



## COPYWRITING FEES TABLE

<b>General day rate</b>	£250	plus travel if outside 25-mile radius of Colchester
<b>Discovery session (3 hrs)</b>	£150	plus travel if outside 25-mile radius of Colchester
<b>Brochure copy</b>	£20-200 per page or spread	(depending on copy density - this can obviously vary a great deal)
<b>Web page</b>	£100-450 per page	(depending on length and strategic importance of copy) - Note: the total price for a website project will usually include a discovery session. Often averages around £120-150 per page.
<b>6-10 page Website</b>	£1100-1500	
<b>10-20 page Website</b>	£1500-3000	
<b>Basic 5-page package</b>	£1,000	<b>pages: Home, About, Services, Contact plus 1 page of your choice</b>
<b>Blog Post (1200-1600 words)</b>	£250	If an article isn't worth this much to you, then I don't want to write it.
<b>Landing page (short)</b>	£250-600	
<b>Landing page (long)</b>	£650-1200	(depending on length and value of copy to the project)
<b>Case Study (1 page)</b>	£150	250-400 words
<b>Case Study (2 pages)</b>	£250	500-800 words
<b>Case Study (website page)</b>	£200	(for this and above - using story info supplied by client or via questionnaire)
<b>Chatbot script</b>	£750-1500	(depending on complexity)
<b>Press release</b>	£150-200	1-2 pages
<b>Sales email/letter (short)</b>	£250-350	1-2 pages if printed
<b>Sales email/letter (long)</b>	£500-750	
<b>Email sequence</b>	£500 - 2000	simple 5-email welcome sequence to 12-email nurture sequence, or more
<b>Facebook Ads / Posts</b>	£50 per ad	For all ads:
<b>Instagram Ads</b>	£20 per ad	- text only, no image sourcing
<b>GDN Ads</b>	£25 per ad	- will provide 4 headline options
<b>Press ad</b>	£250-650	(depending on product, complexity, research, etc.)
<b>Postcard/flyer</b>	£200-300	
<b>White Paper / eBook</b>	£1,000	(approx 3000 words)
<b>Video Script (30-60 secs)</b>	£250-400	
<b>Video Script (100-120 secs)</b>	£400-600	
<b>Product Descriptions (short)</b>	£35 each	
<b>Proofreading &amp; Copy-editing</b>	£100 per half-day spent	Checking and amending for grammar, punctuation and sense.

### Please note:

- 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 engagement fee £100.

**NOTE:** This fee schedule current as of September 2020 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 2020 = £379.

Imagine the effect strong copy could have on your business, and the amount of time, guesswork and mistakes you will save by not doing it yourself, and it'll seem like a bargain.

For more thorough guidance on pricing for copywriters, check out the ProCopywriters web page on the subject here: <https://www.procopywriters.co.uk/help-advice/freelancing/suggested-rates-for-hiring-copywriters/>