

COPYWRITING FEES EXPLAINED

Prepared by
Nota Bene Copywriting Ltd



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"How much for a brochure?"

Most copywriters have been asked a similar question more times than they can remember.

We understand why, especially if your marketing budget is getting squeezed.

But that doesn't make it easy to answer.

Copywriting fees are subject to a range of variables.

In this report, we'll look at 10 of the most common factors affecting the price of your project and explain why even the fees for two similar jobs can differ. Some of the reasons are simple - such as the time it takes to do the job - while others are more complex.

You'll get a better understanding of working with a copywriter, why the investment is worth it, and how to drive extra value from your relationship.



Neil Barraclough
Nota Bene Copywriting





1. ADMIN

Admin and project management can be a huge time-suck.

How detailed is your project, and how much support and ongoing communication are you likely to need? Will your copywriter need to exchange tens or even hundreds of emails with your staff?

Project management can mount up in many overlooked areas, too. For example, if your copywriter needs to speak to one of your colleagues to get background information or to gather quotes, will you set up the interview? Or will the copywriter have to do that legwork – and build that time into their scope of work?

COST-SAVING TIP: Reduce your supplier's admin burden wherever possible.

2. THE BRIEF

Copywriting isn't just paying for words.

Yes, you're paying for informative, persuasive copy based on years of research, reading and experience. But more than anything, you're paying for results – and value for your business. Increased leads. Extra opt-ins. Higher sales.

Getting those results relies on a solid brief. What are your aims? What are your problems? Who is your audience? Where is the source material? And how will you measure success?

Poor briefs, meanwhile, increase the likelihood of the first draft being some distance from what you want - leading to more extensive revisions.

COST-SAVING TIP: Take time to create and supply a full and thorough brief.



3. MEETINGS

Inviting your copywriter to a meeting at your office might seem necessary.

But with travel time included, even the most efficient of meetings is likely to take half a day of your copywriter's time – or at least 10 per cent of their working week.

COST-SAVING TIP: Minimise planned meetings and use Skype wherever possible.

4. RESEARCH

"Part of a copywriter's job is turning complex information into accessible and engaging material."

Is your project technical and full of detail? Will your copywriter need to read lots of background material simply to understand your product?

Part of a copywriter's job is turning complex information into accessible and engaging material. But if being able to do that requires above average research time, your project fee is likely to increase.

COST-SAVING TIP: Provide clear direction to appropriate source material.

5. INTERVIEWS

Almost all copy benefits from interviews – either as background briefings, or for quotes used in the finished piece.

Consider the costs involved in the time and experience needed to research the subject, prepare and recognise the most pertinent questions, arrange and conduct the interview, and transcribe the subsequent recording.

COST-SAVING TIP: Offer to arrange all necessary interviews with your team.



6. EXPERIENCE



Like any other professional field, copywriters with less experience are likely to charge lower amounts than those who are well into their careers.

As a reference point, in 2019 the Professional Copywriters Network found its members had an average day rate of £349.

COST-SAVING TIP: Longer-term agreements can often secure discounted rates.

7. COMMERCIAL VALUE

In 1988, three of advertising's most famous words were first uttered at an agency meeting in Portland, Oregon. But after Dan Wieden had said 'Just Do It', it's fair to assume the bill to Nike wasn't calculated on a per-word basis.

The commercial value of your project - how much money it is likely to generate for your business - will impact your copywriter's fees.

8. CREATIVITY

The ability to produce successful creative ideas is not a God-given gift.

It's a craft honed over years of pain and practice, refined through a succession of poor ideas that are slowly polished into something worthwhile. If your copywriting project needs a high degree of creativity, it probably won't come cheap.

COST-SAVING TIP: Build a long-term relationship with a trusted writer, saving you the time and costs associated with a new supplier learning about your brand.





9. APPROVALS

How many people will be involved in the sign-off process?

If your project is going through several stakeholders, expect the fee to be higher.

Design by committee almost always means more changes, more revisions and more time spent trying to fulfil competing (and often contradictory) demands from members of the same team. All of which adds up to extra time for your copywriter to factor into their fee.

COST-SAVING TIP: Consolidate feedback from all parties into a single document before sending it to your copywriter.

