

RATES & PRICING

Here's everything you want to know about my rates and pricing (but didn't know how to ask.)

Are your rates hourly?

No, they're not. Every project quote is value-based and that means you're paying for the value and ROI of the finished product, not the time spent producing it.

My rates also include the following benefits I can provide because I am not on your payroll:

- Direct communication and faster turnaround.
- Diverse knowledge and experience.
- More bang for your buck.
- Avoiding the content mills.
- A reliable partner to meet future needs.
- More than a writer.
- Helping your business grow.
- More than a transaction.

What price do most projects start at?

One-time assignments (articles, case studies, blog posts, FAQs) begin at \$250/page, but can vary depending on the required research and word count. Longer, more intensive content = additional fees.

Large projects (policies, procedures, presentations, emergency response plans) are quoted on a project basis, based on the complexity of the project.

Proofreading and editing rates are 25 cents-per-word, with a \$125 minimum charge. Larger projects will be negotiated.

Why do your prices start there?

Clients who decide to work with me do so because they believe in paying for a high-quality, value-added product—not just a finished product. If your focus is keeping costs low (rather than exceptional results), then you've got the wrong writer.

What's the process like for a new client?

Every new client goes through a three-step process.

1. You answer a quick writing project intake survey. This helps me better understand your needs, your core objectives, and what I can do to help you reach them.

What Do You Need to Get in Writing?

2. From there, if it sounds like a good fit, we'll schedule a call so I can learn all of the details about your business and your specific project needs.
3. Finally, I'll send over an invoice for the work and a contract for the project, and once a 50% deposit has been paid, we'll get started.

Then what?

You will never have to "check up on me." My goal is to keep you informed of where I'm at every three days with a status report.

This report includes what work has been completed, what I need from you to keep moving forward, and what I expect to accomplish in the coming days.

For smaller projects, I'll often be finished before you can even think to ask how things are going.

Once the final product is completed, I'll send over the completed project, an invoice for the remaining balance, and ask you to complete an exit survey.

Other FAQs

1. Can I pay via credit card?

Of course. Your invoice will have a link that allows you to pay online with a credit card, or by using PayPal.

2. How many rounds of edits do I get?

Every project includes one round of edits. If you need additional edits after the first round, there is a project-based fee for additional work. This fee helps to ensure that we're both on the same page from the start of the project.

3. How soon can you start?


I request at least a two-week lead-time for new projects. I typically have 1-2 openings for new clients each month, but those fill up quickly. The sooner we can start the conversation, the better.

If you need me RIGHT NOW: I'll move you to the top of my to-do list, but a 25% priority fee will be added to your invoice.

"If you think it's expensive to hire a professional to do the job, wait until you hire an amateur" ~ "Red" Adair



What Do You Need to Get in Writing?

Writing Services *	Fees
White Paper (Special Report) Inform, explain, or offer a solution—and bolster your marketing efforts.	\$250 Per Page
Case Study Problem-solution-outcome stories featuring a product or service.	\$650 Two Pages
Policies and Procedures Document the “why” and “how” of your organization.	Per Project Basis
Instructional Design Support Curriculum development. Instructor led, online, and eLearning courses.	Per Project Basis
Information Products (Passive Income Sources) Books, Reports, Manuals, Home Study Courses, Seminars, Training Materials, Ghost Writing.	Per Project Basis
Presentations Tell your story, provide information to a captive audience.	Per Project Basis
Emergency Response Plans An emergency response plan designed to comply with applicable regulations and standards for responding to emergency situations.	Per Project Basis
On-Site Writing Instruction Intensive, 12-hour writing course designed to improve and enhance effective work-place writing skills. Instruction delivered on-site, on your schedule. Course delivery customized to meet your needs. 5-15 students	\$ 4250 Plus, Travel/Lodging
E-Newsletters A cost-effective way to reach customers and enhance content marketing.	Per Project Basis
Blog Post Single, topic-specific blog posts. (500-1000 words).	\$250 Per Post
FAQ Page Answer common questions asked by customers (great for SEO).	\$250 Per Page
Training Manuals (non-software/technical) Provide effective employee training materials.	Per Project Basis
Employee/Human Resources Materials Explain employee benefits info/guidelines to workers at all levels.	Per Project Basis
Articles Promote your product, service, location: web or print. Includes up to 1500-word article and three photos.	\$1250 Per Article
Press Release Get attention from the media, drive additional site visits (500 words).	\$350 Per Release
Testimonial Generate “real-world” credibility for products or services (500 words).	\$250
Brochure (3-panel, copy only) Succinctly and clearly explain how a product/service benefits prospects.	\$250 Per Page Copy Only
	

*This is only a partial list of the writing services I can provide. If your project is not listed, just ask.