

Market Your Business with  
Blogging, Content and Copywriting



# HARRISONAMY

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# Harrisonamy

2013 Copywriting Fee Schedule

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## Copywriting Fees

<b>Service</b>	<b>Fee</b>
Online sales page	\$1,500- \$3,500
Lead generation landing page	\$750 - \$1,200
Teleseminar landing page	\$750 - \$1,200
Downloadable eBook sales brochure	\$2,750+
Promotional eBook	\$2,750+
Website home page	\$950 - \$1,500
Website – other pages	\$600 - \$850/ page
Website package (home-page + 5-10pgs)	\$3,500 - \$5,000+
Email, short copy	\$750 - \$1,200
Email, long copy	\$1,200 - \$1,800
Magazine full page advert	\$ 1,500 - \$3,500
White paper	\$2,750+
Microsite	\$ 2,500 - \$5,000+
Email autoresponder	\$ 5,00 - \$700 / email
Interactive workbooks	\$ 2,750+

## Fee Schedule breakdown

### **Online sales page - \$1,500 - \$3,500**

Sales page up between 1,500 – 4,000 words

### **Lead generation landing page - \$750 - \$1,200**

Purpose is to drive visitors to this page to register or sign up and convert to a lead.

### **Teleseminar landing page - \$750 - \$1,200**

Long copy landing page to encourage visitors to register for your teleseminar.

### **Downloadable eBook sales brochure - \$2,750+**

eBook brochure selling the benefits of your product between 10-20 pages

### **Promotional eBook - \$2,750**

Promotional eBook that promotes an idea to attract prospects to your business.

### **Email short copy - \$750 - \$1,200**

Short email designed to send readers direct to a landing page to order a product or register as a lead.

### **Email long copy - \$1,200 - \$1,800**

Similar to the email short copy, but with more copy.

### **Magazine full page advert - \$1,500 - \$3,500**

### **White paper - \$2,750+**

Informational industry publication to establish your business as an authority and attract prospects.

### **Microsite - \$2,500 - \$5,000+**

Long copy website dedicated to selling a product directly. Similar to an online brochure, or a 6-8 page sales letter.

### **Email autoresponder - \$500 - \$700 / email**

Automated email series designed to nurture leads and convert into sales or enquiries.

### **Interactive workbooks - \$2,750**

eBooks to accompany an online course, program or workshop. Designed to include theory as well as practical exercises to help attendees get more from their learning experience with you.