10. DEADLINES

"Most skilled copywriters are booked up well in advance."

If your deadline is imminent, it may be difficult to find a good copywriter able to take the job.

Most skilled copywriters are booked up well in advance. You might be fortunate enough to find an experienced copywriter who is available, or whose current projects have inbuilt flexibility so they can move things around. But you should still expect your copywriting fees to rise if your deadline is extremely tight.

COST-SAVING TIP: Try to commission your writer at least two weeks in advance of any deadline.



How We Set Our Copywriting Fees

For all the reasons outlined in this report, as well as many others we haven't covered, our fees are set on a project-by-project basis.

We provide a fixed quote for the project. Your price will not alter unless you make changes to the agreed scope of work after the fee is agreed.

**[Click here to talk through
your next copywriting project.](#)**



5 Quick Ways to Cut Your Fees

1

Invest time to provide a clear brief, including your aims, audience, source material and tone of voice guidance.

Keep meetings and calls to a minimum.

2

3

Reduce the admin and project management burden by taking responsibility to arrange all necessary interviews.

Wherever possible, request the work in good time and set reasonable deadlines.

4

5

Collate feedback from different people and present it as one. This will allow you to see any contradictory pieces of feedback from different people and solve it internally, rather than ask the impossible of your copywriter.



“While our company was extending its operations into international markets, our marketing team faced the challenge of preparing lots of content in English for our teams in different regions. We found in Neil a very reliable partner who helps us with different types of content about various IT solutions, and who is always very prompt - no matter how big the task. Thanks to Neil’s contribution, our marketing communication with customers all over the world has become much stronger.”

- Evgeny Stakhanov

Marketing Manager, TerraLink

“Amazing to work with...”

“Neil's amazing to work with. He's speedy, writes well and handles revisions with ease (in the rare cases that we have them). It didn't take him long to hone in on the voice for our brand ...he gets our direction, and his writing shows and supports it.”

- Gavin Anstey

COO and Co-Founder, Cinebody

“We needed a copywriter for our website nomobo.tv. I found Neil online, through a post on LinkedIn. We talked over the phone and he started working on a couple of texts. He quickly understood our tone of voice and he’s been writing for NOMOBO ever since. Neil is quick and precise, and his texts are on point.”

- Marieke Hoogendijk

Marketing Manager, NOMOBO

“We have a wealth of data, information and experience in our business which often sits in our experts’ minds. Due to time pressure and client work, our ability to deliver timely thought leadership has always been a challenge. Neil worked with our experts to interview them and gather the key information from a variety of sources, taking the onus off the team to put pen to a blank sheet of paper.

“We've worked with Neil on different projects, from thought leadership pieces through to video scripts, and the output has always been of a high standard and met our brief accurately.”

– Katie Duance

Head of Communications, Dentsu Aegis Network



“Neil is an expert at turning information into useful copy that can sell products or inform consumers. He is also exceptionally talented at developing content for internal training manuals for sales and marketing personnel. As senior marketing specialist for my firm, I rarely had to send Neil’s work back to him for revisions or corrections because of his ability to turn out quality copy the first time.”

- Ahmed Abdelhamid

Senior Marketing Specialist, Alfardan Exchange

“A very talented writer.”

“Neil’s copy is always first rate and he never has any problems meeting deadlines.

“He can clearly juggle many projects at one time and he is also willing to give feedback on briefs, which is important. He also knows his subjects very well and is willing to do tons of research to ensure he is an expert at most things.

“Not only is he a very talented writer, but he also has a sense of humour. An excellent hire and probably a good team player at a pub quiz.”

- Craig Spence

Communications Director, International Paralympic Committee

“A dream to work with...”

“We approached Neil to help with writing the copy for a new website selling online health and safety courses. He was given a brief of what we were looking for and within a week we had the first drafts. We were very impressed with the quality of the copy Neil had written, so much so that no amendments were needed at all.

“Neil has been a dream to work with as he’s made the whole process so simple and hassle free. His communication skills are excellent, always keeping you in the loop at every stage of the process, whilst working to a specific timescale.

“He has a very friendly, down-to-earth and approachable manner. His writing skills are second-to-none and we look forward to working more with Neil over the coming months.”

- Kirsty Smithson

Marketing Manager, UK Online Training





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