

Services & Rates FAQs

www.openbookco.com

Why are the Writing Circles now “Pay-What-You-Choose”? Is there a different level of access you receive based on what you pay?

There is a suggested cost of \$50/month. As part of The Open Book Company’s commitment to equity and access, the Writing Circles are now pay-what-you-choose. This means that all participants choose a price that feels comfortable for them. There are no forms, no qualifications, and no questions. Everyone gets the same access to the Writing Circles and all the same perks including access to the Open Book Community Hub, member discounts and bonus workshops.

Why are you sharing a list of all of your offerings in one place like this?

I want to be transparent and let people know all the options available when it comes to taking a writing journey with The Open Book Company this year. I believe in communicating inclusively, truthfully and clearly and not confusing you or hiding information from you. It’s one of the reasons I signed the “ethical marketing pledge” with The Ethical Move.



Something feels a little different here. Why do all of your prices end in zero? I’m used to seeing online offers priced at \$47 or \$399. Also, why isn’t there an uber stressful countdown clock on any of your sales pages telling me that your offer expires in 5 minutes and that my computer may or may not explode if I don’t register NOW? Does this mean your offer isn’t valuable?

From time to time I may offer early bird rates in an effort to gauge a sense of early interest in a program or offering. Other than that, you’ll see everything offered for the cost of the service. No bait and switch and no smoke and mirrors. I do not believe in creating a false sense of scarcity or convincing you that you need something you actually don’t. I also do not believe in tricking anyone’s mind into thinking an offer is such a “steal” (an age-old psychological marketing tactic we have completely normalized) such as listing a completely unrealistic total “actual” cost to indicate a 75% off deal or pricing something at \$39.99. It’s \$40. Let’s just say it’s \$40. To be clear, these tactics are in place for a reason: they work. But, they also perpetuate a cycle of consumerism that I don’t want to be a part of. Curious to learn more? You can read more about manipulation marketing here. I am on a journey here and am open to your feedback or suggestions.

I know I want more support with my writing, but I’m not sure what level of support makes sense for me. What do you recommend?

Let’s chat about it. Feel free to email me about scheduling a no pressure, 15-minute discovery call.

I still have questions!

Contact me at: kim@openbookco.com

