



**iWrite**  
for **Business.com**

## **Rate Sheet 2017**

Web page (<400 words) - \$250	Brochure (<800 words) - \$750
Sales Page (<4,000 words) - \$1,000	Blog Post (<600 words) - \$250
Press Release (<800 words) - \$150	Facebook Ad copy (<300 words) - \$100
Social Media Post (<100 words) - \$25	Email (<600 words) - \$150 (5 or more in a series - \$100 each)

### **Includes:**

1. Copywriting briefing interview to identify the target audience, establish a consistent brand personality and identify Unique Value Proposition (included at no additional charge for projects over \$250)
2. Research and development of new content
3. Two rounds of revisions

Copywrite Marketing Strategy Session - \$250

### **Includes:**

1. Copywriting briefing interview to identify the target audience, establish a consistent brand personality and identify Unique Value Proposition (<1 hr.)
2. Written summary of findings and suggestions for slogans/tag lines/messaging to be used in future content creation.

## **Terms & Conditions**

**Deposit:** One half of the total fee is to be paid up-front prior to the beginning of work. Project will commence once the deposit and copywriting briefing form are received.

**Payment:** Balance due and payable within five business days of delivery of final approved copy. A late fee of 1.5% will be added to balances more than 30 days past due.

**Revision timeline:** A restart fee of \$75 will be added when revisions are not returned within 10 business days.

**Project scope/changes:** Should you choose to terminate the project at any time and for any reason, I will be entitled to full payment for all time invested to that point. I request the right to re-quote based on new project requirements. Additional revisions or added content to be billed at \$75/hr.

**iWrite**

**Becky Brown Marketing Copywriter**

[www.iwriteforbusiness.com](http://www.iwriteforbusiness.com)

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