.

Business cards

$650

A business card design that carries your brand clearly, delivered ready to send to a printer.

What's included:

- Card design
- Print-ready files
- Two revision rounds

Flyers

$850

A flyer designed to be handed out or posted, single or double-sided.

What's included:

- Single or double-sided design
- Print-ready files

Brochures

$1,200

A tri-fold or multi-panel brochure, with copy polish included so the words work as hard as the design.

What's included:

- Tri-fold or multi-panel design
- Copy polish included

Posters and banners

$950

Large-format design for an event, a launch or a retail display.

What's included:

- Event, launch or retail display design
- Print-ready files

Catalogues

From $4,500 (+ $150 / extra page)

A product catalogue designed for you, up to 24 pages. Longer catalogues add $150 for each extra page.

What's included:

- Catalogue design, up to 24 pages
- Extra pages at $150 each

Magazines

From $7,500 / issue

A full magazine issue laid out and designed, including the cover.

What's included:

- Full issue layout and design (Cover included)

Merch

Start with a single design, open a print-on-demand store, or launch a full line. The monthly services below keep the store running and growing after launch.

Merch design

$850 / design

One design made print-ready for products such as shirts, mugs and notebooks.

What's included:

- One print-ready design
- Sized for shirts, mugs, notebooks and similar products

Print-on-demand store setup

$2,500

Your print-on-demand store created and connected, so products can be bought without you holding stock.

What's included:

- Store created
- Products listed
- Payment and shipping connected

Full merch line launch

$4,500

A complete launch: up to five products, with designs, store setup and a launch announcement.

What's included:

- Up to 5 products
- Designs and store setup
- Launch announcement

After launch — monthly merch care

Merch sales monitoring

$450 / month

Store sales tracked for you and summarized in a monthly report.

What's included:

- Sales tracked
- Monthly report

Store monitoring and upkeep

$500 / month

Your store is kept in order month to month, so listings stay accurate and problems are caught early.

What's included:

- Listings and prices kept in order
- Print issues watched for

Monthly design drop

$750 / month

One new design every month, listed in your store and announced, so the line keeps growing without you managing it.

What's included:

- One new design each month
- New design listed and announced

Merch marketing management

$900 / month

Ongoing promotion for your products, including seasonal pushes when buyers are ready.

What's included:

- Product promotions handled
- Posts handled
- Seasonal pushes planned and run

Full merch management

$1,800 / month

Every monthly merch care service above under one monthly fee.

What's included:

- Merch sales monitoring
- Store monitoring and upkeep
- Monthly design drop
- Merch marketing management

YouTube and video

Set up a channel properly, have single videos finished for you, or hand the channel over month to month. Short-form cut-downs turn one long video into several shorter ones.

Channel setup and branding

$2,500

A YouTube channel set up and branded so it looks established from the first upload.

What's included:

- Channel art and description
- Playlists set up
- Upload defaults set

Video editing

$1,200 / video

Your recorded video finished for you: cut, captioned and polished, for a video of up to 15 minutes.

What's included:

- Finished video up to 15 minutes
- Cut, captioned and polished

Full video production

$4,500 / video

A video handled end to end, from planning through to the uploaded, finished result.

What's included:

- Planning
- Editing
- Thumbnail and description
- Upload handled

Thumbnail design

$250 each

A thumbnail designed to earn the click, sized correctly for YouTube.

What's included:

- Click-worthy thumbnail design
- Sized for YouTube

Shorts / Reels editing

$450 each

Vertical cut-downs made from your longer videos, ready for Shorts and Reels.

What's included:

- Vertical cut-down from a longer video
- Ready to post

Monthly YouTube management

Channel monitoring

$650 / month

Views, subscribers and comments tracked for you, with a monthly report on how the channel is doing.

What's included:

- Views, subscribers and comments tracked
- Monthly report

Monthly video plan

$4,500 / month

Four videos a month, edited, thumbnailed and posted for you.

What's included:

- 4 videos a month
- Editing, thumbnails and posting handled

Shorts program

$2,800 / month

Eight shorts a month, cut from your content and posted for you.

What's included:

- 8 shorts a month
- Cut and posted

Full YouTube management

$6,500 / month

Channel monitoring, the monthly video plan and the shorts program under one monthly fee.

What's included:

- Channel monitoring
- 4 videos a month
- 8 shorts a month

Social media

Posts, templates and launch help for the platforms where your audience already is. Monthly plans cover up to three platforms.

Platforms — up to three per plan:

Google Business Profile, Facebook, Instagram, TikTok, YouTube, LinkedIn, Pinterest, X, Threads and Snapchat. Google Business Profile in particular brings a lot of traction for other businesses, so it belongs on the list even though it works differently from the social platforms.

Single post

$250 / post

One designed post with its caption written, ready to publish.

What's included:

- Designed post
- Caption written
- Ready to publish

Branded template set

$1,800

Ten reusable post templates in your brand style, so future posts look consistent without starting from scratch each time.

What's included:

- 10 reusable templates
- Made in your brand style

Social media launch kit

$3,000

Everything a new or neglected profile needs to look active and professional.

What's included:

- Profiles polished, including bio and highlights
- First 5 posts included

Monthly content package

$4,500 / month

Twelve posts a month, designed and captioned for you, across up to three platforms.

