



Neal Ungerleider is a Los Angeles-based content consultant and writer who works with agencies, corporations, and non-profits. Ungerleider has worked on high-profile projects for clients including Microsoft, SAP, and IBM, and has ghostwritten op-eds published in the *Wall Street Journal*, *Fortune*, and other publications.

Writing under his own name, Ungerleider is a veteran journalist for *Fast Company* magazine who has also written for the *Los Angeles Times* op-ed section, *Wired*, *Esquire*, and *Foreign Policy*.

Here's the good stuff about consulting and content creation, which should help you get started. For a more detailed quote, email neal@nealungerleider.com to set up some proper phone time.

Content Consulting: Retainer or hourly-based consulting to help make good marketing, public relations, and internal communications initiatives great. Consulting services include brainstorming topics for keynote speeches, ebooks, developing editorial calendars and social media calendars, training writers/podcasters/social media teams, and improving editorial workflows.

Price Estimate: Retainers starting at \$3000 monthly with a minimum 3-month commitment, and \$125 to \$250 for per hour engagement.

Ebooks, Case Studies and White Papers: Partnering with agencies and/or in-house teams, create written products establishing the client as a leader in a market vertical or building understanding of client's products. White papers can be used as lead generators, trade show materials, as part of a sales funnel, or more.

Price Estimate: \$2000 to \$20000 depending on length, topic, amount of research time required, supplemental materials (such as graphs and charts), and turnaround time.

Ghostwriting: Speeches, magazine columns, op-eds, thought leadership content (Medium, LinkedIn Pulse, Quora, etc.) and book proposals written on behalf of busy clients. Projects can be engaged through either agencies, in-house teams, or directly with client.

Price Estimate: Speeches beginning at \$1000, magazine columns for \$1.50 to \$4 per word. Book proposals and books upon behalf. Prices vary based upon turnaround time, subject matter, length, and research time.

Internal Reports: Reports designed for internal use at an organization that use Ungerleider's journalism experience to put actionable insights and industry context into a concise and readable format. Uses include internal strategy, new employee on-boarding, product launches, internal company events, and media/public relations campaigns.

Price Estimate: \$5000 to \$25000 depending on content, amount of research time required, subject matter, and turnaround time.

Surveys: Assistance with survey projects using SurveyMonkey or alternate vendors. Services include audience segmentation, formulating survey questions, and building narratives from survey data.

Price Estimate: \$125 to \$250 per hour.

Workshops: In-person or remote workshops for teams covering topics including best practices for engaging with tech media, current trends in the technology world, and building social media strategy. Customized 90-minute workshops or longer teaching sessions available as well.

Price Estimate: \$250 to \$2500 for a 90-minute workshop; longer sessions on per-project basis upon behalf.

If any questions, email neal@nealungerleider.com. We're happy to work with you and your teams to make something awesome happen.