

Rough Guide to Copywriting Fees

Each copywriting project is unique. Therefore, each project has an individual worth. However, I understand that people like to have an idea of my fees before discussing a project in detail. So, here's a budget guide for writing SEO-friendly content and copy. Tell me your copywriting requirements in detail, and I can draw up a customized quotation for you.

Website Content

Websites	Quantity	Fee guide	
		From	To
Short informational web page (300-500 words)	per page	\$300	\$500
Long sales web page (1000+ words)	per page	\$500	\$1,500+
Website landing page	per page	\$500	\$1,500

Promotional Material & Editorials

Promotional Material	Quantity	Fee guide	
		From	To
Direct mail letter (2-5 pages)	per letter	\$1,250	\$2,000
Flyer (2 pages)	per flyer	\$800	\$1,000
Brochure (3 or 4-panel)	per brochure	\$1,200	\$1,600
Brochure (8-panel)	per brochure	\$2,000	\$2,500
E-book	5 – 6+ pages	\$1,750	\$2,500+
E-book	10 – 12+ pages	\$3,000	\$6,000+
White paper	6 – 10+ pages	\$3,500	\$6,000+
Case studies (standard, transcript provided)	<750 words	\$750	\$900
Case studies (enhanced service)	1200-1500 words	\$1,750	\$2,250
Case studies (full service)	1200-1500 words	\$2,250	\$2,750

Public/Customer Relations	Quantity	Fee guide	
		From	To
Newsletter/e-zine	per newsletter	\$350	\$1000+
Magazine article	per article	\$1,000	\$2,000
Blog post (500-750 words)	per post	\$450	\$750
Blog post (750-1000 words)	per post	\$700	\$1,000
Blog post (1000-2000 words)	per post	\$1,000	\$1,500
Press release	per release	\$250	\$500+

Note: Prices depend on topic complexity and the need to do interviews and desktop research and/or conduct a client discovery phase.

Consultations/planning services	Duration	Fee
Discovery call with prospect/new client	Up to 35 mins	Complimentary
Advisory session on telephone/Zoom	Up to 60 min	\$125
Quarterly content calendar planning	-	\$2,000

**Travel time and expenses may also be charged, depending on the meeting's location.*

If you have any questions about the above prices or would like to speak further about your writing project, please contact me at helen@write-for-business.com.

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