



Wire Harness Copywriting

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| COPYWRITING SERVICE | FEE RANGE |
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| 1 Website Content Analysis Viewing your website with a critical eye toward customer-centric improvements. Boost search rankings and conversions by discovering gaps and opportunities. My plan for you will yield a report about your website. This report centers around a 35-point checklist that will be given to you in the final report. Using industry standard tools, as well as internal best known methods, it's designed to grade your website so you might consider making future improvements in communication, content, flow, clarity, and navigation. Your report will include: <ul style="list-style-type: none">• A homepage evaluation and recommendations• Sub-page findings and recommendations• Competitive findings and recommendations• 35-point Usability Scoresheet• Summary | \$1,500 - \$3,000 |
| 2 Site Architecture Creating, or re-creating, the framework of your customer-centric website. The output will be a 9-13 page report, including a complete sitemap and content plan. The major pages of your website (homepage, contact, product/service, about) will be presented in mock-up form. Fee does not include any content writing. | \$2,000 - \$5,000 |
| 3 Landing Pages From short-form "squeeze" page to a long-form online sales letter (for a single promotion). These are designed for your call-to-action, from email sign-ups through purchasing your product. The fee charged will be in line with the desired page length, and reflects text elements only. I would like to indicate where graphics are located. | \$500 - \$8,500 + royalties |
| 4 Home Page SEO and content copywriting, focusing on conversions, branding, and ease of visitor navigation. | \$1,500 - \$3,000 |
| 5 Microsites A microsite is essentially a super-specific sub-website with its own design element and navigation, 2-5 pages. It's usually dedicated to a single idea, product or service, but is also created in multiples for different buyer personas. | \$3,000 - \$7,000 |



"Your Words Matter"

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| 6 | <p>Web Page Editing Web page editing is to audit and repair any web page other than the home page, such as an About or product/information page. This can be any request from editing a web page for content and flow, updating pages to include keywords you provide, and any SEO Copywriting and Content items I might suggest to improve the page. I'll also suggest where any graphic elements should be.</p> <p>For web page <i>writing</i>, see Search Engine Optimization</p> | \$50 - \$350 per page |
| 7 | <p>Articles/Blogs Online or offline articles and blogs.</p> <p>Text only. The fee range reflects the number of words needed. Up to 750 words 751 – 1000 words 1001 – 2000 words</p> | \$250 - \$700 \$250 \$500 \$700 |
| 8 | <p>Keyword Research Keyword and key phrase research are often included in SEO copywriting and Relevant Content Master Plan services. But the service also exists as a separate request.</p> | \$500 - \$1,500 |
| 9 | <p>Search Engine Optimization and Web Page Writing For new page creation and for the separate SEO Back-end Adjustments. There are 3 areas of SEO: Copywriting, Content Creation, and Back-end Adjustments. Together called <i>Search Optimization</i>, they come together and unify your website. For a full description, please read Know Your Audience: Ditch SEO.</p> <p>For the fullest description, read the services and fees page.</p> | \$700 - \$1,200 per page for new page creation \$500 - \$1,500 for a full Back-end audit and tune-up. |
| 10 | <p>Relevant Content Master Plan A comprehensive marketing content strategy. Get top results with a "master messaging roadmap".</p> <p>A Relevant Content Master Plan is the ultimate in content strategy. The output is a single master document of 10-15 pages. The purpose of the master document is to be a complete library of your product/service/complex purchase information for your marketing department.</p> <p>It will be <i>the</i> source for facts, testimonies, benefits, tag lines, value statements, your unique selling proposition, anticipated objections – and much, much more – to use for your white papers, presentations, email blasts, web content ... all your marketing pieces.</p> <p>This service is the launch point for your marketing strategy. It's designed to be a rock-solid beginning for your website and social media plans, and it provides consistent messaging for all your marketing pieces.</p> <p>For more, and specific information visit the Relevant Content Master Plan page now.</p> | \$4,675 - \$9,350 |



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Technical Online and Offline Content Writing

