

State of the Industry Report

AWAI'S 2016 COPYWRITING PRICING GUIDE

- **How to Harness the Power of Copywriting**
- **Today's Top 7 Marketing Trends**
- **Success Tips for Marketers & Copywriters**
- **Fee Ranges for the Top 75 Copywriting Projects**



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2016 STATE OF THE COPYWRITING INDUSTRY

Executive Summary

Just 21 years ago, in 1995, the U.S. National Science Foundation allowed Internet use to go beyond a research/nonprofit platform and include commercial enterprise for the first time. This landmark decision opened the door for the first commercial websites to launch that year, including Amazon.com, eBay.com, and PCWorld.com. Google was launched a year later.

1995 was arguably a landmark year for copywriting as well — expanding the field from traditional media (TV and radio as well as direct mail, advertising, and other print materials) to a whole new world of online marketing: websites, emails, blogs, articles, online video, and more.

Today, the use of quality, results-oriented copywriting is at a peak demand, with at least 4.57 billion pages on the “Indexed Web,” 182.9 billion emails sent/received per day worldwide, 288 million monthly active Twitter users, 1.393 billion monthly users on Facebook, 347 million LinkedIn members, 111 million active Google+ users, and 47.1 million users on Pinterest.¹

That’s because millions upon millions of companies — all jockeying for attention, search-engine traffic, and sales — need to publish a steady stream of stories, how-to information, clear demonstrations, benefit-focused offers, and other copywritten content that performs across a wide variety of marketing channels.

To help you tap into this peak demand for copywriting and make it work wonders for you now ...

The team here at AWAI (American Writers & Artists Inc.) — the world’s leading publisher of direct-response copywriting, travel writing, photography, and graphic design home-study programs — dug deep into the latest statistics and

trends to uncover the major value of copywriting, as well as how to overcome the challenge of finding skilled writers.

We also reached out to our A-team network of “from the trenches” copywriters and marketers to weigh in on these subjects.

You see, we’re uniquely positioned to give you the inside scoop because we not only use direct-response online and offline copy every day to help thousands of aspiring copywriters find our training programs, learn the craft, and succeed as writers ...

We’re continually studying who’s doing what when it comes to lead generation and direct sales.

Plus, over the years, marketers, creative directors, business owners, and others have turned to AWAI as a resource for finding the right copywriter to help build opt-in mailing lists, get targets to open those emails, drive organic traffic to a website, convert website visitors to buyers, and increase the response rates on all promotions. We know exactly what today’s marketers want and need in a skilled copywriter.

The result of our exhaustive research is your true INSIDER’S GUIDE to the 2016 State of the Copywriting Industry: what’s making it tick and thrive, and how you can make the most of it.

Let’s begin by taking a look at the biggest trends and predictions for the year.



customers' needs

7 Marketing Trends and Predictions

for Staying Connected to Your Customers

When you take a closer look at what's working now in Business-to-Business (B2B) and Business-to-Consumer (B2C) marketing, it's easy to see that all signs point to **unique, audience-focused, and engaging communication (aka copywriting)** as the common thread and key ingredient for success in today's online and offline channels.

According to the 2015 DMA Statistical Fact Book:

- Online shopping has never been bigger
- Amazon is the key online winner with 48% of shoppers buying from them
- iTunes follows with 16%
- eBay 15%
- Walmart with 9%
- 72% (7 of 10) of consumers prefer to be contacted by email
- 48% prefer postal mail
- 19% text message
- 54% of personal email received is promotional
- 28% transactional — consumers opting in

1 Content marketing will be bigger than ever.

That's the #1 trend listed in the RussellGroup.com report, *The Top 5 Online Marketing Trends That Will Dominate 2015.*²



Key Takeaways

The Content Marketing Institute defines content marketing as a strategic marketing approach focused on:

- creating and distributing valuable, relevant, and consistent content
- attracting and retaining a clearly-defined audience
- driving profitable customer action

And who's prepared to write all that content?

This is the concern of marketers worldwide as they consider producing more content to keep up with the competition.

Companies are seeing that skilled copywriters are needed more than ever to achieve content-marketing goals.

2 Content marketing will use more professional writers.

“8 Content Marketing Trends to Watch Out for in 2015” blog post.³

“Currently, many businesses have product managers creating their own content, which keeps them away from performing their core duties in the business. With an editorial team, they can focus on creating top-notch content used for marketing that is fully optimized for better placements and engagement strategies.”

HubSpot’s *State of Inbound* report.⁴

“Unless a company is producing a steady stream of (quality) content, the audience it earns will begin to decay. Guests and freelancers are relatively inexpensive sources of content. Procuring content from these groups allows companies to scale output while simultaneously increasing the marketing team’s capacity for measurement and optimization.”



Key Takeaways

Marketers who understand that skilled copywriting is an investment in ongoing success, and who use savvy copywriters, will be rewarded by:

- **exciting spikes in website traffic**
- **20% and higher email open rates**
- **5% or higher click rates**
- **bigger increases in leads and sales**

Copywriters who know how to create top-notch content will become valuable allies in this effort; true partners in growing sales.

3 Organic search is still on top.

Inc. Magazine reported in the article *8 SEO Trends Your CMO Needs to Know for 2015*⁵

“CMOs (Chief Marketing Officers) can prepare by starting to think of search optimization as increasing brand visibility across a multitude of properties, expanding presence to each and every corner of the digital space where prospects and customers can be found.”



Key Takeaways

Organic search is an important, ongoing effort.

- **Marketers will benefit by engaging a skilled SEO (Search Engine Optimization) copywriter to help deliver increases in brand visibility and web traffic.**
- **SEO copywriters are trained to:**
 1. **stay current with organic search best practices,**
 2. **identify the top keywords for a company,**
 3. **write persuasive, optimized copy for each page of a site,**
 4. **and deliver better search rankings and conversions.**

4 Brands will need to cut through the clutter.

10 Content Marketing Trends Every Leader Needs to Know⁶

While articles and long-form blog posts are incredibly strong strategies for creating unique and magnetic content, Renée Warren, President and CEO of Onboardly, believes, “... *creative videos, interesting podcasts, and variations of visually appealing data representation, like infographics and SlideShare presentations, will be the big winners,*” and ... “*Short videos and customer ‘storymonials’ will be powerful tools brands can employ to help tell their story.*”



Key Takeaways

- **If you're a marketer, you need to find ways to connect with your target audiences that are meaningful and unique.**
- **In short, what's your story?**
- **How can you help your target audience like no one else?**

A skilled copywriter can:

- **help you answer those questions,**
- **tell your story, and**
- **set you apart from your competition.**

5 A documented content strategy will be critical for success.

From the recent infographic, “B2B Content Marketing Trends”⁷

“Brands with documented content strategies rated themselves highly in terms of content effectiveness.”



Key Takeaways

Every marketer should have:

- **a document strategy**
- **and a creative brief to help copywriters understand the company’s mission, products, and unique offerings.**

Skilled copywriters can then turn those strategies into relevant, highly-effective copy that connects with customers and drives them to action.

6 Businesses are using LinkedIn and other social networks more to distribute content.

From the blog post, “4 Marketing Trends Business Owners Should Use in 2015”⁸

“94% of B2B marketers use LinkedIn to distribute content, making it the social media platform used most often (they also say it’s the most effective social media platform).”



Key Takeaways

- **B2B marketers will want to include LinkedIn in their competitive strategies.**
- **Skilled copywriters can create the most effective kinds of LinkedIn content that:**
 1. **gets noticed**
 2. **is shared more frequently**
 3. **brings in more business**

7 Finding skilled copywriters is a challenge for most.

According to a study by Business2Community.com:
“What Works Best in Digital Marketing in 2015”⁹

“Producing unique, original content is a top obstacle.”



Key Takeaways

This guide will help copywriters:

- understand what marketers need now
- position themselves as the ideal solution in specific niche markets.

This guide will help marketers:

- understand how to identify the right, qualified copywriters for their needs
- hire them at a mutually-beneficial price
- bring out their best work for the best results.

Great copywriters are out there!

This guide will show you how to find them.



