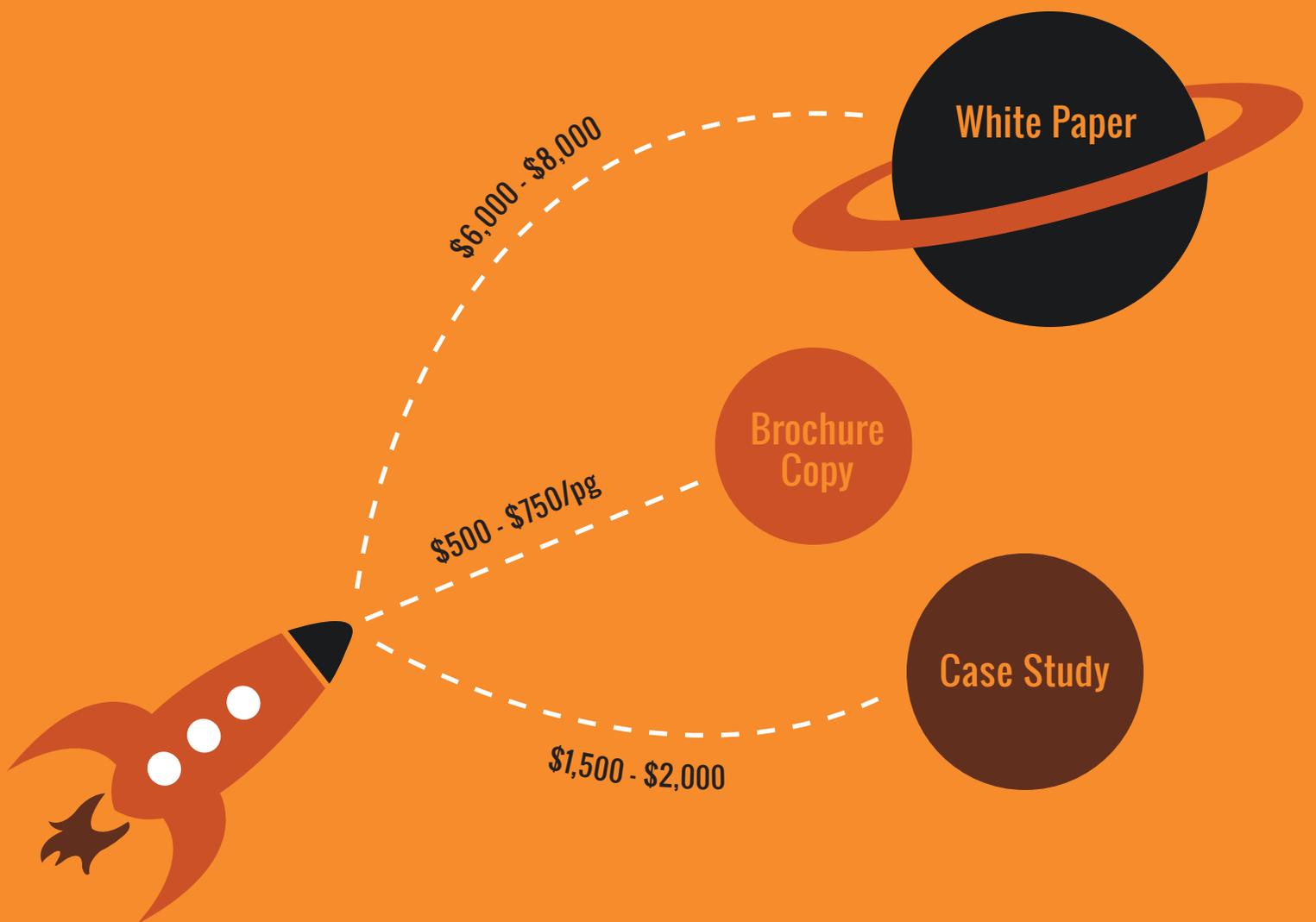
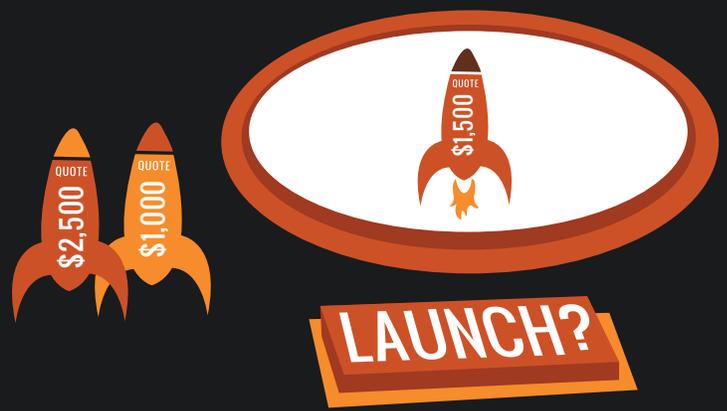


Ed Gandia's Pricing Guide for B2B and Commercial Writing Projects



Taking the Stress Out of the Quoting Process



“How much do you charge for a _____?”

That question could be music to your ears. Or it could give you a panic attack.

It depends on your level of preparation.