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| 12 | Brochures and Trade Show Materials Clearly and succinctly explain your product or service, and how it benefits your prospect. Or grab attention at busy shows with bold customer-focused materials. This service is designed so you can pack a powerful punch with your words. Research will be done to find your unique selling proposition, and the most important selling points and benefits. | \$1,000 - \$3,000 |
| 13 | Video/Podcast/TV/Radio/Phone Scripts Usually a 1-5 minute video for "how to's". Many videos are short by nature. Sometimes it's an intro to further reading on a page. Sometimes it can be a series of short "explainer" videos on the benefits of a product or subject. Or a series for a customer service help desk. Then there are the longer variety, usually called the VSL or video sales letter. The length of video needed depends on what you're selling. There are "need-to-know" products and ideas that can be done with shorter videos, such as needing to know how a product operates. Then there are "want-to-know" products and services, such as financial products, that require more selling time. If your product, service, or idea takes time unveil all the important benefits, features, and facts, the longer the video (or, smart to consider a series of videos). Text only. | \$1,000 - \$1,3000 for short videos \$1,500 - \$5,000 for long videos |
| 14 | Case Studies An extended testimonial on how a B2B product or service helped a client in the real world. Also known as "customer success stories". Magazine-style format, where everything is in a more "narrative" story. The traditional format is one of background-challenge-solution, and is heavily used in B2B complex purchase decisions. The sales cycle might include weeks of research. There are often committees, meetings, more research, drop dead decision dates, etc. For those stakeholders in the purchase decision cycle, their due diligence is to contact other companies that bought the same thing to ask how well it worked out for them, and ask and their experiences, etc. Case studies work out for this perfectly. These tools tell the B2B buyer that they're making the right decision. | \$1,200 to \$2,000 |
| 15 | White Papers (Special Reports, EBooks) A persuasive essay that uses facts and logic to promote a certain B2B product, idea, or service. Used by businesses for both complex purchase decisions and customer content, white papers are powerful persuasive documents containing maximum facts due to extensive research. White papers are anywhere from 5-20 pages long, depending on the purpose. For a full description, please read the Services and Fees page . | \$2,000 to \$7,000 |



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| 16 | Training/Technical/Safety/Procedure Manuals These can be for an external audience, such as product operation manuals. Or for internal documents, such as machine operation, safety documents, Best Known Methods, and Human Resource documents. | \$2,000 to \$7,000 |
| All internal and external documents must maximize your communication and completely recognize the target audience. <i>Don't allow unclear documents to jeopardize shop or factory throughput.</i> Use this category if your project doesn't seem to fit any other category. | | |
| Sales, Presentations, and Editing | | |
| 17 | Page Update Rewrite site pages Emails Autoresponder series/sales funnel or single emails. Deepen your customer relationships or create a follow-up for product purchases. | \$750 \$100 - \$1,000 for autoresponder series/each \$250 - \$2,000 for single email |
| 18 | Direct Mail Packages Direct mail package <i>could</i> included a suite of separate pieces; <ul style="list-style-type: none"> • Lift note • Envelope copy • Separate order device • Brochure, flyer or insert • Response device • Testimonial page, report or news article | \$1,500 - \$8,500 + royalties for Sales Packages and Lead Generation Packages \$750 - \$1,500 for a Postcard \$9,000 - \$15,000 for a Magalog |
| The length of letter needed depends on what you're selling. There are "need-to-know" products and ideas that can be done with shorter letters, such as needing to know how a product operates. Then there are "want-to-know" products and services, such as financial products, that require more selling time. | | |
| If your product, service, or idea takes time to unveil all the important benefits, features, and facts, then you can expect the letter to be longer. | | |
| If you want a certain type of Direct-Mail package, let's discuss what separate pieces you'd like to include. | | |
| 19 | Sell Sheets (Product Flyer) Usually a single page description of a product, service, or idea. These sheets are known by several names (One Sheets, Sell Sheets, Product Sheets, etc.) They're simply used to capture all of the most important features and benefits in a small space. | \$800 - \$1,500 |
| 20 | Sales Proposal Templates Internal or external documents that close the sale. These templates can be a document that your sales team uses to take orders over the phone, or in response to online orders. It could also be a factory form outlining desired build procedures down the line. | \$700 - \$1,200 |



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| 21 | <p>PowerPoint Presentations (Slide Decks) Presentations for business, with and without speaker notes.</p> <p>Presentations give the opportunity to interact with groups of stakeholders and people interested in a product, service or idea. They can also be recorded to be a part of a webinar.</p> | \$1,500 - \$3,000 |
| 22 | <p>Speeches Speeches can sometimes overlap with Presentations.</p> <p>Depending on the purpose, a speech could be the right approach. If you need to present YOUR voice and have little or no need for interaction, this is the right choice.</p> | \$3,000 - \$5,000+ |
| 23 | <p>Advertorials Position your product/service as THE solution in a magazine-style article.</p> | \$1,500 - \$3,000 |
| 24 | <p>Ghostwriting When you need a strong writer to convey your ideas for articles, blogs and books.</p> <p>Reflecting your direct voice and your ideas in print are important when it comes time for you to publish. Let me show you how I can help your reflect your ideas.</p> | \$500 - 10,000+ |
| 25 | <p>Copy editing, proofreading When you need an eye for detail on your writing project.</p> <p>I'll review and correct written material to improve accuracy, readability, and fitness for its purpose, and to ensure that it is free of error, omission, and inconsistency. I'll have an eye for repetition, grammar usage, spelling, punctuation, idea flow, and coherence. I'll use your company house style, such as <i>Chicago Manual of Style</i>, for punctuation and word usage (such as <i>color</i> and <i>colour</i>).</p> <p><i>Don't allow unclear documents to jeopardize your writing project.</i></p> | \$100 - \$1,000+ |



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