What's Working the Best Right Now When it Comes to Copywriting

What is the value of copywriting? Why is it a critical tool in marketing success?

The following benchmarks may provide answers. You'll see that ...

Copywriting is the foundation of a strategic marketing mix. The right messages — presented in the right way — will be the key to successful content marketing in today's competitive climate.

As you consider the marketing channels listed, keep in mind that copywriting is the common thread, whether it's email, blogs, SEO, social media, or paid advertising.

According to the Content Marketing Institute's, *B2B Content Marketing 2015 Benchmarks, Budgets, and Trends — North America*:¹⁰

70%
of B2B marketers
are creating more
content than they did
one year ago.

58%
of B2B marketers say they use
paid search engine marketing
most often to promote and
distribute content.

Results from a survey conducted by WebMarketing 123 show:¹¹

60%
of surveyed
B2B brands
have a blog.

49%
of surveyed
B2C marketers
have a blog.

60%
of both B2B and
B2C marketers
update their
blogs at least
once a week.

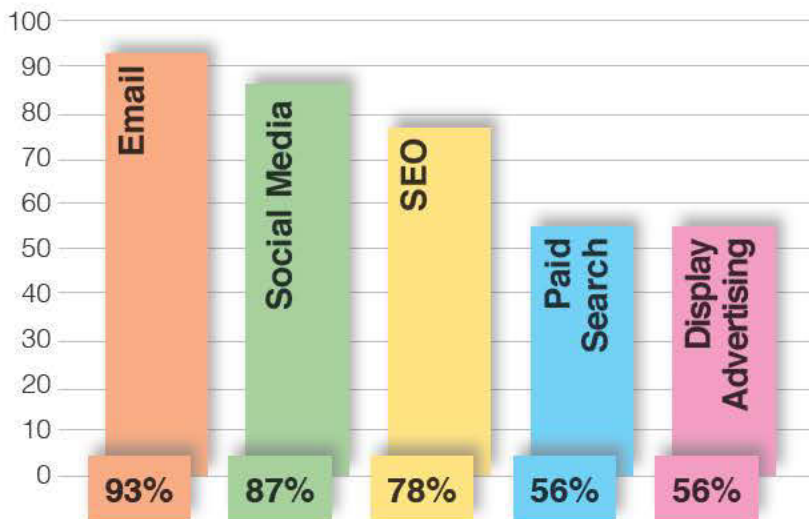
And iContact.com revealed this eye-opening statistic:¹²



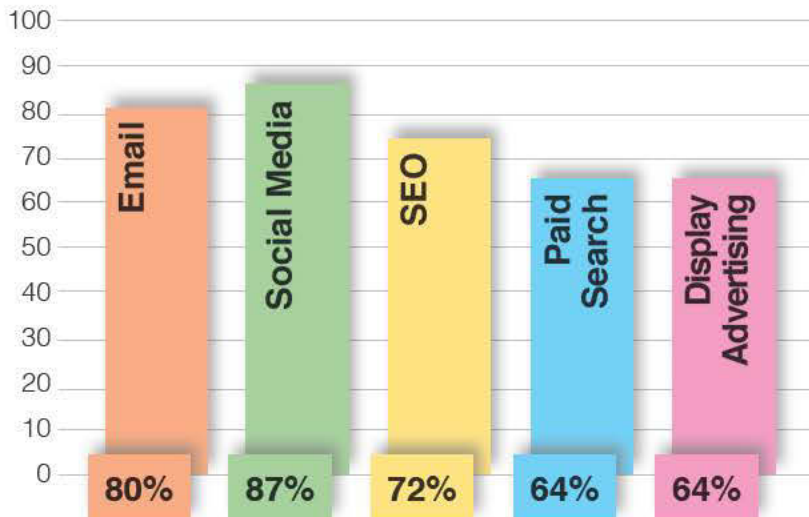
The average return on an
email marketing investment is
\$44.25
for every dollar spent.

When asked, “Which of the following channels is part of our digital marketing mix?”

B2B Respondents Top 5:



B2C Respondents reported:



More of what's working today:

- “Last year, **email marketing was cited as the most effective digital marketing channel** for customer retention in the United States.”
— From the CMO Council¹³
- “54% of **the most effective marketers publish new content daily** or multiple times per week,” — From SproutWorth.com¹⁴
- “The most effective marketers **use an average of 14 tactics.**”
— From SproutWorth.com¹⁴
- “More businesses are **finding success publishing original content** rather than embedding advertisements within external content, because of the additional benefits these tactics offer, such as branding and audience growth.” — From the Russell Group¹⁵

A recent survey presented in the MarketingProfs.com report, *Top B2B Marketing Channels and Tactics*, looked at online channels, offline channels, and content types.¹⁶ Here are some key discoveries:

Online Channels

- **Company websites remain the top digital channel for B2B marketers**, with 81% rating their sites as effective in helping accomplish key marketing goals.
- **Email ranks second**, with 71% of B2B marketers saying it was effective in helping to achieve marketing goals last year. **Search Engine Optimization is the only other digital channel rated as effective** by more than half (54%) of the B2B marketers surveyed.

Offline Channels

- “**Events are viewed as effective by 84% of B2B marketers**, but no other offline channel is considered effective by more than one-fourth of respondents.”

Content Types

- Some **70% of B2B marketers surveyed say website content was effective** in helping them achieve their goals last year.
- Webinars (58%) and case studies (51%) are also considered effective by more than half of the B2B marketers surveyed.

In HubSpot's *State of Inbound* report, the “**Top Inbound Marketing Projects — North America**” were listed in this order:⁴

- Blog content creation (“**B2B companies that blog generate 67% more leads per month than those who do not blog.**”)
- Growing SEO/organic presence
- Content distribution/amplification
- Webinars
- Long-form/visual content creation
- Interactive content creation
- Product how-to videos

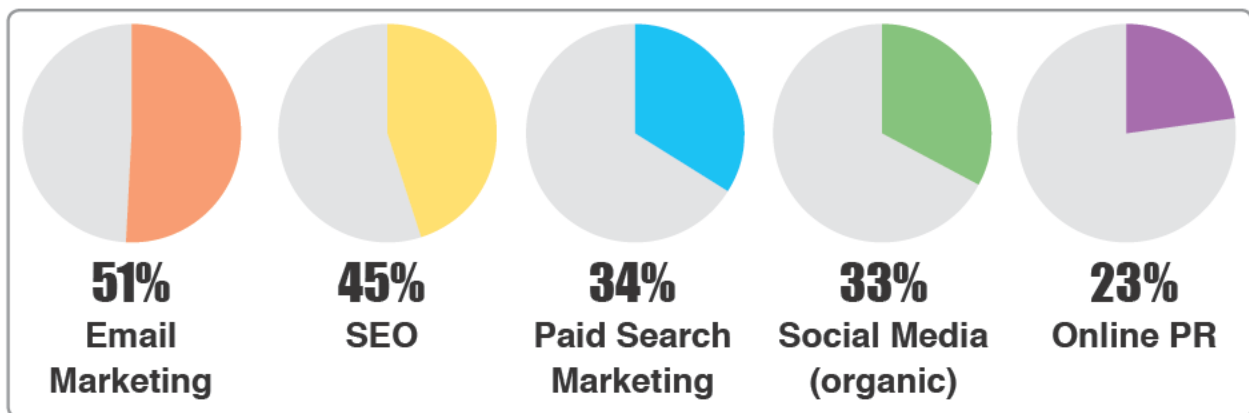
HubSpot also collected statistics within the past several months, including these fascinating findings on **content length and effectiveness**:¹⁷

- “The average content length for a web page that ranks in the top 10 results for any keyword on Google **has at least 2,000 words**. The higher up you go on the search listings page, the more content each web page has.”
- “If a post is **greater than 1,500 words**, on average it receives 68.1% more tweets and 22.6% more Facebook Likes than a post that is under 1,500 words.”

