

Schedule of Fees for John Barefield

Web Content and Other Online Copywriting

Home Page Content: SEO and Sales-conversion Copywriting Set the stage for a great site experience that prompts conversions.	\$1,500-\$3,000
Category Page Update: SEO and Sales-conversion Copywriting Rewrite the main web pages, such as About, Services, Subscribe.	\$250-\$1,000/page
New Page: SEO and Sales-conversion Copy Use professional, compelling copy for all new products and services.	\$500-\$1,250/page
Banner Ad or Text Ad Drive the most visitors to specific discounts or other promotion pages.	\$250-\$1,000
Lead-Gen Landing Page This short-copy “squeeze” page can bring in massive leads and sales.	\$500-\$1,500
Microsite Boost sales on a super-specific website containing 2-5 pages.	\$3,000-\$7,000
Article Bring in SEO traffic with helpful content. (1,200-2,000 words)	\$250-\$1,000
Editorial Piece for Newsletter Engage newsletter subscribers with helpful content. (600-800 words)	\$200-\$500

Blog Post Single, topic-specific blog posts, written for readers and SEO. (300-1,000 words)	\$250-\$800/post
Blog Post Series Continuously generate new traffic with ongoing, strategic posts.	\$250-\$800/post
Pillar Post Establish your brand as the authority with an all-encompassing guide on your specific subject, written for readers and SEO. (4,000 words or more).	\$500-\$2,500/post
“How-to” Guide or Tour Provide helpful guides explaining how a product, service, or site works.	\$500-\$1,000
Press Release Get attention from the media and drive additional site visits.	\$500-\$1,000/ release
Long-Form Video Sales Letter (VSL) This long-form online sales video may be 20 or even 45 minutes long.	\$5,000+ based on length/VSL
Short Online Video Script 1-5 minute “explainer,” demo, how-to, case study, testimonial, or short VSL.	\$500-\$1,500+
Podcast Script Make the most of this medium with captivating scripts/copywriting.	\$500-\$1,000/ minute
FAQs Answer common questions asked by customers (great for SEO).	\$500-\$1,000
Case Study / Customer Success Story Offer problem-solution-outcome stories featuring a product or service (usually 2-3 pages, 800-1,200 words).	\$1,200-\$2,000
White Paper (Special Report) Attract email sign-ups/new leads with valuable, downloadable reports (usually 5-10 pages).	\$2,000-\$10,000

E-book Provide highly useful information to customers via electronic guides.	\$2,000-\$7,000
Autoresponder/Funnel Emails (Series) Deepen customer relationships and/or drive follow-up purchases.	\$100-\$1,000/email
Stand-alone Email Reach out and grow sales with special promotions, invitations, more.	\$250-\$2,000
E-newsletter/E-zine Maintain customer loyalty with regular issues filled with tips and offers.	\$800-\$2,000 (writing and/or consulting)
Pay-Per-Click (PPC) / Adwords Campaign Break through search clutter and drive traffic to specific online sales / landing pages.	\$75-\$350/ad
Teleseminar / Webinar Script Ensure a smooth, successful presentation with a great script and slides. Content only. Design not included.	\$1,500-\$3,000
Competitive Analysis — more in-depth Set the company apart from competitors with a detailed copy review.	\$1,000-\$2,000
Social Media Setup Create an inviting page with robust ABOUT content, etc.	\$500/network
Social Media Management: Facebook, Twitter, and More Consistently grow with posting/monitoring 1-2 hours/day, 5 days/week.	\$1,000-\$3,000 per month
Social Media Ad Campaign Attract Likes, Shares, and conversions with super-targeted social ads on Facebook, LinkedIn, etc.	\$500

Company Description: Google My Business, Other Review Sites, Directories \$25-\$500
Make sure customers choose you in Google, Yelp, Angie's List, others.

