



## Content Matters Today Copywriting/Content Design Rates

*Thank you for your interest in working together to make your content work for you!*

*The way your content looks and sounds, the way it makes a reader or viewer feel - all of this is important to the effectiveness of your copy. That's why I work to incorporate Content Design with Copywriting to help make your message resonate with your audience.*

*My rates are based on time and value. I'm happy to try to accommodate your individual and specific needs whenever possible.*

*Because every project is unique, the following prices are offered as a rough guide for [general copywriting fees](#). A fixed price is quoted only after we have discussed your expectations and I understand the full scope of the work.*

*For monthly package quotes or answers to [questions regarding pricing](#), simply send me the details of your project in an email.*

*Work is begun with a confirmation email agreement from you, along with a 50% deposit. The project is considered complete once you've signed off on all of the documents and the balance of your payment is received.*

*Please feel free to contact me regarding any questions you may have about the process.*

**Charlotte L. Hanna**

*Copywriter & Certified Content Marketing Specialist*

Contact Information:

- Email: [Charlotte@ContentMattersToday.com](mailto:Charlotte@ContentMattersToday.com)
- Office Hours: Mon – Friday 10 AM/EST – 3 PM/EST

*Email is the quickest and best way to communicate with me. I usually respond within 24-hours or less.*

## Original Content Created for You from Information that You Provide

You know what you want to address (topic, subject, event), but writing is not one of your strong points – OR – you just don't have the time to do it.

To create content that will best work for you and speak to your target audience I will:

- Carefully review any copy and documents
- Study your website, products, and services
- Identify who your clients and customers are and what they want
- Use this information to determine style, voice, and technique
- Create a first draft of the copy/content
- Submit it back to you for your review and approval
- Complete any needed revisions

*The average turnaround is 2-5 days per document unless otherwise discussed prior to beginning your project.*

**You are encouraged to provide any or all of the following that you would like me to consider:**

- Links to subject matter
- Original related materials
- Examples to be considered
- Email communications
- Research materials or other documents

**Articles or Blog Posts: from \$50 per {monthly packages available}**

*Includes carefully selected \*images (when not provided by client), link insertion, and \*SEO*

**Opt-Ins/Sales Pages/Landing Pages/Registration Pages: from \$75 per**

*Includes carefully selected \*images (when not provided by client), link insertion, and \*SEO*

\*Images include suitable FREE images from a source that allows attribution in digital and printed form, even for commercial applications. Any purchases of images desired must be *via client's personal graphics/images account* and are not reflected in the above pricing.

*\*SEO is constantly changing and evolving. While optimization of your content is always the goal, your copy should be designed to reach and engage your audience, not merely for search engines ranking. No promises or guarantees regarding individual search results are possible.*

**Press Releases**

- up to 600 words: **\$200**
- over 600 and up to 800 words: **\$300**

*\* Most reputable distribution sites will not accept press releases longer than 800 words. Price does not include submission to services.*

**Tagline or Slogan: \$250/3 ideas provided**

**Opt-in Email/Auto Responders**

Series of 3: from **\$75**

Series of 6: from **\$130**

Series of 9: from **\$175**

**Social Media Posts:** *Created from your previously created/published material. Images have proven to be effective for increased engagement when used in Social Media Posts. A quote for pricing with or without images is available upon request.*

*Other copywriting pricing sources for your review:*

<http://www.the-efa.org/res/rates.php>

[http://www.rebeccamatter.com/wp-content/uploads/2016/02/StateoftheIndustry2016\\_120815.pdf](http://www.rebeccamatter.com/wp-content/uploads/2016/02/StateoftheIndustry2016_120815.pdf)