In the Salesforce *2015 State of Marketing* report, surveyed customers rated the “**Popularity and Effectiveness of Digital Marketing Channels and Strategies**” as follows:¹⁸

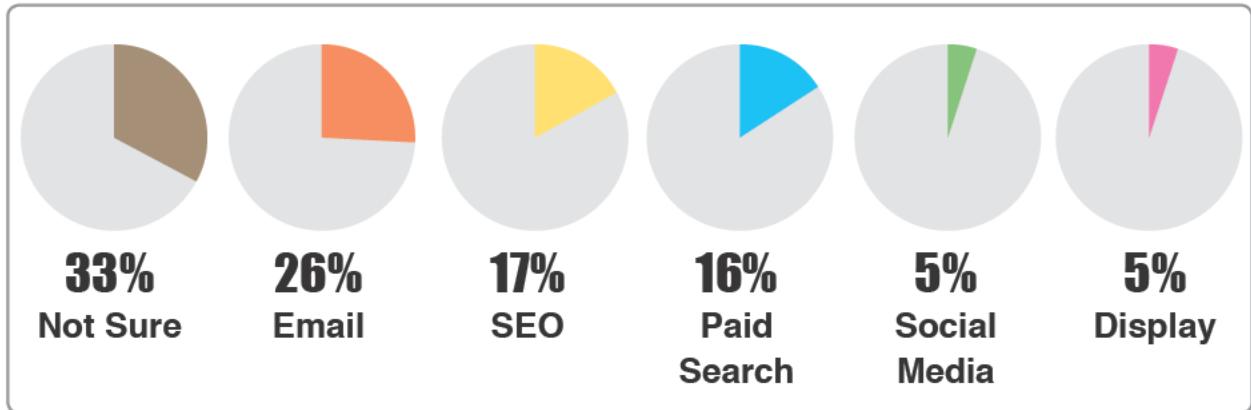
- Corporate website
- Social media engagement
- Social media marketing
- SEO/SEM
- Landing pages
- Email marketing
- Display/banner ads
- Blogging
- Videos

The Business2Community.com report, *What Works Best in Digital Marketing in 2015*, lists the following as the “**Top Rated Digital Channels**”:⁹



The following responses come from a recent survey conducted by WebMarketing123:¹¹

“Which channel makes the biggest positive impact on revenue?”

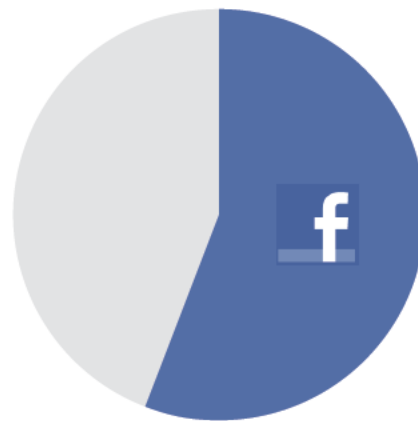


“Which of the following social media channels below have generated revenue for you?”



37% LinkedIn

is the best social channel for driving B2B revenue



56% Facebook

takes the cake for B2Cs

And finally, let's look at traditional direct mail. The blog post, "**25 Direct Marketing Statistics Prove Direct Mail Works**" lists these findings among many.¹⁹

- Direct mail has a 43% share of total local retail advertising.
- 59% of U.S. respondents and 65% of Canadian respondents agreed with the following statement, "I enjoy getting postal mail from brands about new products."
- 76% of small businesses say their ideal marketing strategy encompasses a combination of both print and digital communication.
- 40% of consumers try new businesses after receiving direct mail.
- 48% of people retain direct mail for future reference.

That's a lot of data to absorb, but did you notice how the various survey findings revealed a pattern in the top channels working today? **They all involve COPYWRITING.**

Overall, it appears that email, company websites, SEO, blogging, social media, and direct mail top the list of channels that are the most effective for surveyed marketers across the board.

Now, let's think about that for a moment ...

... Does email need skilled copywriting? You bet.

... How about company websites? Absolutely! Good copy will keep visitors on your site longer.

... Certainly SEO content is all about copywriting in a specialized way to increase traffic.

... What about blogging? Yes — quality copywriting is a must there too.

... And social media? All of the networks require engaging and share-worthy copy.

... Finally, does direct mail get higher response rates when the copy is more persuasive? Of course it does!

It's a plain fact that copywriting matters a great deal in all marketing channels. They all require a constant feed of engaging content, written by a copywriter who knows how to grab attention, connect with prospects, and build long-lasting relationships.

The ideal formula includes:

- a documented strategy,
- a mix of proven channels, and
- excellent copywriting that provides helpful information to the right audiences, in the right ways.



“As time has evolved and different practices have come and gone, the thing that really works is using engaging content as a way to draw people to your business.

It's less of a pitch and more about being helpful and educating people. We're educating people enough to do business with us.”

— *Brian Clark, owner of Copyblogger,
in an interview for Experian.com²⁰*

Proof from the Marketing Trenches

We asked our network of copywriters and marketers to chime in with real-world proof on just how powerful copywriting can be.

From Copywriters:

“I started blogging for a B2B client two years ago, writing two posts a month. The cumulative effort has been so effective in bringing in quality leads, the company decided to stop producing an expensive and time-consuming print catalog. Their blogging investment has paid off and continues to do so!” — *Pam Foster*

“After handing over the Video Sales Letter I wrote, my client sent it out to her list for her seminar. **She filled all the seats plus she added 10 more!**” — *Dawna Brown*

“I took on a new client about three years ago. I still write for her weekly. In her words, ‘ ... **his writing has been the cornerstone of my revenue and has driven thousands of dollars in sales revenue** for the company. I was able to give my daughter a beautiful wedding reception thanks to the dramatic increase in sales which occurred when he came on board.’” — *John Decker*

“I recently did a two-page promo with envelope teaser copy for a client in Philadelphia. The client said he'd never worked with a professional copywriter and was so excited, he offered to write a testimonial for me.” — *Steve Maurer*

“I work as the PR & Marketing person for a national chain of lifeboat service companies. How do I know the copy is working? **I can tell by the names of vessels scheduled for service that my letters have been effective.**” — *Janis Vasquez*

“About eight months ago, we completely revamped the website design, copy, and SEO for a family dentist. Her results have grown every month. [During our] last call, **February of 2015 was 400% more profitable than February 2014.**” — *Christina Auck*

“One of my clients reported that my new copy generated a **64% increase in conversions.** Another reported an average **open rate of 45.1%** and a **14% click-through-rate** for my email campaigns. Copywriting is certainly the key factor in these results.” — *Steve Coombes*

“For the Ziglar Corporation, I worked on a membership campaign for a paid subscription program that yielded a 13% increase in prospects, 28% increase in members, **a 100% increase in conversions of prospects to members,** and a 27% increase in retention rate. For another client, my email autoresponders for their weekly featured products have been continually doubling their open rates and tripling responses nearly every week consistently for almost four years now over the previous copy they used.” — *Cindy Cyr*

From Marketers:

“Without good copywriters, we don't have a business.” — *Julia Guth, The Oxford Club*

“You might think of L.L.Bean as a company that sells high quality outdoor equipment and clothes. But L.L.Bean is a direct-marketing company that uses direct-response techniques ... **including direct-response copywriting.**” — *CrazyEgg Blog*²¹

“We don't sell newsletters ... advisories ... trading services, etc. — we sell desires: An early retirement ... the ability to live well in retirement ... the security of having enough money to last throughout

their lifespan ... independent living ... the best medical care ... an inheritance for their children and grandchildren. The newsletter sale is very indirect and very emotionally charged. If one element is weak, the entire promotion is weak. **Strong copy has to agitate, tug at the heartstrings, and hit one or more desires of the prospect.** It then has to be packaged in a compelling concept ... prove that concept ... overcome all objections that may be in a prospect's mind ... and give the prospect an easy way to order the product. All of these stages are needed to fulfill those desires, and this is why we need strong copy.” — *Vicki Moffitt, CEO, StreetAuthority*

“There’s an interesting development going on in our industry right now. With the advent of ad networks such as Google, Facebook, Adblade, and Taboola, many people are questioning whether or not copy is as important as it used to be. I’ve had this discussion with people in my business several times, and my answer is 100%, YES! Today, you can get a dramatic sales increase either with new copy, or by getting your message into a new ad channel. The problem with relying on new ad channels is that it’s incredibly easy for your competitors to quickly figure out where you’re selling, and if their copy is better than yours, you get bumped. That’s why **copy still trumps all, and always will.**” — *Mike Palmer, Copy Chief, Stansberry Research*

