

Coale Communications Copywriting Fee Schedule for Online Media

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Video sales letter (VSL) – \$7500-\$10,000

3000-5000 words in length, video sales letters use both the written word (in a PowerPoint format) and narration to deliver the sales message. Current research shows that they usually generate greater responses than landing pages and online sales letters.

VSL package -- \$9000-\$12,500

Video sales letter with two headlines for testing, plus three email lift notes with three subject lines each for testing.

Landing page/VSL makeover -- \$3500-\$7000

Simply adding narration to your landing page and putting the sales copy into PowerPoint format will not get you the same results as an originally scripted VSL. My landing page/VSL makeover services start with your existing, well-performing landing page and rewrite it as a VSL script for maximum response.

Microsite/online sales letter -- \$4000-\$15,000

Long copy on a single web site designed to sell a single product directly. This online letter is approximately equivalent to a 6 to 24 page print sales letter or magalog.

Landing page (long copy) -- \$1500-\$6000

When a microsite is more than you need, a landing page may be the best choice. The online equivalent to a 2 to 10 page sales letter.

Landing page (short copy) -- \$750-\$2000

Includes a headline, several paragraphs of descriptive copy, and the offer. Ideal for inquiry fulfillment (free reports, white papers, free trial offers).

Online sales package -- \$4500-\$12,000

Microsite or long-copy landing page with two different headlines and leads to test; three short copy emails, and three online ads.

Landing page optimization -- \$1000 and up

Review and revision of your landing page copy to make it more effective, along with design recommendations as needed.

Transaction page -- \$400

This page acts as an online reply form; similar, but shorter than, a short-copy landing page. Web user can either order product or request a free report, white paper, or other inquiry fulfillment item.

Long copy email -- \$1000-\$2500

An email designed to sell a product directly by driving recipient to a landing page. (Similar to a 2 to 4 page print sales letter.)

Short copy email -- \$750-\$1,000

A short email designed to drive readers to a microsite or long-copy landing page where they can order the product, or to opt in to a list or request free information. (Equivalent to a 1/2 to 2 page sales letter.)

Email conversion series -- \$400-\$750, minimum 2

A series of follow-up emails, usually sent via autoresponder, to convert inquiries into sales.

Product descriptions -- \$125-\$200 each

Online product descriptions or catalog copy, usually 60-100 words. Minimum \$500 contract.

Summaries of scientific research abstracts -- \$25 each

Summaries are 60-100 words based on scientific research abstracts provided by you. Minimum \$500 contract.

Bait piece/special report -- highly variable, \$750-\$4000 and up

A bait piece, which can be a special report, white paper, tip sheet, or similar item, works well for lead generation in conjunction with sales letters, ads, and online media.

Case studies -- \$300 and up

Small business web site package -- \$3500-\$6000

Ideal for smaller enterprises, alternative health services, or promotion of a unified product line, this includes copy for a home page and 5 to 10 additional pages.

Online ad -- \$250

A 100-word classified ad (to place in an e-newsletter) and drive readers to an online sales letter, microsite or landing page. Available only as an add-on item with other contracted services.

E-newsletter content -- \$750 minimum per issue

Short and long articles and promotional blurbs. Only available with multi-issue contract.

E-newsletter consultation -- \$750

Phone consultation for your new e-newsletter, including content and article ideas, name suggestions, publication schedule, specific planned items for the first few issues, and copywriting of an email invitation to subscribe.

Web site content -- \$450 per item and up

Primarily informative and educational, often in article format. Not directly promotional in nature, but usually acts in support of the sales copy.

Web site evaluation -- \$500 and up

Multi-page report evaluating over 30 elements of your site's copy, design, navigation, and usability, with an emphasis on the strength of the copy.

Video script – per quote

All fees are approximate. This fee schedule is current as of January 2015 and is subject to change without notice. Unless otherwise noted, fees include one round of revisions.