



Services Rates

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BRAND DOCUMENTATION

(Includes process sheets, research, consultation, writing, editing)

| | |
|--|------------|
| Mission Statement | \$255 |
| Vision Statement | \$255 |
| Core Values Statement | \$200 |
| Target ICP/Avatars | \$235/each |
| Content Marketing Mission Statement | \$350 |
| Brand-Specific Content Style Guide | \$500 |

BRAND MESSAGING

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|---|----------------------------|
| Brand Personality Profile (Aaker's Personality Scale) | \$360 |
| Brand Manifesto (Word cloud design/layout) | \$285 |
| Culture Branding (Research, Target Culture Profile, Brand Culture Profile) | \$2,000 |
| Brand Voice Style Guide | \$400 |
| Elevator Pitches (Package includes:15, :30, :60, 2:00) | \$420 |
| Brand/Product Presentations Per Project 60:00 presentation | \$55/hr \$1,200-\$6,000 |
| Sales Deck (Slide Presentation) Per Project | \$55/hr \$600 - \$1,400 |
| Social Media Profiles | \$260/per profile |
| Brand Aesthetics (Vision Board, Mood Board, Color Palette, Font Combos, Style) | \$1,000 |
| Taglines & Slogans | \$65/hr |
| Logos | \$65/hr |

IMAGE DEVELOPMENT & PERSONAL BRANDING

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|--|-------------------|
| Bios | |
| Short (150 words) | \$75 |
| Long (Up to 400 words) | \$140 |
| Resumes | |
| Entry Level | \$250 |
| 2+ Years Experience | \$280 |
| Professional | \$300 |
| Executive | \$350 |
| LinkedIn Profile | \$225 |
| Personal Mission Statement | \$180 |
| Personal Manifesto | \$180 |
| Portfolio Website (includes content) | \$1,500 - \$2,000 |
| Image Development Coaching | \$75/hr |
| Voice, Diction & Public Speaking Coaching | \$75/hr |

CONTENT CREATION

(Content Marketing, Copywriting, Non-Fiction/Journalism)

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|---|---|
| <p>Content Strategy Package</p> <ul style="list-style-type: none"> • Content/Editorial Mission Statement • Brand-Specific Style Guide • ICP/Target Audience Assessment + Profile • 12-month Content Calendars (Blog/Social Media) • Curated Content • Keyword Research • Additional Research Fee <p>Content Marketing flat base rate. (Additional costs may apply per client depending on project scope)</p> | <p>\$1,500 - \$2,100</p> <p>\$70/hr</p> |
| <p>Monthly Content Management</p> | <p>\$1,000, \$1,500, \$2,000/mo</p> |
| <p>Marketing, PR, Promotional Copy</p> <p>Hourly Event Project</p> | <p>\$50, \$92, \$150/hr \$2,278 - \$9,000</p> |
| <p>White papers</p> | <p>\$80-\$120/hr</p> |
| <p>Case Studies/Project Profiles</p> | <p>\$550 - \$2,000</p> |
| <p>Press Kits</p> <p>Hourly Project</p> | <p>\$85 - \$125/hr \$2,334 - \$5,000.</p> |
| <p>Press Releases</p> <p>Hourly Project</p> | <p>\$62-\$100/hr \$305 - \$1,000</p> |
| <p>Infographic Copy</p> <p>Hourly Project</p> | <p>\$66-\$120/hr \$525 - \$750- \$1.50/word</p> |
| <p>Event Promotions/Publicity/Ad Copy</p> | <p>\$67-\$100/hr</p> |
| <p>Fundraising/Crowd Funding Copy</p> <p>Hourly Project</p> | <p>\$58-\$75/hr \$1,500-\$2,000</p> |

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|--|-----------------|
| Non-Fiction Article (Trade, Ghostwritten) | |
| Hourly | \$77-\$100/hr |
| Project | \$2,300-\$2,750 |
| Word | \$1.25-\$1.50 |

Business Writing

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|--|-----------------|
| Business/Marketing Print Projects - Brochures, booklets, flyers | |
| Hourly | \$75-\$150/hr |
| Project | \$3,125-\$5,000 |
| Page | \$100/page |