“Original, winning copy goes straight to our bottom line.” — *Paul Elliott, The Motley Fool*

“In the simplest terms, strong copy is what sets us apart. As the Editorial Director, my mission is to force readers to understand that we think and invest differently at the Club. The most efficient way to do that is with strong copy that is chock-full of unique ideas — or new spins on old ideas. Those unique ideas are what eventually morph into strong sales copy and make our business viable. **Bottom line, without strong copy, our readers would never hear our message. It’s what gives us a winning business.**” — *Andrew Snyder, Oxford Club*

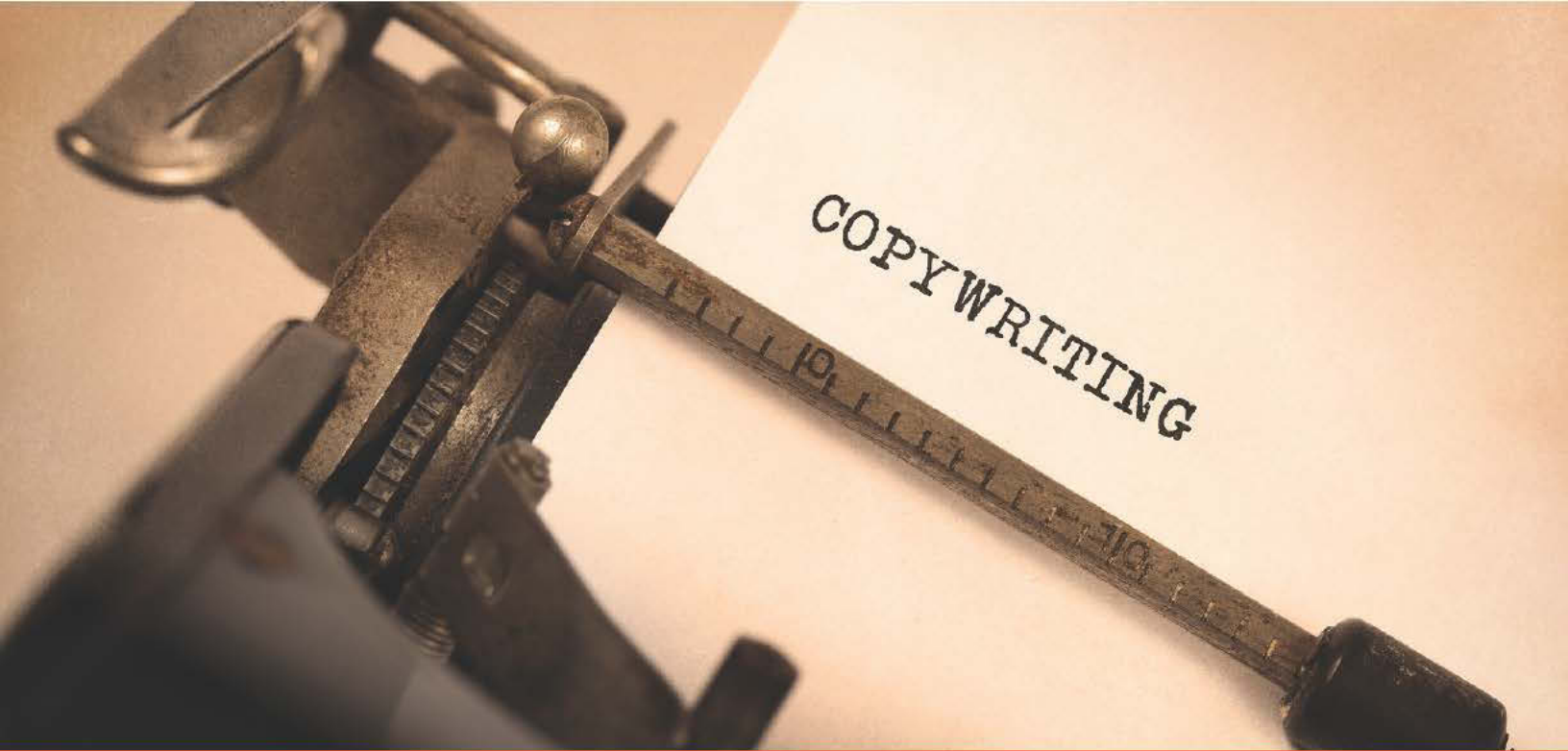
“Copy is critical to the success of Eagle Financial Publications in that it’s what sells our products — period. Good, effective copy rings true in the ears (eyes?) of the reader/viewer, identifies with that person’s feelings on the subject, then offers a clear-cut way to benefit the reader. It doesn’t matter how the technology evolves for delivering copy, whether it’s typewritten words on a page, beautifully laid-out documents for online delivery, video landing pages, or whatever’s next — even holographic promos ... the bottom line is **the promo will succeed or not, based on how effective the copy is.**”

— *Wayne Ellis, Eagle Publications*

“Obviously, making money is real important. But that is a given. To me, strong copy can also bring on the right customer with the right mindset. So ... strong copy will be well researched, it will be quality, it will be emotional, it will be reflect the newsletter and the editor ... so it will bring on the right people and will set them up to know what to expect from the product. And in the end, **strong copy leads to long-term money.**” — *Aaron DeHoog, Sovereign Society*

“I can’t imagine why anyone would NOT want to hire a great copywriter to their staff. **A great copywriter will bring both the skill of writing winning copy and great marketing strategy to the table to help them get ahead.** Great strategy and winning copy is like ‘sharpening the axe’ before you go out to chop down a tree ... because you may only get a few swings at that tree ... and they better get the job done!” — *Sean Greeley, NPE, LLC*

“Great copy is the lifeblood of our business. Without talented copywriters, we simply couldn’t exist. Period.” — *Angela Salerno Jirau, Publisher/President, The Institute for Natural Healing*



Copywriting Essentials for Marketing Success

**Winning Marketing Campaigns Boil Down to
One Main Thing: COPYWRITING THAT WORKS**

It's easy to be swayed by trendy online designs or "cool" programming tricks, but fundamentally, "Content — or Copy — is King," more than ever!

You'll have the greatest success if you stick with copy essentials that resonate with targeted prospects and make a product or service irresistible to them.

These essentials include:

- **Headlines** that uniquely promise a benefit, solve a problem, or deliver a desired outcome.
- **Customer-focused messages** that speak to prospects one-on-one through stories, testimonials, examples, painting a picture, etc.
- **Helpful, scannable information** that guides readers through a user-friendly structure/easy-to-read format.
- **Unique positioning** that sets the company or product apart from all the rest, answering for the reader, “Why should I choose THIS option?”
- **Calls-to-action** that guide visitors to take the next steps (convert), such as signing up for a subscription, downloading a report, watching a video, posting a comment, or making a purchase.
- **Search Engine Optimization** — weaving the most relevant SEO keywords and sales messages into helpful sales copy, tags, captions, links, etc.
- **Design that supports all of these essentials** (not overshadows them).

Copywriters who understand and work with these essentials are the “secret ingredient” to profitable marketing and worth every penny they charge.

Which brings us to the **AWAI 2016 Copywriting Pricing Guide** — a comprehensive list of fee ranges for the top 75 copywriting projects, along with budget tips.

To create this guide, we conducted extensive research on today’s fees for all the top projects mentioned previously in this guide, as well as others that are commonly used today. We compiled prices from copywriting leaders, national resources, marketers for all types of companies, and our own experience.

You can use this guide as a reference when pricing individual projects or entire campaigns.

AWAI 2016 COPYWRITING PRICING GUIDE

Overview: Evaluating Your Return on a Copywriting Investment

A copywriter is one of the most important investments a company can make when the mission is to sell products, generate qualified leads, bring in more subscribers, raise money for nonprofit organizations, and more.

According to Bill Bonner, President of Agora Publishing, copywriting is vital to a business' success ...

