

The following information is offered as guidance only. For pricing that is accurate for your projects, please contact me at pat@pat-mcgraw.com or +1 443.470.5911 so we can discuss your needs and expectations. I will then provide you with a no-obligation proposal with specific pricing.

HOURLY RATES

The rates shown are my standard rates for stand-alone projects. Pricing for multi-project and multi-month engagements are available. Please contact me at 443-470-5911 for a proposal.

SERVICE	HOURLY RATE	PER WORD
Content Creation	N/A	\$1.00
Copywriting	N/A	\$1.00
Strategy	\$150.00	N/A

STRATEGY

Content Marketing Plan Development.....Starting at \$4,750

This service includes the following:

- Audit of existing content, efforts, and results
- Audience and persona development
- Circulation plan and calendar that identifies networks, dates, and content description
- Calendar/Workflow schedule that specifies a process for starting, developing, approving, producing content (Tasks, owners, length of each task, etc.)
- Ongoing program review and analysis of reports with recommendations for testing/modifying for improvement

PROCESS

All work follows the same process:

1. **Free Consultation.** We discuss your wants, needs, expectations – and address any questions you might have. If we agree that working together makes sense, you can choose from pre-built packages, or I will develop a no-obligation custom proposal for your approval. Once you accept and return a signed agreement and paid the invoice to start services, we move to Step 2.
2. **Plan Your Content.** Next, we will schedule our kick-off meeting so that I can begin to interview you and key members of your team. I also start to research your target audience and customer base and map out your review and approval of content strategy and activities. Once approved, we move to Step 3.
3. **Create and Launch Your Content.** I handle the entire process from writing to editing, setup & scheduling, lead magnets, publishing, newsletters, social media—week in, week out.

CONTENT CREATION

These are examples of average costs for specific projects.

Banner/Text Ad.....	Starting at \$250
Newsletter Content.....	Starting at \$250
Blog Post	Starting at \$250
Case Study.....	Starting at \$1,200
Special Report/White Paper	Starting at \$2,000
eBook	Starting at \$2,000
Testimonials.....	Starting at \$500
Email (Stand-alone)	Starting at \$250
Email (Series, 10 or more).....	Starting at \$1,000
E-newsletter.....	Starting at \$800
Survey Wording.....	Starting at \$500*
Social Media Post.....	Starting at \$250
Infographics	Starting at \$250

* Complete survey development, programming, management, data analysis, and reporting is available—call 443-470-5911 for pricing.

OTHER COPYWRITING SERVICES

Direct Mail: Letter Package.....Starting at \$1,500
This service includes copywriting that includes a single-page letter, envelope, order device, and buck slip for the offer.

Direct Mail: Postcard.....	Starting at \$750
Telemarketing Script/Talking Points.....	Starting at \$500
Brochure: 3 Panel.....	Starting at \$750
Program Information Sheet.....	Starting at \$500

CONTENT MARKETING PACKAGES

I offer four content marketing packages that offer you a comprehensive array of strategic, copywriting, email marketing, blogging, social media marketing, lead magnets, and landing pages starting for as little as \$699 per month for a minimum three-month period. For specifics, visit pat-mcgraw.com or contact me at pat@pat-mcgraw.com or +1 443.470.5911.