

### Online copywriting fee schedule

*30 to 45-minute video sales letter -- \$7,500 - \$9,500*

Selling a dietary supplement, investment advisory, and other direct response offers.

*Long-copy landing page (sales page) -- \$6,500 – \$8,500*

Designed to sell a consumer product – such as an investment, a newsletter, info product, or dietary supplement – directly.

*ClickFunnel -- \$4,500 - \$6,500*

Sales page in the ClickFunnels format.

*Medium-copy landing page -- \$3,500 – \$5,500*

Used for direct sales of products requiring less lengthy copy (e.g., merchandise, software, professional services, seminars, b-to-b offers).

*Presell page -- \$1,500 - \$2,500*

Teaser copy and educational content to drive the reader to a sales page.

*Exit pop -- \$750 - \$950*

Small pop-up window with free content offer.

*Squeeze page -- \$1,250 – \$1,500*

A landing page for white papers, software demos, webinars, special reports, and other free offers capturing an opt-in email address.

*Medium-copy email -- \$950 – \$1,500*

Designed to drive traffic to a landing or order page selling a product.

*Short copy email -- \$750 – \$950*

A short email designed to drive the reader to a landing page or shopping cart.

*Email auto-responder series -- \$750 – \$950 per effort*

A series of follow-up email messages, sent via auto-responder, designed to convert an inquiry into a sale.

*E-newsletter -- \$1,500*

2 pages, approximately 750 words

(over please)

*Online ad -- \$550 - \$1,050*

An online text, banner, Facebook, or PPC, ad to drive readers to a microsite or landing page.

*Web site package -- \$5,500 – \$8,500*

A modestly-sized business website consisting of a home page and approximately 5-7 additional pages.

*Home page, simple -- \$1,250 - \$1,500*

Simple home page with a headline and up to 300 words of text describing the company or site, optimized for search engines to your key words.

*One-page website --\$3,500 - \$7,500*

Website written as a single long page, optimized for search engines to your key words.

*Web page, optimized -- \$750 – \$950*

A headline and 200–400 words of text plus metatags optimized to your predetermined list of key words.

*Website audit -- \$1,500 - \$2,500*

A comprehensive review with specific recommendations on how to improve conversion and other key performance metrics. Covers website structure, copy, content, design, sales funnels, calls to action (CTA), site map, and more.

**Terms:**

**Work agreement and retainer payment required for all jobs. Copywriting fees are payable 50% in advance, balance upon delivery. New overseas clients pay 100% of the fee in advance on their first order.**

**All revisions must be assigned within 30 days of receipt of copy. Two rewrites are made free of charge unless the revision is based on a change in the assignment made after copy is submitted.**

**Listed fees are guidelines only. Call today for a prompt price quotation on your specific assignment.**

**NOTE: This fee schedule current as of July 2022 and valid for 90 days from date. Be sure to call for current fee schedule when ordering copy.**