“This past year alone, my company paid out over \$5 million in writing fees and royalties to a handful of copywriters. And you know what? I’m happy to do it. Why? **Because a good letter is the ‘engine’ of my business.**”

“**Copy is critical to sales.** Social media can help with brand awareness and it can drive some traffic, but to sell big numbers of a product that’s not something you really need — especially one that costs \$79 — you may need 2,000 to 3,000 words of copy on a web page. I know this because I regularly write these pages and one of them just generated well over \$1.5 million in revenue and represented 63% of the company’s sales in 2013. Confidentiality keeps me from revealing all, but it was in the golf space. You need a roof over your head more than you need golf equipment. **Tweets will not sell much golf equipment, but a finely-tuned landing page can generate massive revenue.**” — *Bill Bonner, from the article, Is Copy Dead? The Surprising Answer.*²²

And Master Financial Copywriter, Paul Hollingshead, has talked about the sales generated by copywriters as well ...

“Companies use copywriting to sell everything from mattresses to financial newsletters ... from health supplements to fruit baskets. Nonprofits raise billions using copywriting techniques, too — from political candidates to environmental organizations to children’s aid groups. And let’s not forget the multibillion-dollar Business-to-Business market, one of the most lucrative and in-demand niches of the direct-response industry for copywriters.

“All of them use direct-response copywriters because a well-written letter can bring in millions of dollars — for a fraction of the cost of opening a storefront or selling wholesale to retailers.

“Direct-response copywriting allows companies to reach the people and businesses most likely to buy their products ... simply by sending letters and emails to those who have shown an interest in similar products in the past.” — *Paul Hollingshead, Co-Founder AWAI and Master Copywriter*

With this in mind, the following fee ranges reflect an investment in professional, high-quality copy, written by trained experts.

Fee Ranges for the Top 75 Copywriting Projects

COPYWRITING SERVICE	FEE RANGE
<p>Web Content And Other Online Copywriting</p>	
<p>1. Site Content Audit and Report Boost search rankings and conversions by finding gaps, opportunities.</p>	<p>\$1,500-\$3,000</p>
<p>2. Keyword Research Identify top keyword opportunities in Google, etc. on specific topics.</p>	<p>\$500-\$1,500+</p>
<p>3. Key Message Copy Platform Get top results in all channels with a “master messaging roadmap.”</p>	<p>\$3,000-\$4,000</p>
<p>4. Home Page Content: SEO and Sales-conversion Copywriting Set the stage for a great site experience that prompts conversions.</p>	<p>\$1,500-\$3,000</p>
<p>5. Category Page Update: SEO and Sales-conversion Copywriting Rewrite the main web pages, such as About, Services, Subscribe.</p>	<p>\$500-\$1,000/page</p>
<p>6. Product Page Update: SEO and Sales-conversion Copy Generate more traffic and sales for each specific product or service.</p>	<p>\$400-\$800/page</p>
<p>7. Order Page/Shopping Cart Sequence Reduce abandon rates due to confusion or too many steps.</p>	<p>\$400-\$800</p>
<p>8. New Page: SEO and Sales-conversion Copy Use professional, compelling copy for all new products and services.</p>	<p>\$700-\$1,200/page</p>

COPYWRITING SERVICE	FEE RANGE
9. Banner Ad or Text Ad Drive the most visitors to specific discounts or other promotion pages.	\$250-\$1,000
10. Landing Page for Single Promotion Generate leads and sales with professional, conversion-focused copy.	\$950-\$3,000
11. Microsite Boost sales on a super-specific website containing 2-5 pages.	\$3,000-\$7,000
12. Article Keep visitors coming back and support SEO strength with fresh copy.	\$300-\$800 each
13. “How-to” Guide or Tour Provide helpful guides explaining how a product, service, or site works.	\$500-\$1,000
14. Press Release Get attention from the media and drive additional site visits.	\$500-\$1,000/ release
15. Blog Post Single, topic-specific blog posts, written for readers and SEO.	\$250-\$800/post
16. Blog Editorial Calendar and Post Series Continuously generate new traffic with ongoing, strategic posts.	\$500-\$800/ calendar \$250-\$800/post
17. Video Script Stand out with product demonstrations, how-to tips, and more.	\$500-\$1,000/ minute
18. Podcast Script Make the most of this medium with captivating scripts/copywriting.	\$500-\$1,000/ minute
19. FAQs Answer common questions asked by customers (great for SEO).	\$500-\$1,000

COPYWRITING SERVICE	FEE RANGE
20. Case Study Offer problem-solution-outcome stories featuring a product or service.	\$1,200-\$2,000
21. Special Report (White Paper) Attract email sign-ups/new leads with valuable, downloadable reports.	\$2,000-\$7,000
22. E-book Provide highly useful information to customers via electronic guides.	\$2,000-\$7,000
23. Testimonial Generate strong, “real-world” credibility for products or services.	\$500-\$800
24. Autoresponder Emails (Follow-up Series) Deepen customer relationships and/or drive follow-up purchases.	\$150-\$1,000/email
25. Stand-alone Email Reach out and grow sales with special promotions, invitations, more.	\$250-\$2,000
26. E-newsletter/E-zine Maintain customer loyalty with regular issues filled with tips and offers.	\$800-\$1,500
27. Pay-Per-Click (PPC)/Adwords Campaign Break through search clutter and drive traffic to specific landing pages.	\$75-\$350/ad
28. Complete Site Re-Design W/Copywriter Overseeing Content Flow Ensure excellent usability, SEO, and messages in a site re-design. (Separate from page writing.)	\$2,000-\$5,000 for Copywriter role
29. In-Person Training for Staff Writers Coach the team on the best copy/SEO practices, one-on-one.	\$1,500/day plus travel & lodging

COPYWRITING SERVICE	FEE RANGE
30. Presenting to Other Company Employees Make sure they understand how to add customer-friendly copywriting.	\$1,500/day plus travel & lodging
31. Training Script/Copywriting Help customers use a website service or complete a task.	\$500-\$3,000
32. Teleseminar/Webinar Script Ensure a smooth, successful presentation with a great script and slides.	\$1,500-\$3,000
33. Survey Wording Get the most useful feedback from customers through great questions.	\$500-\$1,000
34. Competitive Analysis — more in-depth Set the company apart from competitors with a detailed copy review.	\$1,000-\$2,000
35. Social Media Setup Create an inviting page with robust ABOUT content, etc.	\$500/network
36. Social Media Management: Facebook, Twitter, and More Consistently grow with posting/monitoring 1-2 hours/day, 5 days/week.	\$1,000-\$2,000 per month
37. Social Media Ad Campaign Attract Likes, Shares, and conversions with super-targeted social ads.	\$500
38. Company Description: Google+, Other Review Sites, Directories Make sure customers choose you in Google+, Yelp, Angie's List, others.	\$25-\$500

Offline Copywriting Services

<p>39. Direct Mail: Simple Sales Letter with Order Form Generate immediate sales/revenue from a powerful letter.</p>	<p>\$1,500-\$5,000+</p>
<p>40. Direct Mail: Lead-Generation Package Ensure message success/continuity through envelope, letter, card, etc.</p>	<p>\$2,000-\$3,500+</p>
<p>41. Direct Mail: Financial, Health, or Info-Marketing Publishers Generate thousands of subscriptions through extensive sales packages.</p>	<p>\$7,500-\$15,500+ Plus royalties (see page 37)</p>
<p>42. Direct Mail: House File Sell directly to current buyers.</p>	<p>\$2,000-\$10,000+</p>
<p>43. Direct Mail: Acquisition List Build a new pool of buyers.</p>	<p>\$2,000-\$25,000+</p>
<p>44. Direct Mail: Renewal Series Retain or upgrade subscribers, members, or product buyers.</p>	<p>\$1,500-\$2,500+ per letter</p>
<p>45. Direct Mail: Blanket Renewal Insert Prompt renewals/upgrades with a single, strong message.</p>	<p>\$2,500-\$3,500</p>
<p>46. Direct Mail: Self-Mailer Grow leads, sales, registrants, etc. with an engaging piece.</p>	<p>\$750-\$2,500</p>
<p>47. Direct Mail: Postcard or Double Postcard Stay in the “keep” pile of mail and prompt action.</p>	<p>\$750-\$1,500</p>
<p>48. Telemarketing Script Make calls that are “welcomed,” leading to conversions.</p>	<p>\$500-\$2,000</p>
<p>49. Brochure (3-panel) Succinctly and clearly explain how a product/service benefits prospects.</p>	<p>\$750-\$1,500/page</p>