Chatbot Develop scripts for automated customer service chatbots to respond to common inquiries. \$2,000

Offline Copywriting Services

Direct Mail: Sales Letter Package Letter, envelope, order device for subscription/information/ product promo, backend promotion, acquisition list. \$1,500-\$5,000+

Direct Mail: Lead-Generation Package Usually includes a letter, envelope, order device, buck slip for the offer. \$1,500-\$5,000+

Direct Mail: Renewal Series Renewal letter/blanket renewal insert to retain or upgrade subscribers, members, product buyers. \$1,500-\$2,500+

Direct Mail: Magalog This multi-page sales letter is presented in the form of a magazine or tabloid. \$9,000-\$15,000

Direct Mail Newsletter-Style Self-Mailer Grow leads, sales, registrants, etc. with an engaging piece. \$750-\$2,500

Direct Mail: Postcard or Double Postcard Stay in the "keep" pile of mail and prompt action. \$750-\$1,500

Telemarketing Script Make calls that are "welcomed," leading to conversions. \$500-\$2,000

Brochure (3+ panels) Succinctly and clearly explain how a product/service benefits prospect. \$750-\$1,500/page

Sales Enablement: One-Sheet or Sell Sheet Content for a standard, two-sided sheet to give sales reps excellent product detailers to use with prospects.	\$500-\$1,000
Sales Enablement: Battlecard Single sheet containing all the key points a salesperson might need when on the phone or face-to-face with a prospect.	\$1,000-\$2,000
Sales Enablement: Call Script (5 versions)	\$2,000-\$2,500
Sales Enablement: Cold Prospecting Email Templates (Package of 10)	\$1,500-\$2,500
Sales Enablement: Follow-Up Sales Email Templates (Package of 10)	\$1,500-\$2,500
Sales Enablement: Sales Deck (20 slides. Content only. Design not included.)	\$2,000-\$3,500
Sales Enablement: Sales Proposals	\$500-\$750 per page
Print/Space Ad Captivate prospects with a strong, small-space ad.	\$800-\$2,000
Advertorial Position a product/service as THE solution via a magazine-style article.	\$800-\$1,500+
Trade Show Materials Grab attention at busy shows with bold, customer focused materials.	\$1,000-\$3,000+
Radio Commercial Stand out with a clever concept and copy for a 30 or 60-second spot to increase brand awareness.	\$1,200-\$1,500
Radio Direct-Response Commercial Generate orders with an appealing direct-sale spot.	\$1,500-\$2,000 each

TV Commercial Make a big impression with a strong 30 or 60-second spot.	\$1,000-\$1,800
Store Sign / Poster Get in-person shoppers excited with store signs and posters with short, powerful messages about special sale offers, trial offers, etc.	\$250-\$500 per sign or poster
Annual Report Make sure the Company Overview is uniquely appealing to investors.	\$5,000-\$10,000
Resumes and Personal Branding Profiles Help professionals make their best impression to prospective employers and other opportunities.	\$2,000 for bundled services
Copyediting This valuable skill of revising written material to improve both readability and style helps companies avoid errors before publishing content.	\$31-\$75/hour OR 3-5 cents/word
Event Materials Make an impression at sales meetings, awards banquets, etc.	\$1,000-\$3,000+
Speech Writing Get a standing ovation at business gatherings, fundraising dinners, etc.	\$3,000-\$5,000+
Ghostwriting a Book Have a writer prepare an excellent memoir or business book.	\$5,000-\$10,000+
How-to Guide (such as a Buying Guide) or "Tips" Booklet Hand out helpful printed guides and booklets to customers.	\$500-\$1,000+
Product or Program Naming Develop a pipeline of excellent product name ideas and taglines.	\$1,000-\$3,000
Employee / Human Resources Materials Explain employee benefits info/guidelines to workers at all levels.	\$2,000-\$5,000+

Welcome Packet Help members/subscribers understand all the benefits and how-to's. **\$2,000-\$5,000+**

Copy Critique Strengthen results with a professional review and recommendations. **\$400-\$1,200**

Collateral Audit Review company materials (all channels) to drive consistent results. **\$100-\$200/hour**

Marketing Strategy, Planning, Consulting Improve outcomes with a fresh look at various marketing approaches. **\$100-\$200/hour**