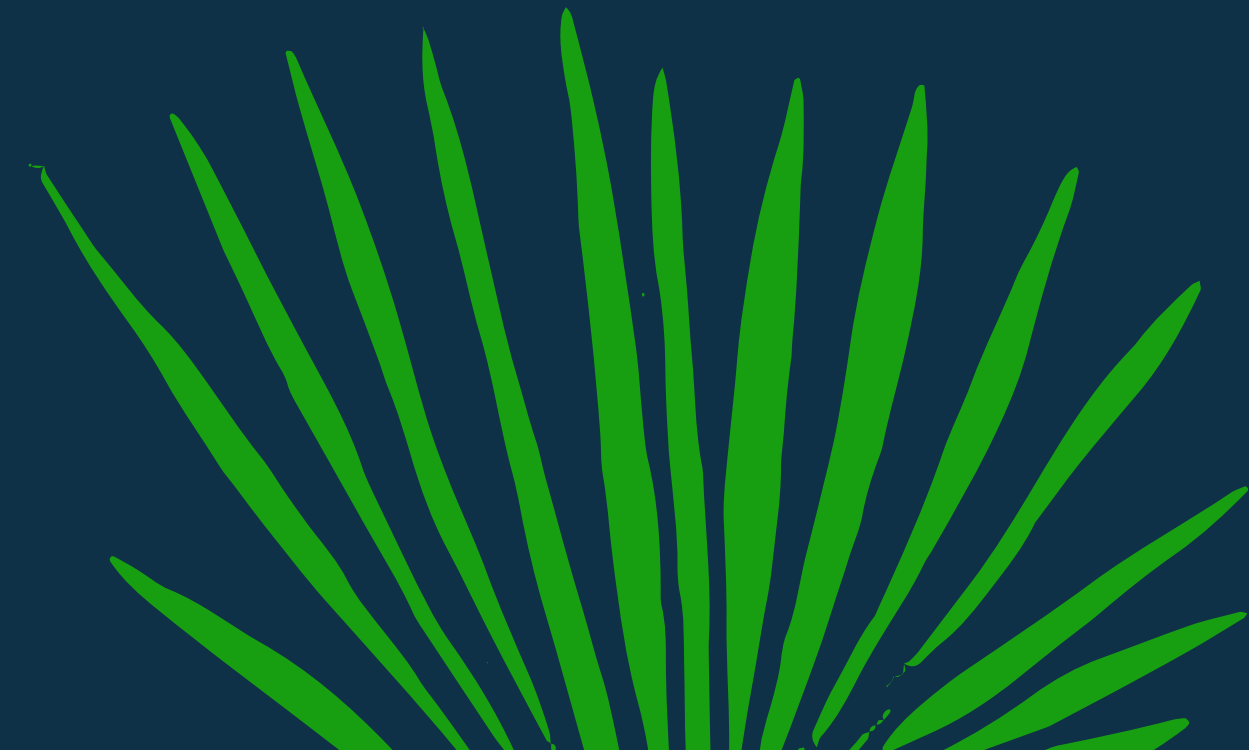


Creative Content and Copywriting

PRICING AND PROJECTS BOOK

UPDATED JUNE 2021





REFERRAL SYSTEM

Did you know we have a client referral system?

For every client you refer to us, you'll receive 50.00 off your next project every time your referee spends 500.00 AUD. No need to keep track! We'll take note of who you send our way and their total project spend.

When you've gained credit toward your next service—we'll let you know!



Overview

Table of Contents

- **All projects and prices.**
The basics of each.
- **Project inclusions.**
A full break down of each service.
- **The ins and outs.**
Basic terms and conditions for all services.
- **Subscription terms.**
The ins and outs of monthly retainers.





All Projects and Prices

A quick table summarising each service and price.

Projects and Prices.