COPYWRITING SERVICE	FEE RANGE
50. Brochure (4-panel or larger) Expand the power of charts, tables, and other information to convert.	\$750-\$1,500/page
51. Sell Sheet Give sales reps excellent product detailers to use with prospects.	\$500-\$1,000
52. Print Ad Captivate buyers with a strong ad (quarter-page to full-page).	\$800-\$2,000
53. Advertorial Position a product/service as THE solution via a magazine-style article.	\$800-\$1,500+
54. Trade Show Materials Grab attention at busy shows with bold, customer-focused materials.	\$1,000-\$3,000+
55. Radio Commercial Stand out with a clever concept and copy for a 30 or 60-second spot.	\$1,200-\$1,500
56. Radio Direct-Response Commercial Generate orders with an appealing direct-sale spot.	\$1,500-\$2,000 each
57. TV Commercial Make a big impression with a strong 30 or 60-second spot.	\$2,500-\$1,800
58. Store Sign Add excitement to signs about special sale offers, trial offers, etc.	\$250-\$500/sign
59. Coupon Stand out and drive sales with appealing coupon promotions.	\$250-\$500/coupon
60. Poster Make the most of an arresting image and a short, powerful message.	\$250-\$500/poster

COPYWRITING SERVICE	FEE RANGE
61. Annual Report Make sure the Company Overview is uniquely appealing to investors.	\$2,500-\$3,500
62. Packaging Set the product apart with clear, clever package/label messaging.	\$250-\$1,000
63. Conducting Customer Interviews Collect the best possible information from customers for better copy.	\$250-\$500/each
64. Event Materials Make an impression at sales meetings, awards banquets, etc.	\$1,000-\$3,000+
65. Speech Writing Get a standing ovation at business gatherings, fundraising dinners, etc.	\$3,000-\$5,000+
66. Ghostwriting a Book Have a writer prepare an excellent memoir or business book.	\$5,000-\$10,000+
67. How-to Guide (such as a Buying Guide) or “Tips” Booklet Hand out helpful printed guides and booklets to customers.	\$500-\$1,000+
68. Corporate History Compilation Present company history in its best light in a book, brochure, video, etc.	\$1,000-\$10,000+
69. Product or Program Naming Develop a pipeline of excellent product name ideas and taglines.	\$1,000-\$3,000
70. Training Manuals (non-software/technical) Provide effective employee training for call centers, processes, etc.	\$2,000-\$5,000+

COPYWRITING SERVICE	FEE RANGE
71. Employee/Human Resources Materials Explain employee benefits info/guidelines to workers at all levels.	\$2,000-\$5,000+
72. Welcome Packet Help members/subscribers understand all the benefits and how-to's.	\$2,000-\$5,000+
73. Copy Critique Strengthen results with a professional review and recommendations.	\$400-\$1,200
74. Collateral Audit Review company materials (all channels) to drive consistent results.	\$100-\$200/hour
75. Marketing Strategy, Planning, Consulting Improve outcomes with a fresh look at various marketing approaches.	\$100-\$200/hour



Budget

How to Create the Right Copywriting Budget

The fee range chart can serve as your professional copywriting budget tool for estimating marketing campaigns, whether they're online, offline, or both.

To prepare a realistic budget, start with the ranges shown in the chart and then consider which of the following payment models work best for you.

The practice of paying copywriters by the word or even the hour has fallen by the wayside for most companies and copywriters. This is because:

- **Copy length or word count shouldn't dictate copy effectiveness.** Sometimes a short email can outperform a long one, but not always. As noted in our section on What's Working, longer copy improved search-engine rankings over short copy. We encourage you to test copy variables to see which perform the best, instead of focusing on a specific word count limit.

- **Great copywriters work to meet project deadlines, not an hourly rate.** With project rates, everyone eliminates clock-watching. Meetings, phone calls, research, and other aspects are factored into project estimates, freeing up the writer to focus on excellent work.

It's much more common to plan copywriting budgets in the following three ways:

Project Based

This is a very common budget approach and it's quite simply based on the project scope, the number of items to be included, fee ranges listed in this report, and so forth. With this arrangement, copywriters often invoice 50% of the total budget as a deposit before work begins, and 50% upon delivery of the final copy. Some copywriters invoice 100% of the project up front.

Monthly Retainer

For ongoing copywriting, such as monthly blog posts or e-newsletters, it's often smart to budget a retainer arrangement. This type of arrangement spells out the deliverables and monthly rate, usually for a 6-month or 12-month period (such as 4 blog posts per month at XXX per post), and the copywriter sends an invoice at the beginning of each month for the upcoming month's work. A "trial period" may be included, such as 3 months. And, quite often, there's a 30-day written cancellation clause on the part of the marketer and the copywriter, unless a slight discount was provided for locking in a 12-month agreement (or a similar commitment).

Royalties

If the company is set up to track sales and pay royalties for each campaign, this can also be a beneficial arrangement for marketers and copywriters because everyone wins when the copy is successful. Copywriters typically get paid anywhere from 2% to 4% of every sale. That's *on top* of an up-front writing fee. It's like a commission ... or a bonus. Here's an example of a newsletter subscription service sending 100,000 mailed letters and getting a 1% response. The copywriter got a \$10,000 writing fee, up front, and a 3% royalty. The letter

helped sell \$1,000,000 worth of subscriptions. At a 3% royalty — that's an extra \$30,000 paid to the copywriter. Altogether, that's \$40,000. If the letter does even better, the copywriter makes much more in royalties. Everyone reaps the rewards.

Here's something else to consider. Copywriting for one project is rarely a "stand-alone" effort or a one-and-done deliverable.

As we mentioned earlier in this report, effective marketing involves a steady stream of customer-focused copywriting, delivered to targeted audiences through a thoughtful mix of channels.

In addition, usually one piece of copywriting connects to another ... such as an email offer linking to a landing page where the target prospect can download a special report. All three of those items (email, landing page, and report) need to be connected with consistent, valuable messages and calls-to-action.

Therefore, when developing a copywriting budget, **think in terms of an ongoing, highly valuable investment in brand success.** You can certainly roll out projects in phases, but ultimately, you should develop an effective "marathon" marketing plan, not a short sprint.

SUCCESS TIPS FOR MARKETERS

How to Recognize and Hire Skilled Copywriters

We all know Copy is King. But how do you find a skilled copywriter to do the job right?

If you've ever worried about this, you're not alone. Recent surveys have shown that companies struggle to find enough skilled writing resources to produce enough copy on an ongoing basis.

In a recent survey conducted by StickyContent.com, the **“Top Four Challenges to Good Digital Content”** are:²³

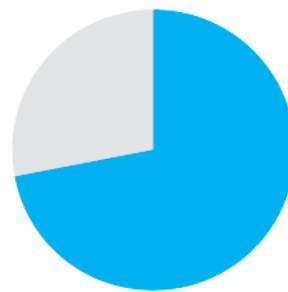
1. People don't get what good copy is
2. Too much to do, not enough people
3. Finding skilled writers
4. Meeting SEO requirements

A B2B survey report presented by the Content Marketing Institute, noted that:²⁴



38%

of the **most effective** marketers
are challenged with
producing engaging content



72%

of the **least effective**
marketers are challenged with
producing engaging content

And this trend is on the upswing, as evidenced by this statistic from the same report.

“More B2B marketers say they are challenged with finding trained content marketing professionals this year (32%) than last year (10%).”

So where can you turn for help? The first step is to recognize a skilled copywriter when you're on the hunt.

Recognizing a Great Copywriter

There are thousands of copywriters out there, and many of them are not qualified to write direct-response copy or content that *WORKS*, even though they claim to know how! As we mentioned before, very few copywriters have the deep understanding of writing engaging, persuasive, and action-oriented copy.

