

# 2006 Fees and Terms



**New.** Pay with PayPal (to [mlefan@vvm.com](mailto:mlefan@vvm.com)).

**Great Written Copy Sells.** Always has. Always will. The difference between success and failure is often a Matter of Words. The Right Words. That's what I do—I Get the Words 'Write' for You"!

**How can I benefit you today?** Now that we have the cute introduction out of the way, simply stated, I WILL make you stand out from the crowd. I will take you from the ordinary to the memorable. How? By waging a war with words. Whether it is a sales letter, ad, press release, or newsletter, I work WITH you, FOR you, and for a lot less than glitzy ad agencies. I'm affordable—and you get the expertise of my 30+ years as a Word Warrior.

- Since you're **paying for my experience and skill and not my time**, I charge by the value you actually receive from the work I do for you. Your project may require only two hours of my time, but it includes those 30+ years of experience in learning to craft the professional quality, results-oriented work you will get when you hire me.
- You simply pay **flat fees** for most projects. **So the quote you get covers everything including writing, consultation, revisions, and more.** The quote won't change later on. It's easy for you to budget the project and there are no surprises.
- I think you'll appreciate having someone with **30+ years of experience as a Word Warrior** working on your project—and not having to depend on a moonlighter or novice.

**There's no extra charge for counsel, in most cases.** The copy fee covers it all. And there's no charge for revisions, either. The figures below are in 2005 U.S. dollars. Fees and terms are subject to change without notice and are reviewed annually.

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<b>PROJECT</b>	<b>FEE RANGE</b>
<b>Advertising</b>	
Print Ads 013a Magazine, 016b Newspaper	\$50 +
Radio Commercials 019a	\$25 - \$100 +
Television Commercials 019b	\$100 - \$750 +
Advertorial 006a	\$150 - \$1,500 +
Telephone Scripts 019c	\$250 - \$1,500 +
Press Release, 1-2 pages 018	\$50 - \$350
<b>Direct Response Marketing</b>	
Sales Letter 008a	\$100 - \$2,500
Self-Mailer 010	\$100 - \$2,500
Email Sales Letter to Generate Traffic to Site 008b	\$100 - \$550 +
Marketing Postcard 009	\$75 - \$650 +
Direct Mail Package 050	\$250 - \$2,500 +
<b>Collateral</b>	
Brochure OR Newsletter 002a OR 015a	\$50 - \$500 per page
Catalog 004	\$25 - \$100/item or \$100 - \$500/page
Booklet 002b	\$50 - \$500 / page +
<b>Branding</b>	
Slogan for a Business 060a	\$500 - \$1,500
Tagline for a Product or Service 060b	\$300 - \$750
Name For a New Product 060c	\$1,500 +
<b>Internet Marketing</b>	
Web Site Content 030a	\$100 - \$1,500 +
Web Page 030b	\$250 per page +
Web Vendor page for Info Products 030c	\$500 +
<b>Corporate Communications</b>	
Feature Article 014	\$250 - \$3,000 +
New Product Release, 1-2 pages 018	\$75 - \$450 +
Speech, 20 minute 020	\$500 - \$5,000

<b>Miscellaneous</b>	
Copy Analysis and Tune-Up 010b	\$150 - \$550
Daily Fee 070	\$500
Rush Job	Regular fee + 50%
Expenses	Actual cost (no markup)

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## Terms

These fees include:

- Working up a plan for the creation and implementation of your project
- Writing
- Revising
- Editing
- Consulting
- Meta tag creation for Web sites
- Keyword creation for Web sites

When I give you a price quote, I'll provide you a list of what it includes. Substantial time for job research will slide charges higher, toward the upper end of the scale. You will need to furnish all necessary background material and available research. The more raw material you provide, the less time I have to devote to research, and therefore the lower my charges to you.

**Hourly fee when used is \$50. Special fees are available for retainer contracts.** Ask me for details. If you're interested in hiring me on a monthly basis, please ask for details.

**My standard policy is to accept all fees in advance from first time clients. It may be possible to pay one-half in advance and the balance when the work is completed.** Ask me about this if that better suits your needs. I make **revisions free of charge** within 15 days of receipt of your copy unless the requested revisions are based on a change in the project that is made after the copy was submitted. In that case, the project becomes a new project and is charged as such.

I accept business or personal checks, PayPal payments, and credit cards processed online via PayPal (Visa, MasterCard, American Express, and Discover – all through PayPal).

There is a 50% surcharge for rush jobs or work that must be done on holidays, weekends, or evenings.

**These fees are guidelines only.** I ask you to fill out a **Purchase Order (I will provide it to you) when you hire me.** I work on a first come, first served basis.