



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

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

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

CONSULTATION

Brand Consultation	<p>Monthly Retainer fee starts at \$500/month</p> <p>Hourly: \$70/hr</p>
Image Development Consultation	<p>Monthly Retainer fee starts at \$320/month</p> <p>Hourly: \$60/hr</p>

CONTENT CREATION

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

<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 	\$1,500 - \$2,100
<p>Content Marketing flat base rate. (Additional costs may apply per client depending on project scope)</p>	\$70/hr
Monthly Content Management	\$1,000, \$1,500, \$2,000/mo
<p>Marketing, PR, Promotional Copy</p> <p>Hourly</p> <p>Event Project</p>	<p>\$50, \$92, \$150/hr</p> <p>\$2,278 - \$9,000</p>
White papers	\$80-\$120/hr
Case Studies/Project Profiles	\$550 - \$2,000

Press Kits Hourly Project	\$85 - \$125/hr \$2,334 - \$5,000.
Press Releases Hourly Project	\$62-\$100/hr \$305 - \$1,000
Infographic Copy Hourly Project	\$66-\$120/hr \$525 - \$750- \$1.50/word
Event Promotions/Publicity/Ad Copy	\$67-\$100/hr
Fundraising/Crowd Funding Copy Hourly Project	\$58-\$75/hr \$1,500-\$2,000
Non-Fiction Article (Trade, Ghostwritten) Hourly Project Word	\$77-\$100/hr \$2,300-\$2,750 \$1.25-\$1.50

Business Writing

Business/Marketing Print Projects - Brochures, booklets, flyers Hourly Project Page	\$75-\$150/hr \$3,125-\$5,000 \$100/page
Business editing and writing (general)	\$45-55/hr
Corporate/Business Stories Hourly By Page	\$71-\$115/hr \$200/printed page
Corporate/Business profile Hourly Project (200-word count) Word	\$98-\$115/hr \$350/project \$1.40/word.

Newsletters, desktop publishing/production	
Hourly	\$54-\$100 high/hour \$2,520-
Project (4 pages)	\$3,800 \$750/page
Page	
Web & Social Media Content	
Web Page Content	
Per Project	\$75-\$120/hr,
Per Word	\$69-\$1.00/word
Page	\$150-\$300/page.
Web Page Design	
Per Project (package rates)	\$55-\$90/hr \$2,000,
Web Page Auditing/Editing	\$45-\$85/hr
Blogs Package (includes set up, content title creation, 1st 8 posts/500 words)	\$2,300
Blog Post (Ghostwriting)	
600 words	\$120
600+ Words	\$165
Blog Post (guest writing w/byline)	\$140
Web Page Auditing/Editing	\$32, \$62, \$100/hr
Article (General topical) Blogs	
Minimum 500 words	\$125
500+	\$70/per 100 words
Additional Research Fee	\$20
Project of up to 12 posts	\$1,600

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

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