Your goal is to recognize the real deal, and we'll show you how in a moment.

But first, consider finding a skilled writer with experience in your niche industry.

The value of your copywriter investment — and the ongoing return — will be much higher if the writer not only understands great copywriting, but also has experience in your niche market. He or she already knows your prospects and their needs; the industry language; the business climate; industry trends and products; competitive considerations; industry challenges; and much more. The copywriter's learning curve would be very short! It would be very easy for the writer to focus on understanding your unique products/services and what makes them the best options out there.

Therefore, we recommend starting with a narrow niche-focused copywriter search and then broadening it if you don't find an industry-specific resource.

Finding a Skilled Copywriter

Curious where to start your search? Try these four strategies ...

1. Use Google and other search engines to look for industry-specific writers.

Type in a search phrase that reflects your precise need, such as the following examples:

- “[niche] copywriter” (“fitness copywriter”)
- “[niche] content writer” (“industrial content writer”)
- “[niche] B2B copywriter” (“utilities B2B copywriter”)
- “[niche] blog writer or blogger” (“wedding blog writer”)
- “[niche] SEO copywriter” (“food and wine SEO copywriter”)
- “[niche] case study writer” (“financial case study writer”)
- “[niche] direct mail copywriter” or “direct response copywriter” (“fundraising direct mail copywriter”)

2. Browse through the AWAI Directory of Professional Freelance Writers.

This resource includes members of AWAI’s *The Professional Writers’ Alliance* — the first ever professional organization dedicated to helping writers in the direct-response industry improve their skills, network with writers and marketers, and find exciting projects. [In this Directory](#), you’ll find an alphabetical listing of copywriters. Click on any profile to learn more.

3. Post your project or overall need on DirectResponseJobs.com.

This resource, managed by AWAI, is the only online job board that’s tied to SKILLED copywriters who have AWAI training. All you do is visit the free [DirectResponseJobs.com](#) website and post your freelance or full-time copywriting need. You’ll receive inquiries from qualified copywriters and then you can take it from there.

4. Meet hundreds of copywriters face-to-face at the annual AWAI Bootcamp and Job Fair.

This annual copywriting event is not only the world's best training ground for copywriters of all levels, it's a marketer's dream! That's because you can meet trained copywriters and discuss your needs one-on-one with them. You can get to know several writers and encourage them to submit Spec Assignments or samples. You'll have a connection for follow-up. For details on this free service, visit [AWAI's Job Fair for Marketers page](#).

Once you identify a copywriter you'd like to consider ... here are some insider tips for evaluating his or her suitability for your needs.

- First, reach out to the writer(s) by email or phone, telling them what you're looking for. Have them write you a letter in response, explaining why they're a good fit. You want to find out if they have experience in the type of writing you need, as well as any experience or connections to your niche industry. You can ask to see writing samples too, of course, but this first letter will tell you a LOT about each writer's skills, professionalism, communication style, and ability to write persuasive copy, convincing you to choose them!
- Request work samples/PDFs and ask for links to websites the copywriter has written (if applicable). See what you think when you receive the samples. Do they excite you or leave you flat? These are telltale signs of whether or not the writer is right for you.
- Offer a Spec Assignment to the copywriter; something similar to the project you need. This could be a simple "headline and lead" assignment to see how the copywriter handles the spec: the questions the writer asks, the copy ideas he or she presents to you, and the way they're presented to you.
- Review the copywriter's website to get a greater sense of the writing style, approach, methods, professionalism, and other attributes that demonstrate whether or not this is a writer you'd like to work with. Is the site terribly outdated or modern and client-focused? Again, each writer's website is a reflection of them.

- If you're looking for a copywriter who understands SEO, you'll definitely want to pay close attention to the writer's website. Is it optimized with keywords and great sales copywriting? Did you find the copywriter because the website showed up high on page one of Google results when typing in "[niche] copywriter"? These are very good signs. Next, look at client work samples as mentioned (the writer's website should list at least a few links). Then, do a Google search for the products or services offered by those clients. Do they rank well in Google results? This is a fabulous sign that the copywriter does great work.
- Interview the writer and ask about his or her process. For instance, how does the copywriter provide proposals, drafts, and schedules? How will the copywriter go about working with your designer or web team? Talk about your needs and see what happens. Does the copywriter immediately talk about rates, or does he or she ask about your business goals and obstacles? Is the copywriter genuinely interested in helping you succeed? Does he or she follow a professional process that gives you the confidence to think, "This person can help me?"

This research can reveal a great deal about the copywriter's "fit" for you.

"Copy is the MAIN ELEMENT in your ability to attract prospects and close them as customers ... " and
"This [relationship with your copywriter] is gonna be one of the most time-and-money intensive relationships you have in your business."

— *John Carlton, legendary copywriter and author*²⁵



Planning Your Copywriting Process

Once you've hired a copywriter, expect him or her to play a role in seeing the project all the way through to completion. The copy isn't just a Word document. It comes to life in an email, landing page, website, or mailed piece. To ensure success, make sure the copywriter is able to collaborate with your marketing team (designer, programmer, etc.). This increases the chances that everyone's hard work is going to pay off when your campaign or website is launched!

When you begin working with a copywriter, you may be asked to complete a questionnaire such as a Creative Brief to outline the business mission, competitive climate, unique positioning, etc. This information will help your copywriter do the best work for you.

In addition, you'll want to provide the following materials and data to bring your copywriter up to speed:

- Links to all your online materials: all current websites, landing pages, online articles
- Samples of any online marketing efforts: emails, e-newsletters, promotions, special reports, white papers, etc.
- Samples of printed materials: company brochures, direct-mail campaigns, sell sheets, ads, packaging, printed newsletters, trade show materials, etc.
- Testimonials, endorsements, and case studies
- Branding stylebook or guidelines if available (for direction on phrases, logos, and colors that must be used on the site — also any photos or branding logo images)
- Email performance, such as Open Rates and Click-Through-Rates
- Direct-mail response rates such as conversion to leads or sales

- Website traffic reports, either from your host company or from Google Analytics. These monthly reports give your copywriter a wealth of statistics about site performance, such as:
 - Page hits (total number of page views, requests for images, downloadable files)
 - Page visits (how many unique visitors landed on the site)
 - Pages visited most often (indicating which pages are more popular)
 - Abandon statistics (which pages were last seen before visitors left the site)
 - Search engine traffic (which search engines referred the site to visitors)
 - Keywords entered (keywords used by visitors that month — especially valuable)
 - Browser traffic (which browsers visitors are using — Chrome, Firefox, Safari, etc. as well as sources of traffic, keywords used, and more)

Expected Deliverables, Timetable, and Approval Process

The copywriter should clearly outline in a formal agreement the specific services being provided. For example: an email and landing page series; Search Engine Optimization for 10 web pages; 4 blog posts a month; a direct-mail package including an envelope, 4-page sales letter, and order form; etc. And, this agreement will include the agreed-upon fees for each project element. This eliminates surprises.

Next, you'll want to work out a specific schedule with the copywriter, indicating how long each step will take. For example, a web copywriting project may include:

- Strategic planning: 3 weeks
- Content mapping/copy message platform: 2 weeks
- Copywriting complete drafts: 2 weeks
- Coordinating with the web team: 2 weeks+ depending on turnaround times

However, having said that, many proposals do not include a specific timetable because the copywriter may need to work it out with you and your team. This happens more often than not to balance everyone's schedules, but it's worth mentioning timetables in case you want them spelled out as much as possible in the proposal.

A word about approval stages: It's always good to plan on being available and flexible as the copywriting project progresses, so you can provide feedback and approvals in a timely manner and keep things on schedule.

What Trained Copywriters Mean for Your Business

Throughout this report, we've mentioned AWAI as a training resource for copywriters. Our programs — including the foundational program, [AWAI's *The Accelerated Program for Six-Figure Copywriting*](#) — encompass nearly every type of writing project listed in the **Fee Ranges for the Top 75 Copywriting Projects**, plus we train copywriters on how to work effectively with clients as independent freelancers or on-staff writers, employ best practices, and deliver effective copy that will help you meet your goals.