What's included:

- 12 posts a month
- Designed and captioned
- Up to three platforms

Monthly social management

Account monitoring

$650 / month

Comments, messages and mentions on up to three platforms watched for you, with a monthly report.

What's included:

- Comments, messages and mentions watched
- Monthly report
- Up to three platforms

Engagement management

$1,200 / month

Replies and community engagement handled daily on up to three platforms, so your audience hears back promptly.

What's included:

- Daily replies
- Community engagement handled
- Up to three platforms

Full social management

$6,000 / month

The monthly content package plus account monitoring and engagement management, under one monthly fee and covering up to three platforms.

What's included:

- 12 posts a month, designed and captioned
- Account monitoring
- Engagement management
- Up to three platforms

Podcast

Launch a show, have each episode edited and posted for you, or hand the whole show over month to month.

Episode editing and posting

$850 / episode

Your recorded episode edited, with show notes written and the episode posted for you.

What's included:

- Audio edited
- Show notes written
- Episode posted

Show notes only

$350 / episode

Show notes and an episode page written from a recording you have already finished.

What's included:

- Episode page and notes written
- Made from your finished recording

Podcast launch package

$4,500

A new show set up and launched, with the first three episodes edited and posted.

What's included:

- Show setup and cover art
- First 3 episodes edited and posted

Monthly podcast management

Listener stats monitoring

$450 / month

Downloads, listeners and reviews tracked for you, with a monthly report.

What's included:

- Downloads and listeners tracked
- Reviews tracked
- Monthly report

Monthly episode plan

$3,000 / month

Four episodes a month, edited, with notes written and each episode posted.

What's included:

- 4 episodes a month
- Editing, show notes and posting handled

Full podcast management

$3,200 / month

The monthly episode plan plus listener stats monitoring, under one monthly fee.

What's included:

- 4 episodes a month
- Listener stats monitoring

Workbooks and digital products

Ways to turn a book, a class or an offer into something a reader can work through, download or receive automatically when they sign up.

Workbook design

$3,500

A companion workbook for a book or course, designed and delivered print-ready.

What's included:

- Workbook designed to accompany a book or course
- Print-ready files

Digital product setup

$1,500

A downloadable product set up for sale, with delivery automated and the sales page linked.

What's included:

- Download product listed
- Delivery automated
- Sales page linked

Email gift setup

$1,200

A free eBook and workbook gift delivered automatically to new signups, so the welcome happens without manual sending.

What's included:

- Free eBook and workbook gift set up
- Automatic delivery to new signups

Workshops, sessions and brainstorming

Focused time with a thinking partner. Come with a swirling list of ideas or one stubborn problem, and leave with a decision and a next step.

The One-Idea Session

$250 ($150 founding rate)

A 90-minute one-to-one session. You walk in with thirty swirling ideas and walk out with one idea and one next step.

What's included:

- 90 minutes, one to one
- One idea chosen
- One next step agreed

Brainstorming session

$300

A 60-minute one-to-one session with a dedicated thinking partner for one problem or project.

What's included:

- 60 minutes, one to one
- Focused on one problem or project

Private workshop facilitation

$3,500

A half-day workshop for a team or group, built around your topic and facilitated for you.

What's included:

- Half-day session
- Built around your topic
- For a team or group

Do The Thing: The Class

Details and tuition confirmed personally by email

The six-lesson class from the book I Do The Things. Details and tuition are confirmed personally by email rather than listed here.

What's included:

- Six lessons, based on the book

Bundles

Combinations clients commonly need together, priced as one package instead of a list of separate services.

Author Launch Bundle

$12,500

The full book package plus the launch support around it, so the book arrives with an audience-facing launch, not just a live listing.

What's included:

- Full done-for-you book package
- Amazon listing optimization
- Launch announcement kit

Business Starter Bundle

$9,500

The core pieces a new business needs to look established: a website, printed essentials and a social presence.

What's included:

- Website
- Business cards and flyer
- Social media launch kit

Creator Bundle

$12,000

A channel and its first run of content, plus a social launch to point people at it.

What's included:

- YouTube channel setup
- 4 full videos
- Social media launch kit

All The Things — full business coverage

One team handling your entire business presence, every month, so you only do the work you actually want to do.

$12,500 / month

What's included:

- Full website management — care, inbox, chat, content, SEO, reviews and bookings
- Full author management — book sales monitoring, marketing, ads, reviews and email list
- Full merch management — sales monitoring, store upkeep, monthly design drop and marketing
- Full YouTube management — channel monitoring, 4 videos a month and 8 shorts a month
- Full social management — 12 posts a month, monitoring and engagement, across up to three platforms
- Full podcast management — 4 episodes a month, plus listener stats monitoring
- Monthly strategy session — one hour a month to plan what's next

One-off builds — the book publishing package, a website build, a merch line launch, channel setup and podcast launch — are quoted separately. This package covers the ongoing running of everything, month after month.

Choosing where to start

If you know the piece you need, start with that single service. If several areas need attention at once, a bundle or a monthly management plan is usually the simpler route. And if the honest answer is that the whole business presence needs running, that is what All The Things is for.

Please Note: None of the packages in this catalogue include photography or videography. If a project needs photos or video shot, the additional charge to hire a trained photographer or videographer will be the responsibility of the client, but no photographer or videographer will be hired for a project without pre-approval from the client.