• Single Blog Post	75.00
• Press Release	75.00
• Bio	120.00
• Social Media Captions x 10	120.00
• Podcast Channel Bio or Episode Caption	120.00
• Email Templates x 3	120.00
• Taglines x 10	150.00
• Naming Concepts x 5	180.00
• Product or Service Descriptors x 10	180.00
• Content Ideation Planner + 5 Headlines	180.00
• Single Web Page	180.00
• Brand / Company Story	180.00
• Mission, Vision, Positioning Statements + Elevator Pitch	180.00
• Feature Article / Editorial / Essay	360.00

• Daily Hire Rate	390.00
• Minimum Project Rate [^]	120.00
• Rush Project Fee	20.00%

[^]Excluding Single Blog Posts and Single Press Releases

Part I

All prices are in AUD.

Projects and Prices.

• Blog Series x 4 posts	280.00
• Tone of Voice Concepts x 2	360.00
• Media Kit	360.00
• Communication Materials	360.00+
• Foundational Business Plan*	500.00
• Branding Package	600.00
• Starter Website x 5 pages*	800.00
• Editorial Guidelines*	1100.00
• The Whole Kit and Caboodle*	3000.00
• Editing Services	Per project
• Ghostwriting Services	Per project
• Subscriptions: Monthly Blogs x 5	350.00
• Subscriptions: 1 Day Monthly Hire	360.00
• Subscriptions: 2 Day Monthly Hire	700.00
• Subscriptions: 4 Day Monthly Hire	1380.00

• Daily Hire Rate	390.00
• Minimum Project Rate*	120.00
• Rush Project Fee	20.00%

*Excluding Single Blog Posts and Single Press Releases

Part II

All prices are in AUD.



Project Inclusions

The ins, outs, and deliverables included with each service.



Item: Single Blog Post
Price: 75.00
<ul style="list-style-type: none">• Up to 750 words• Including H1s, H2s, SEO incorporation• Meta Data + Description

Item: Press Release
Price: 75.00
<ul style="list-style-type: none">• Up to 750 words

Item: Bio
Price: 120.00
<ul style="list-style-type: none">• Up to 200 words

Service Scope

The ins and outs of each deliverable.





Item: Social Media Captions x 10
Price: 120.00
<ul style="list-style-type: none">• Up to 30 words/caption

Item: Podcast Bio or Episode Caption
Price: 120.00
<ul style="list-style-type: none">• Up to 200 words

Item: Email Templates x 3
Price: 120.00
<ul style="list-style-type: none">• Up to 150 words/template

Service Scope

The ins and outs of each deliverable.





Item: Taglines x 10
Price: 150.00
<ul style="list-style-type: none">• 10 x strapline alternatives

Item: Naming Concepts x 5
Price: 180.00
<ul style="list-style-type: none">• 5 x Naming Concepts + Reasoning

Item: Product or Service Descriptors x 10
Price: 180.00
<ul style="list-style-type: none">• Up to 50 words/item• SEO incorporation if required

Service Scope

The ins and outs of each deliverable.





Item: Content Ideation Plan + 5 Headlines
Price: 180.00
<ul style="list-style-type: none">• Content ideation for 1 x market persona• 5 x Problem identification• 5 x Outcome identification• 5 x article alternatives with H1s and H2s

Item: Single Web Page
Price: 180.00
<ul style="list-style-type: none">• Including H1s and H2s• SEO incorporation if available• Meta Data + Description

Item: Brand / Company Story
Price: 180.00
<ul style="list-style-type: none">• Up to 500 words

Service Scope

The ins and outs of each deliverable.





Item: Mission, Vision, Position Statements + Elevator Pitch

Price: 180.00

- Mission - up to 50 words
- Vision - up to 20 words
- Position Statement - up to 100 words
- Elevator Pitch - up to 100 words

Item: Feature Article / Editorial / Essay

Price: 360.00

- Up to 1200 words
- Including research and references
- Including H1s, H2s, and SEO if needed
- Meta Data + Description if needed

Item: Blog Series x 4 posts

Price: 280.00

- Up to 750 words/post
- Including H1s, H2s, and SEO if needed
- Meta Data + Description per post

Save over 7% when you purchase Blog Posts in sets of 4!

