



COPYWRITING FEES TABLE

General day rate	£200-250	(plus travel if outside 25-mile radius of Colchester)
Half-day discovery session	£100	(plus travel if outside 25-mile radius of Colchester)
Brochure copy	£35-200 per page or spread	(depending on copy density)
Web page	£100-450 per page	(depending on length and strategic importance of copy - includes page title tags & meta descriptions, research. Usually averages at around £120-150 per page for larger sites)
6-10 page Website	£1100-1500	
10-20 page Website	£1500-3000	
Basic 5-page package	£1,000	pages: Home, About, Services, Contact plus 1 page of your choice
Blog Post (1200-1600 words)	£250	If an article isn't worth this much to you, then I don't want to write it.
Landing page (short)	£250-600	
Landing page (long)	£650-1200	Depending on length and value of copy
Case Study (1 page)	£150	250-400 words
Case Study (2 pages)	£250	500-800 words
Case Study (website page)	£200	(for this and above - using story info supplied by client or via questionnaire)
Chatbot script	£750-1500	Depending on complexity
Press release	£150-250	1-2 pages
Sales email/letter (short)	£250-350	1-2 pages if printed
Sales email/letter (long)	£500-750	
Email in a sequence	£100	simple 5-email nurture sequence starting from £500
Facebook Ads / Posts	£50 per ad	For all ads:
Instagram Ads	£20 per ad	- text only, no image sourcing
GDN Ads	£25 per ad	- will provide 4 headline options
Press ad	£400-650	
Postcard/flyer	£200-300	
White Paper / eBook	£1,000	(approx 3000 words)
Video Script (30-60 secs)	£250-400	
Video Script (100-120 secs)	£400-600	
Product Descriptions (short)	£35 each	
Proofreading & Copy-editing	£100 per half-day spent	Checking and amending for grammar, punctuation and sense.

Terms:

Listed fees are guidelines only. Get in touch for a prompt price quotation on your specific assignment.

Purchase order or email/letter of authorization required for all jobs. Copywriting fees are payable 50% in advance; balance invoiced upon delivery of first draft.

To avoid projects dragging out, revisions must be assigned within 7 days of receipt of copy. Two rewrites (if needed) are made free of charge unless the revision is based on a change in the assignment made after copy is submitted.

Minimum project fee £100.

NOTE: This fee schedule current as of September 2019 and valid for 90 days from date of receipt. Be sure to ask for current fee schedule when ordering copy or a consulting service.

See terms & conditions on this page: <https://www.lookherewriting.com/terms-conditions/>

Did you know?

The average daily rate for a UK copywriter in 2018 was £342.

Imagine the effect strong copy could have on your business, and the amount of time and hassle you will save by not having to figure it out yourself, and I'll seem like a bargain.