And when it comes to pricing, having a master fee schedule by your side can be a lifesaver.

A master fee schedule is nothing more than a list of services you provide, along with an approximate fee range for each of these services. It’s an internal “menu” or price list of the services you offer or are capable of offering.

This tool takes much of the stress out of the quoting process. That’s because when you’re confident that the fees in your schedule are fair and reasonable (and based on what other professional writers are charging for B2B/commercial writing assignments), you no longer have to worry about quoting a fee that’s going to scare away the prospect. Your quote will be based on reliable field intelligence.

Of course, the prospect may still decide that you’re too high (or even too low). *But that decision will be based on his or her budget—not your value.*

And that’s OK! Better to lose a project because the prospect couldn’t afford you than to lose it because your quote was based on a wild guess.

How to Use This Fee Schedule



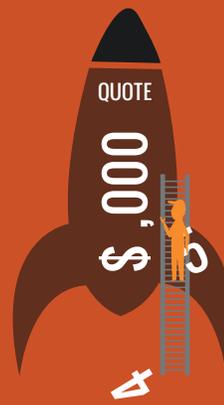
This document contains my own master fee schedule. Feel free to review it and adapt it for your own use.

The numbers you'll see in my schedule are based on fees that other professional copywriters and business writers are charging in the corporate market. I've been updating this document for about seven or eight years now, and what you see here is my latest version.

I've tempered these fees with the following:

- **My own experience of what I know I can charge**
- **My experience with what clients are willing to pay**
- **The time, effort and “creative headspace” required to do the work**

Can You Use These Numbers “As Is”?



Maybe, maybe not. You need to first determine where you currently are in your business and what types of clients you go after. Startups and solopreneurs may not have the budgets to pay these ranges. (Some will, however, so don't assume too much!)

Midsize and large organizations may be in a better position to pay these fees. But it depends on the markets they serve and the products and services they offer. The higher the profit margins—and the more their products need to be “sold” due to their innovative nature, their complexity or their high price—the higher the chances they'll have bigger budgets to work with, everything else being equal.

So, use these figures as a benchmark, a starting point. And adjust them up or down based on your specific situation.

One final word of warning: When it comes to pricing, most writers err on the low side. Don't make that mistake. Push yourself outside your comfort zone. When you arrive at a number that feels right, add another 10% or 20% and see what happens.

The client may very well say yes.

For more tips and strategies on propelling your writing business to the six-figure level (or the part-time equivalent), check out my High-Income Business Writing podcast at www.b2blauncher.com.

To your success,

A handwritten signature in black ink that reads "Ed".

Ed Gandia
High-Income Business Writing
www.b2blauncher.com

Pricing Guide

Thought Leadership:

White papers (5 – 10 pages)	\$6,000 - \$8,000
Bylined article (800 to 2,000 words) (Includes 1 phone interview & light research)	\$1,500 - \$4,000

Collateral:

Brochure copy	\$500 - \$750/pg or panel
Data sheet or 2-sided slick	\$500 - \$750/pg or panel
Customer case study (800 – 1,200 words & up to 1 hr. of client interviews)	\$1,500 - \$2,000

Press release	\$500 - \$750
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Online Projects:

Helping client plan content for 10 – 15 page website (Project deliverable is a suggested website outline and general content structure)	\$750 - \$1,250 consulting fee
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Website copy	\$300 - \$750 per page
Executive bio (includes phone interview if needed)	\$250 - \$500 each

Lead generation email, short	\$500 - \$750
Lead generation email, medium or long (Fee includes subject line and landing page copy)	\$1,000 - \$2,000

Email, general announcement – short	\$250 - \$500
Email, general announcement – long	\$500 - \$750

Email newsletter article (500 – 750 words)	\$750 - \$1,000
Blog ghostwriting	\$250 - \$500 per post

Autoresponder email, single	\$500 - \$750
Autoresponder email, series of 3	\$1,000 - \$2,000
Landing page only	\$1,000 - \$2,500

Direct Mail:

Lead generation letter & landing page copy
(1 to 2-page letter + landing page copy) \$1,500 - \$3,000

Postcard or self mailer \$750 - \$1,500

Flyer (one page) \$750 - \$1,500

Advertising:

Print ad, half to full page \$1,500 - \$3,000

Print ad, quarter page and smaller \$1,000 - \$2,000

Classified ad \$250 - \$500

Email newsletter ad \$250 - \$1,000

Web banner ad \$250 - \$700

PPC ads (e.g., Google AdWords) \$150 each (min of 2)

Broadcast:

Short video or audio script for a website (less than 5 min) \$1,000 - \$1,500

Longer video script for web or DVD \$250 - \$350/scripted min

Telemarketing:

Telemarketing scripts (includes up to 2 hrs. consulting time) \$750 - \$2,000

Naming:

New tagline or slogan \$1,000 - \$2,500

(Project deliverable is a list of 20 – 30 ideas)

Copy Critiques / Copyediting:

Copy Critique (includes written report on recommendations) Call for quote

Copyediting \$100 per 500-wd pg

Consulting:

Consulting work \$200/hr.

(Strategizing, recommending, coordinating and other non-writing projects activities)