Service Scope

The ins and outs of each deliverable.





Item: Tone of Voice Concepts x 2
Price: 360.00
<ul style="list-style-type: none">• 2 x Creative Tone of Voice Concepts• Delivery of final concept after review and edits.

Item: Media Kit
Price: 360.00 <i>Save over 16%!</i>
<ul style="list-style-type: none">• 1 x Press Release up to 750 words• Brand / Company Story up to 500 words• Team Bio/s (up to 3 people, 150 words/each)• Mission Statement up to 50 words or• Elevator Pitch up to 100 words

Item: Communication Materials
Price: 360.00
<ul style="list-style-type: none">• Including Human Resource materials, Capability documents, Branding Guides, Company publications and newsletters.

Service Scope

The ins and outs of each deliverable.





Item: Foundational Business Plan
Price: 500.00
<ul style="list-style-type: none">• Up to 10 pages, including:• Executive Summary• Problem Introduction• Market Research Summary• Solution Summary• Product or Service Overview• Manufacturing, Production, or Process Summary• Target Market Summary• 3 pages as needed: Branding Strategy Summary, Marketing Strategy Summary, Systems Overview, Financial Support Summary, or as needed.

Item: Branding Package
Price: 600.00
<ul style="list-style-type: none">• Includes 2 x Tone of Voice Concepts• 10 x Product or Service Descriptors up to 50 words/item• 1 x Tagline alternatives, or,• 5 x Naming Concepts + Reasoning <p><i>Save over 20%!</i></p>

Item: Starter Website
Price: 800.00 <i>Save over 12%!</i>
<ul style="list-style-type: none">• Up to 5 website pages• All pages including H1s, H2s, SEO• Meta Data + Descriptions

Service Scope

The ins and outs of each deliverable.





Item: Editorial Guidelines
Price: 1100.00
<ul style="list-style-type: none">• A full copy summary and in-house guide to direct communication materials, social media, and brand Tone of Voice.• Includes: Strategic overview, Branding summary, messaging strategy, and Tone of Voice guide including personas, audiences, Voice architecture, tips and guides, and voice and language mechanics. Excellent resource for companies with contracted writers, graphic designers, brand strategists, and more.

Item: Editing Services
Price: Quoted per project
<ul style="list-style-type: none">• Starting price point: \$0.10/word• Minimum project fee for Creative Content and Copywriting: 120.00

Item: Ghostwriting Services
Price: Quoted per project
<ul style="list-style-type: none">• Starting price point: \$0.10/word• Minimum project fee for Creative Content and Copywriting: 120.00

Service Scope

The ins and outs of each deliverable.



Item: Monthly Blog Writer

Price: 350.00 / month

Save over 1%!

- 5 x Blog Posts up to 750 words/post per calendar month
- Including H1s, H2s, SEO if needed
- Meta Data + Description
- 2 weeks notice required to cancel retainer
- Invoiced on original start date per month or following business day

See Subscription Ts and Cs for full details.

Item: Day per Month Ongoing Subscriptions

Price: 360.00 - 700.00 - 1380.00

- 1-day Hire per Month: 360.00 8 billable hours
- 2-day Hire per Month: 700.00 16 billable hours
- 4-day Hire per Month: 1380.00 32 billable hours

