

All Offerings and Prices Subject to Change

*** Simplified Standard Copywriter Fee Schedule**

Initial Consult Fee	– \$0.00 dollars US	No Charge
Project Proposal Fee (this is a standard flat fee)	– \$500 dollars US	due before start
Direct Response Letter Package Proposal	~\$2500 dollars US	half due to begin work*
Final Test Copy Package – balance due	~ total \$5000 dollars US	~ actual cost may vary

Ownership of Copy Intellectual Property License transfers to Client upon receipt of balance due.

*Depending on complexity and scope of your project, your Test Copy Package may cost more.

Project Types

Dollar Amounts quoted represent median estimates based on average predictions.
Actual amounts may be more or less depending on the scope and detail of your project.

(Note *** next to project types not currently offered.)

PRINT/DIRECT MAIL

Item	Fee
Sales brochure • Standard (3-panel/2-fold, 8.5x11 folded) • 4-panel (11x17 folded)	[\$1,000-\$3,000] [\$1,500-\$3,500]
Sell Sheet/Flyer 1- or 2-sided sheet, depending on complexity and value	[\$500-\$1,500]
Case Study Up to 2 pages showcasing benefits of your products/services through a customer success story and facts/statistics, with customer testimonials	[\$1,200-\$2,000]
White Paper/Special Report Fee depends on length and the extent of research/interviews	[\$2,000-\$7,500]
Press Release Fee depends on the extent of research/interviews involved	[\$500-\$1,000]
Article or Advertorial • From scratch • Editing a draft, depending on amount of editing	[\$500-\$1,000] [\$250-\$500]
Displays, posters, other in-store or booth signage (each item)	[\$500-\$1,000]
Postcard or self-mailer	[\$750-\$1,500]
Direct-mail package to generate leads Includes a 2-4 page Direct Response Letter, reply card, and envelope teaser	[\$2,000-\$3,500]
Direct-mail package to generate orders for a product or service • Simple package: 1-2 page letter, order form, envelope teaser, brochure • Complex package: 4-10 page letter, order form, envelope teaser, brochure	[\$2,000-\$4,500] [\$3,500-\$7,500+]
Print ad • Half to full page • Quarter page and smaller	[\$1,500-\$3,000] [\$1,000-\$2,000]

WEB CONTENT/ONLINE COPYWRITING***

Item	Fee
<p>SEO/Sales Content Planning and Writing for a Specific Page*** Includes keyword research, then planning and optimizing each page by weaving strategic SEO keywords into messages that drive more traffic, boost click rates, and increase leads or sales.</p>	<p>[\$500-\$800] per page</p>
<p>SEO/Sales Copy Rewrite for Product Descriptions *** Revise SEO and sales copy to improve search rankings and increase purchases.</p>	<p>[\$100-\$250] per product</p>
<p>Single, Focused Landing Page *** Conversion page for specific promotion, product, or audience. Ideally part of a strategic campaign that includes email (see Email section below).</p>	<p>[\$1,200-\$2,500+]</p>
<p>E-newsletter Strategy and Setup *** Developing the voice, style, topics, topics calendar, and setup with MailChimp.com, Constant Contact, or other automated email service. [Includes one-time graphic design fee for e-newsletter header or template design.]</p>	<p>[\$3,000-\$10,000]</p>
<p>Individual Email Promo, E-newsletter Issue Includes discussing topic, doing research, and/or interview(s), writing content. (Formatting in your email platform not available today) *** <ul style="list-style-type: none"> • Per single-topic email • Per e-newsletter issue </p>	<p>[\$250-\$500] [\$400-\$800+]</p>
<p>Web Content Audit (aka Site Audit) *** Complete web content/SEO Review and Report with recommendations</p>	<p>[\$2,000-\$3,500]</p>
<p>Blog Post or Online Article *** Includes discussing topic, doing research and/or interview(s), and copywriting. Formatting in your blogging/web platform is extra.</p>	<p>[\$100-\$800] per post, depending on length, complexity</p>
<p>Monthly Content Packages: Custom *** Monthly blog posts, articles, or SEO updates on core pages</p>	<p>Discount for 12-month commitment</p>
<p>Social Media *** <ul style="list-style-type: none"> • Set up Social Media pages (Facebook, Twitter, Google+, LinkedIn, etc.) • Post and monitor/manage feeds and the community (1-2 hours/day, 5 days a week) • Manage advertising campaigns on social pages </p>	<p>[\$500 per network] [\$1,000/month]</p>

OTHER SERVICES

Item	Fee
<p>Video Script for Website or DVD Production ***</p> <ul style="list-style-type: none"> • Short (under 2 minutes) • Longer (charged per scripted minute) *** 	<p>[\$500-\$1,000]</p> <p>[\$200-\$300] per scripted minute</p>
<p>Broadcast Script ***</p> <ul style="list-style-type: none"> • Radio ad (15 to 30-second spot) • Television commercial script (30-second spot) 	<p>[\$500-\$1,000]</p> <p>[\$500-\$1,000]</p>
<p>Marketing Strategy, Guidance, Training, Project Management, Other</p> <ul style="list-style-type: none"> • Discovery to understand your product/service, competition, positioning • Strategy: recommendations, marketing planning • On-site meetings • Content Style Guide for your in-house team *** • Training in-house staff on copywriting/content skills *** • Other Project Management 	<p>[\$250-\$500]</p> <p>[\$100-\$150/hour]</p> <p>[\$1,500/day plus travel]</p> <p>[\$2,500]</p> <p>[\$2,500]</p> <p>[\$150/hour]</p>

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