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| Business editing and writing (general) | \$45-55/hr |
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|-----------------------------------|--------------------|
| Corporate/Business Stories | |
| Hourly | \$71-\$115/hr |
| By Page | \$200/printed page |

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|-----------------------------------|---------------|
| Corporate/Business profile | |
| Hourly | \$98-\$115/hr |
| Project (200-word count) | \$350/project |
| Word | \$1.40/word. |

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| Newsletters, desktop publishing/production | |
| Hourly | \$54-\$100 high/hour |
| Project (4 pages) | \$2,520-\$3,800 |
| Page | \$750/page |

Web & Social Media Content

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|-------------------------|-------------------|
| Web Page Content | |
| Per Project | \$75-\$120/hr, |
| Per Word | \$69-\$1.00/word |
| Page | \$150-\$300/page. |

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| Web Page Design | |
| Per Project (package rates) | \$55-\$90/hr \$2,000, |

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| Web Page Auditing/Editing | \$45-\$85/hr |
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| Blogs Package (includes set up, content title creation, 1st 8 posts/500 words) | \$2,300 |
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| Blog Post (Ghostwriting) 600 words 600+ Words | \$120 \$165 |
| Blog Post (guest writing w/byline) | \$140 |
| Web Page Auditing/Editing | \$32, \$62, \$100/hr |
| Article (General topical) Blogs Minimum 500 words 500+ Additional Research Fee Project of up to 12 posts | \$125 \$70/per 100 words \$20 \$1,600 |

AUDIO, VIDEO, ELECTRONIC (NON-FICTION, BUSINESS, MARKETING)

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| YouTube Scripting, Planning, Production = | \$3,200 - \$10,000 |
| Non-theatrical film scripts for education, business, industry | |
| Per hour | \$80 - \$100 hour |
| Per running minute | \$325 - \$500 /run minute |
| Base script rate | \$5,000/script (starting point). |
| Educational/training film scripts | |
| Per hour | \$77-\$100 hour |
| Per running minute | \$325-\$500/run minute |
| Per day | \$300, \$400, \$500/per day rate. |
| Per project (package rates) | \$6,000, \$3,500, \$1,500/project |
| Corporate product film | |
| Per hour | \$70 - \$100/hour |
| Per running minute | \$325 - \$500/run minute |
| Script Synopsis/Outline | \$70/hour |
| Radio commercials/PSA | \$85 high/hour, \$70 low/hour, \$72 average/hour |
| Radio editorials | \$70 high/hour, \$50 low/hour, \$60 average/hour |
| Radio interviews | \$1,500 high, \$35 low, \$100 average (rates depend on who you are and how badly the radio station wants you); \$100 high/run minute (produced pieces over 2 minutes), \$65 low/run minute (produced pieces over 2 minutes), \$75 average/run minute (produced pieces over 2 minutes) |
| TV news story/feature | \$100 high/hour, \$70 low/hour, \$90 average/hour |

BASE WRITING & EDITING RATES

Writing (freelance/subcontracting) -- \$45-55

- Includes all website, blog, social media, print copy

Proofreading -- \$35/hour

- Final run-through to rid copy of cosmetic errors -- typos, misspells, spacing, etc.
- Catch issues with readability and issues with content.
- No re-working text or copy rewriting
- Final step in the editing/writing process.

Copy Editing -- \$45

- Style
- Passive Voice
- Statement accuracies
- Copy flow
- Grammar
- Rework text when needed

Light -- Grammar correction and checking for accuracy (\$4/pg)

Medium -- Close examination of writing flow, reworking text when needed (\$4.50/pg)

Heavy -- Copy restructuring of paragraphs, style, flow and grammar corrections (\$5/pg)

Content Editing -- \$45/hour

- Content restructuring when needed
- Identify plagiarism and copyright issues
- Rework text
- Some content creation where needed

Editing for Plagiarism and Copyright infringement -- \$45/hour

- Fact-Checking
- Research
- Attribution
- Citation
- Assist writer in obtaining permissions to use cited or attributed facts