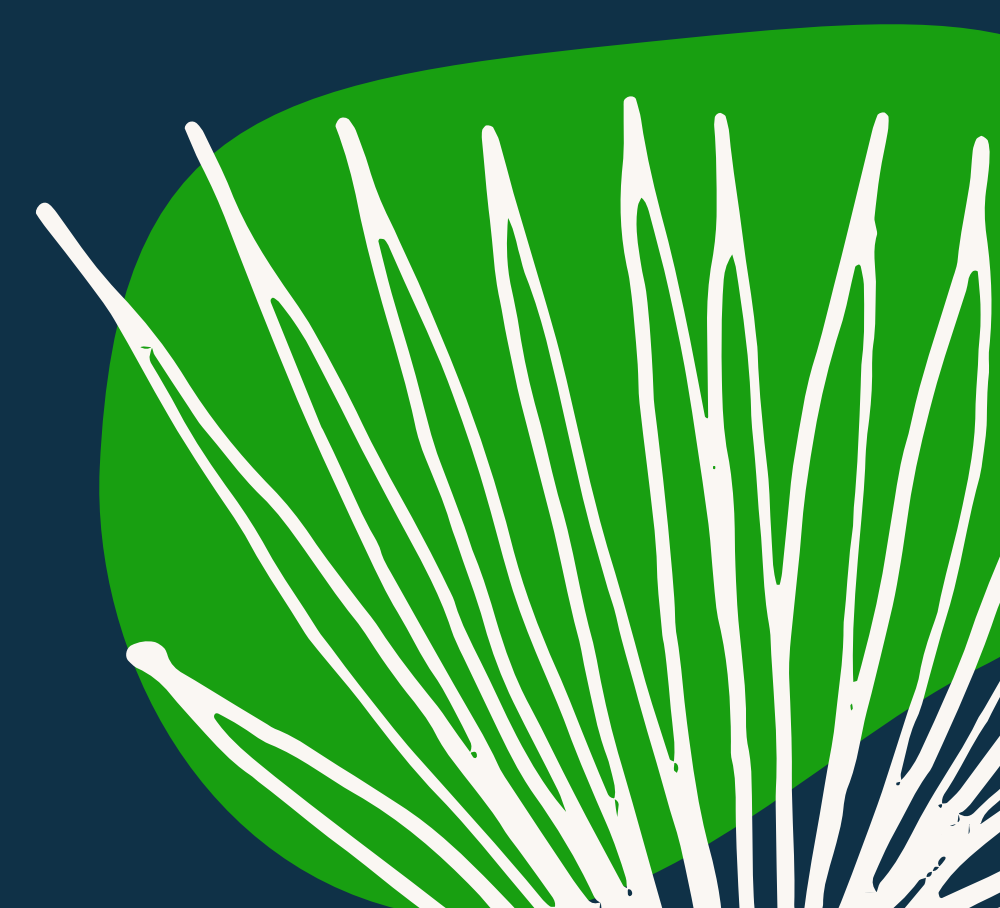
- Schedule: 8:30am – 5:30pm, Monday – Friday
- 2 weeks notice required to cancel retainer — no minimum contract
- Invoiced on original start date per month or following business day

See Subscription Ts and Cs for full details.

Our monthly Subscription options mean you save 8 - 13% off our Daily Hire Rate.

Service Scope

The ins and outs of each deliverable.



Item: The Whole Kit and Caboodle

Price: 3000.00

See each respective service for full list of deliverables. Including:

- 5 x Naming Concepts
- Mission, Vision, Positioning Statements + Elevator Pitch
- Branding Package
- Brand / Company Story
- Team Bio/s up to 3 people
- Starter Website up to 5 pages
- Editorial Guidelines
- 3 x Email Templates
- Content Ideation and Planner + 5 x Headlines
- 4 x Blog Posts (1 x Series)
- Media Kit

