



2020 Fee Schedule

Each project estimate is customized based on our skills, experience and industry-standard fee ranges¹ for high-quality work. Fees include a background meeting and two rounds of revisions. *Discounts available* for revisions of existing documents, retainer projects, and multi-component projects. Call Milena about these opportunities (+1 613.791.1247) or email her (info@emilieryancopywriting.com).

B2B COPYWRITING

Item	Fee
White Paper/Special Report The fee depends on the length and extent of research/interviews. The fee includes a white paper plan/report outline approval step.	\$5,000-\$10,000
Case Study/Success Story Up to 2 pages showcasing benefits of your products/services through a customer success story and facts/statistics, with customer testimonials	\$1,250-\$2,000
eBook The fee depends on the length of the eBook and the extent of research required. The fee includes an outline approval step.	\$5,000-\$7,000
Research paper The fee depends on the length of the paper and the extent of research required. The fee includes an outline approval step.	\$5,000-\$10,000+
Article or advertorial (1,200-2,000 words) <ul style="list-style-type: none"> • From scratch • Editing a draft, depending on amount of editing 	\$750-\$1,000 \$250-\$500

WEB CONTENT/ONLINE COPYWRITING

Item	Fee
Web Content Site Audit and Report Complete web content/SEO Review and Report with recommendations	\$2,500

¹ From AWAI (American Writers and Artists, Inc.), the copywriting industry's training leader.



Blog Post or Online Article Includes discussing topic, doing research and/or interview(s), and copywriting. Formatting in your blogging/web platform is extra.	\$250-\$800 per post, depending on length, complexity
Key Message Copy Platform (integrated marketing approach for consistent voice & message; includes research and interviews)	\$3000-\$7,500
SEO/Sales Content Planning and Writing for a Specific Page Includes keyword research, then planning and optimizing each page by weaving strategic SEO keywords into messages that drive more traffic, boost click rates, and increase leads or sales.	\$600-\$1000 per page
Individual Email Promotion or E-newsletter Issue Includes discussing topic, doing research, and/or interview(s), writing content. Formatting in your email platform is extra. 600-800 words. <ul style="list-style-type: none"> • Per single-topic email • Per e-newsletter issue 	\$350-\$2,000 \$500-\$2,000+

OTHER SERVICES: Research, strategy, marketing, consulting, and other projects

Item	Fee
Discovery process to understand your product/service, competition, positioning	\$350-\$500+
Strategy or marketing planning/recommendations	\$250/hour
Survey instrument or interview guide development	\$800-\$2,000
Speech writing and/or slide deck preparation	\$3,000-\$5,000+
Ghostwriting a Book Help you write your memoir or book	\$10,000-\$30,000+
Training in-house staff and/or members on copywriting or management/governance skills	\$2,500-\$5,000/day plus travel and expenses
Other project management	\$250/hour

All other projects not listed here will be estimated on an individual basis. Call Milena about these opportunities (+1 613.791.1247) or email her (info@emilieryancopywriting.com).