



Pause Ad Profits

Client Service Packages & Pricing Guide

Package PAP services clearly, price the work, and prevent scope creep

PAP CLIENT PROFIT KIT

How to Price PAP Services

Price the complete result and workload, not just the number of minutes required to click buttons. A PAP project may include strategy, copywriting, graphics, video-platform troubleshooting, page-builder installation, testing, revisions, reporting, and client communication.

Four Suggested Service Packages

PAP Starter Setup

\$97-\$197 one-time

1 video; 1 campaign; up to 3 ads; client-supplied or lightly edited copy; standard or hosted installation; desktop and phone testing; one revision round; 7 days of post-launch support.

PAP Conversion Boost

\$197-\$397 one-time

Up to 3 videos; up to 3 campaigns; up to 9 ads; copy recommendations; up to 3 custom pause-ad graphics; installation; multi-device testing; launch report; two revision rounds; 14 days of support.

Managed PAP Service

\$99-\$299 per month

Ongoing campaign monitoring; one monthly ad refresh; performance summary; top-ad review; link checks; one strategy call or written recommendation; defined monthly video and campaign limits.

PAP Agency Growth

\$497-\$997 setup + \$199-\$499 per month

For larger clients: up to 10 videos; structured campaign plan; copy and creative coordination; installation; launch testing; monthly refreshes; reporting; priority response. Quote complex integrations separately.

Useful Add-Ons

Add-On	Suggested Range	When to Use
Additional video	\$49-\$99	The client wants another video added outside the package allowance.
Custom 800x450 graphic	\$25-\$75	A branded image-only ad or custom creative is required.
Copywriting upgrade	\$50-\$150	You are writing the full ad message rather than editing client copy.
Rush delivery	\$50-\$150	The client requests a shorter delivery timeline.
Monthly report only	\$25-\$75/month	The client wants recurring reporting without frequent creative changes.
Extra revision round	\$35-\$100	The included revision allowance has been used.
Technical troubleshooting	Hourly or quoted	The page builder, theme, custom code, or third-party player needs work beyond normal PAP setup.

A Simple Pricing Formula

Use the included Pricing Calculator workbook or estimate your quote with this framework:

Project Price

Base package + extra videos + custom graphics + copywriting + technical work + rush fee - approved discount.

Example Quote

Item	Amount
PAP Starter Setup	\$147
Two custom graphics	\$70
Copywriting upgrade	\$75
Quoted one-time total	\$292

What to Define Before Quoting

- Number of videos, campaigns, and ads included.
- Who supplies copy, images, branding, and destination URLs.
- Whether you are installing the code or only providing it.
- Which page builders and video platforms are involved.
- How many revision rounds are included.
- When the client must provide feedback and approvals.
- Whether ongoing monitoring and reporting are included.
- What happens when the client changes the page or video after launch.

Monthly Service Rules

A recurring service should include recurring work. Do not charge monthly simply for keeping a campaign active unless the client understands what is included. Define the monthly deliverables, reporting date, response window, included changes, and cancellation process.

Discounting Without Devaluing the Service

- Offer a limited introductory price in exchange for a testimonial or case study approval.
- Bundle several videos instead of cutting the price of each deliverable.
- Use a deposit or full upfront payment for fixed-price projects.
- Do not provide unlimited revisions or open-ended technical support.
- Avoid earnings claims when explaining potential value.

Template note

Replace all suggested prices with amounts appropriate for your experience, audience, costs, and local requirements. All figures are examples in U.S. dollars.