

WRITING

Service examples include ghostwriting, proofreading, editing, copywriting, press releases, case studies, technical manuals, social campaigns, articles, web copy, policy manuals, fact sheets, film and video scripts and more. Can be written for online and/or print. Don't see what you're looking for? Ask me!

SERVICES

Projects can be priced by the hour, word or included in a campaign/retainer. Voice acting is an option for some services.

| SERVICE | DETAIL | RATE RANGE |
|-----------------------|--|-------------|
| SITE CONTENT AUDIT | Improve search rankings and conversions. | \$1000-2500 |
| KEYWORD RESEARCH | Identify top SEO opportunities by topic. | \$500-1500 |
| MESSAGING ROADMAP | Key messages master map by channel/audience. | \$3000-7500 |
| HOME PAGE CONTENT | SEO and sales conversion. | \$1500-3000 |
| CATEGORY PAGE UPDATE | Rewrite a main page. | \$250-1000 |
| PRODUCT PAGE UPDATE | Generate more traffic. | \$100-250 |
| ORDER PAGE | Reduce abandoned cart rates. | \$400-800 |
| NEW PAGE | Optimized copy for new page. | \$500-1250 |
| BANNER AD | Drive visitors to offer or discount. | \$250-1000 |
| PROMOTION PAGE | Generate sales with full promotion. | \$5000-8500 |
| LEAD-GEN LANDING | Short copy page to bring in leads. | \$500-1500 |
| MICROSITE | Specific microsite to boost sales (2-5 pages). | \$3000-7000 |
| ARTICLE | Content to bring in traffic (1200-2000 words). | \$250-1000 |
| NEWSLETTER EDITORIAL | Short article (600-800 words). | \$200-500 |
| HOW TO GUIDE | Explain a product, service or site. | \$500-1000 |
| PRESS RELEASE | Designed to get media attention. | \$500-1000 |
| BLOG POST | Single topic specific post. | \$150-800 |
| BLOG CONTENT CALENDAR | Managed, scheduled post topics. | \$500-800 |
| VIDEO SALES LETTER | Online sales video (20-45 minutes). | \$5000-7000 |
| VIDEO EXPLAINER | Short explainer, demo, how to (1-5 minutes). | \$500-1500 |
| PODCAST SCRIPT | Optimized for podcast. | \$500-1000 |
| FAQ | Addresses common customer questions. | \$500-1000 |

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| CASE STUDY | Showcases problem/solution, featuring product/service customer. | \$1200-2000 |
| WHITEPAPER | Downloadable report to inform and attract leads. | \$2000-7000 |
| EBOOK | Electronic guide relevant to customer base. | \$2000-7000 |
| TESTIMONIAL | Customer reviews to support credibility. | \$500-800 |
| FUNNEL EMAILS | Deepen relationships and support purchasing. | \$100-1000 |
| EMAIL | Singular message to grow sales. | \$250-2000 |
| NEWSLETTER | Regular communications to maintain customer interest. | \$800-1500 |
| ADWORDS/PPC | Online ad to drive traffic. | \$75-350 |
| SITE REDESIGN | Ensures usability and cohesive flow. | \$2000-5000 |
| TRAINING ONLINE | Online coaching for staff writers, other employees. | \$1500-5000 |
| TRAINING SCRIPT | Help customers use a service. | \$500-3000 |
| WEBINAR/VIDEO SCRIPT | Script and/or slides to facilitate presentation (voice over addon available). | \$1500-3000 |
| SURVEY | Questions to solicit valuable customer feedback. | \$500-1000 |
| COMPETITOR ANALYSIS | Detailed copy review of competitors. | \$1000-2000 |
| SOCIAL SETUP | Inviting new profile page with robust introductory content. | \$500 |
| SOCIAL MANAGEMENT | Grow customer base with posting/monitoring 1-2 hours/day, 5 days/week. | \$1000-2000/month |
| SOCIAL CAMPAIGN | Encourage engagement with targeted ads. | \$500 |
| COMPANY DESCRIPTION | Review of sites, directories. | \$25-500 |
| CHATBOT | Automated customer service chatbot scripts. | \$2000 |
| USER EXPERIENCE | Help customers navigate site. | \$150-1000 |
| RADIO COMMERCIAL | Concept and copy (30-60 second spot, voice over addon available). | \$1200-1500 |
| TV COMMERCIAL | Concept and copy (30-60 second spot, voice over addon available). | \$2000-2800 |
| RESUMES/PERSONAL BRANDING | Make best impression with consistent, bundled presentation. | \$2000 |
| PROOF/EDITING | Get a second pair of eyes before publishing. | \$20-75/hr |
| EVENT MATERIALS | Sales meeting, awards, presentation collateral. | \$1000-3000 |
| SPEECH WRITING | Messaging for event or meeting. | \$3000-5000 |
| GHOSTWRITING | Assistance with a memoir or book. | \$5000-10,000 |
| PRODUCT/PROGRAM NAMING | Product name ideas and taglines. | \$1000-3000 |

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| TRAINING MANUALS | Employee training for call centers, processes and more. | \$2000-5000 |
| ELEARNING | Course modules, curriculum and more. | \$5000 |
| EMPLOYEE/HR MATERIALS | Puts employee info in hands. | \$2000-5000 |
| WELCOME PACKET | Help customers understand benefits. | \$2000-5000 |
| COLLATERAL AUDIT | Review company materials to ensure consistency. | \$100-200/hr |
| STRATEGY/PLANNING | Help hone goals, develop strategies and tactics to achieve these. | \$100-200/hr |