Thousands of copywriters have completed our various programs, and a huge number of them are providing exceptional results to clients today.

Major companies and marketing associations know about our programs and actively seek out trained AWAI writers. "AWAI trained" is a big draw and many marketers eagerly attend our annual Job Fair. Last year, the following companies were among the 60+ businesses looking to meet skilled copywriters at our Job Fair: Agora Financial Publishing, Boardroom Inc., The Institute for Natural Healing, International Living, The Motley Fool, Newsmax Media, Sovereign Society, Stansberry & Associates, and Weiss Research.

They know that AWAI-trained writers have the chops to do great work.

“I can’t run my business without copywriters. They are the lifeblood of my success.” — *Paul Romano, President, Uniscience Group/Healthier You*

“We were very impressed with the AWAI writers’ understanding of what we wanted and of direct marketing fundamentals. These writers are well trained! We had a really hard time selecting writers to test from it, but a few really stood out. We’re now working with one writer and will potentially hire a second one as well. Thanks, AWAI!”
— *Julie Broad, Rev N You With Real Estate*

“There is no difference between great editorial and great marketing in this business. You’re just trying to convince people to take an action with words. That’s what both of those things are. On the one hand, you’re trying to get them to invest with you, on the other hand, you’re trying to get them to buy something you’re selling them.”
— *Cindy Butehorn, NetEffect Marketing*

“I’m always looking for strong copywriters to recruit new subscribers and sell products. I can never have too many good writers. I’ve seen AWAI’s program, and I can tell you that anyone who successfully completes it is someone I want to talk to about writing for me.”
— *Jenny Thompson, CEO, New Market Health LLC, An Agora Inc. Company*

“I believe freelance copywriters bring new energy and new lifeblood and new ideas to the process. I have actively been trying to bring copywriters from AWAI back to Eagle and I succeeded last year at Bootcamp. I brought back three copywriters who we gave a shot and two of which are still with us.” — *Jedd Canty, Copy Chief for Money Morning/Money Map Press*

SUCCESS TIPS FOR COPYWRITERS

Be the Solution for a Growing Demand

Copywriting demand is at an all-time high. Marketers are actively searching for professionals that know what you know. And ... YOU'RE poised to be an incredible partner to them.

In the **Success Tips for Marketers** section, we made note of a recent survey conducted by StickyContent.com, citing the “**Top Four Challenges to Good Digital Content**” as:²²

1. People don't get what good copy is
2. Too much to do, not enough people
3. Finding skilled writers
4. Meeting SEO requirements

This is all good news for you because ...

1. You DO get what good copy is (and you know how to write it)
2. You can solve the marketer's problem of “not enough people”
3. You can help companies find skilled writers (YOU!)
4. If you work as an SEO copywriter ... you know how to meet SEO requirements

It's a perfect combination in your favor.

Now that you're seeing the needs, how you can solve them, and the fees you can charge — let's make sure you're connecting with the right clients.

Where to Find Clients That Value You

You've worked hard to become an effective copywriter and you're committed to a path of continuous expertise, and growth. Now you just need to find clients who appreciate the value of your skills and dedication. Together you'll thrive as a result.

Here are some clues to recognizing smart marketers with healthy budgets versus companies who want everything for nothing and treat copywriting as a commodity, not as an investment.

Smart marketers continuously invest in quality copywriting that works.

Let's say you join a trade association in your niche market. Which companies advertise on the association's website and the association journal? Which companies invest in top-quality trade show booths at the annual conference? And which have a robust website loaded with fresh, interesting content, such as case studies, e-newsletters, videos, and other materials?

These are clues into the companies that spend money on skilled copywriting because they value it. There's a very good chance they'll value your work, as well.

Smart marketers look for quality resources to round out their team.

Yes, many companies have in-house creative teams, but the teams might be stretched beyond their capacities. They don't have enough bandwidth to handle the ongoing need for marketing materials or specialized types of copywriting required today. That's why they bring in specialized freelancers like you to provide SEO copywriting, email autoresponders, direct-mail expertise, and other knowledge.

Smart marketers get excited when they find writers who understand their niche industry.

These days, there are so many copywriters to choose from (and many are not highly skilled), it's easy for marketers to get discouraged. But when they type into Google: "[specific industry] copywriter" and your website shows up at the top of page one, they think, "Here's someone who already knows our industry's

landscape, audiences, language, and community!” It’s a major benefit to them, and a huge win for you.

We recommend immersing yourself in a specific niche community of marketers and making sure they FIND YOU. It’s the fastest and easiest way to establish your unique value and find the right clients.

Presenting Proposals That Get a YES!

After discussing a copywriting project or campaign with your prospective client, recap everything in a thoughtful proposal. This proposal should include:

- **Goals:** What you’ll help the marketer achieve through your work (increased leads, sales, etc.). This is first and foremost because the OUTCOME is what your client truly needs.
- **Scope and Deliverables:** A recap of the specific project elements you’ll deliver (SEO copy for eight pages, three case studies, etc.) as well as an outline of the process you’ll follow. Most companies will be delighted to see the process spelled out so they know what to expect. In some cases, this is even required if the company is large enough to have an internal team who approves freelance consultants.
- **Fees,** which should be positioned as the investment that pays for itself many times over through immediate sales and/or long-term traffic that leads to more and more sales, etc.
- **Clear Terms,** such as getting a 50% deposit up front, cancellation fee, deadlines, etc.
- **A Presumptive Close:** Thank the client and assume you’ll both proceed with the project: “I can begin (next Tuesday).”

At this point, there shouldn’t be any surprises for your client because he or she will have already discussed the project scope, deadlines, and fees with you. This proposal is simply a professional follow-up that drives the project forward with a big YES.

I SUMMARY

Important Next Steps to Harness the Power of Copywriting

If you're a marketer ...

- Use this information to take a fresh look at your marketing strategy, copywriting needs, and budget for the rest of this year.
- Identify any opportunities you may be missing (such as the power of optimizing your web content for organic search or testing emails to improve click-through-rates and orders) and adjust your plan accordingly.
- Then, try the steps we outlined in this report to find a skilled copywriter who will help you achieve your goals.

If you're a copywriter ...

- Take a look at your fees to see if they align with the ranges outlined in this program.
- Also, make sure your website reflects your best work and the value you bring to marketers.
- Finally, if you provide services in a niche industry, make sure your website and other business materials project this! It's the key to attracting more clients who appreciate your knowledge.

About AWAI Copywriter Training

In 1997, just two years after the launch of the “commercial Internet,” American Writers & Artists Inc. (AWAI) opened its doors to provide programs that equip copywriters with the critical skills for writing effective marketing copywriting, both online and off.

Today, we offer hundreds of in-depth training programs, books, events, membership sites, and other resources to help copywriters and marketers thrive.

For further assistance, the following resources are provided by AWAI for marketers and copywriters.

Resources

For Marketers:

The following links will bring you to resources that can help you find skilled copywriters:

- [AWAI Directory of Professional Freelance Writers](#)
- [DirectResponseJobs.com](#)
- [AWAI's FastTrack to Copywriting Success Bootcamp and Job Fair](#)



“I love the idea of having first crack at all the top copywriting talent as they make their way into the market. It’s like being able to grab up all the top draft picks in football before the NFL teams have a chance to sign them.” — *Louis Hart, Best Life Herbals*

For Copywriters:

If you're eager to advance your copywriting skills and career, we invite you to explore everything AWAI offers you, including our [Product Catalog](#), [Calendar of Live Events](#), [Free Article Archives](#), and the following additional resources:

- [The Accelerated Program for Six-Figure Copywriting](#) — the foundation for all other types of copywriting
- [B2BWritingSuccess.com](#)
- [TheBarefootWriter.com](#)
- [ProfessionalWritersAlliance.com](#)
- [WealthyWebWriter.com](#)

“Yes, you can make a very good living as a writer. Follow the steps in the AWAI programs, study, work hard, and you can create the lifestyle you want.”
— *Rich Silver, Copywriter, Georgia*



Sources

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