

Online copywriting fee schedule

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

Selling a dietary supplement, info product, or select 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 -- \$2,500 – \$5,500

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

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.

Presell page -- \$1,500 - \$2,000

Advertorial-style rich page with hyperlinks to product sales page.

Medium-copy email -- \$950 – \$1,500

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

Short copy email -- \$650 – \$950

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

Email auto-responder series -- \$750 per effort

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

Pre-sale page -- \$1,500 \$1,750

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

(over please)

Online ad -- \$550 - \$650

An online text, banner, 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 --\$2,500 - \$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 a 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 November 2020 and valid for 120 days from date. Be sure to call for current fee schedule when ordering copy.