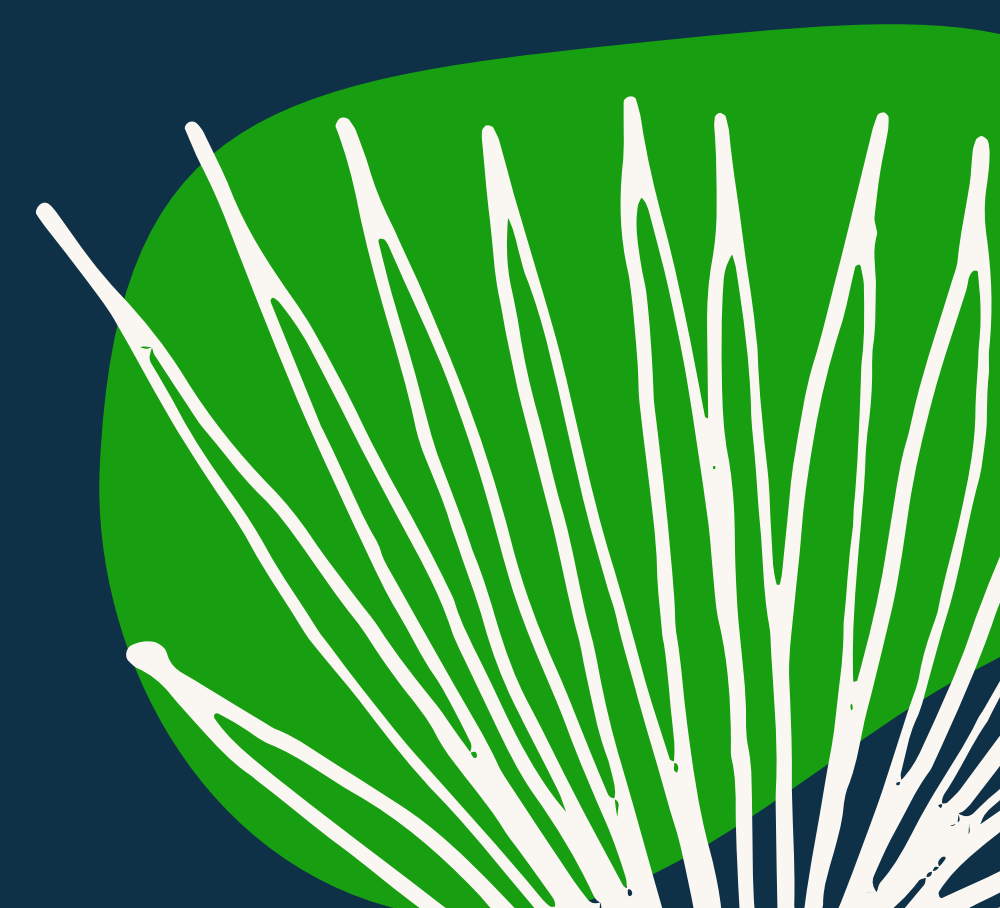
Heads Up!

It is recommended that we work together to complete this project over 6 weeks to allow for strategic direction, feedback, and edits; however, the timeline can be discussed with the client before commencement where a faster turnaround is needed

Service Scope

The ins and outs of each deliverable.

Need to get your brand sorted? This package saves you over 36% on each individual service item!





The Ins and Outs

Basic terms and conditions for each client and project.

All Ts and Cs.

That apply to Creative Content clients and projects.

All projects require 50% down deposit before commencement **excluding subscriptions**.

Tc and Cs specific to ongoing retainers (subscription services) are on the following page.

Projects cancelled will only be refunded as outlined in your **Client Engagement Agreement**.

Projects will incur a **Rush Project surcharge of 20%** when the delivery deadline is **less than 2 business days from the date requested**.

Projects that cannot be delivered in less than 2 business days are **marked with an *** on the Pricing and Projects pages.

Projects marked with an * on the Pricing and Projects pages are considered Rush Projects if the required delivery day is less than **4 business days** from the date requested and will incur a 20% surcharge.

In the event you need a deliverable ASAP, please speak with us directly so we can negotiate a turnaround time and Rush Project fee. Not all Rush Project requests can be accommodated and are confirmed based on our existing work schedule.

The **Minimum Project Fee** for working with Creative Content is 120.00 AUD excluding Single Blog Posts and Single Press Releases.



Subscription Terms

The ins and outs of monthly retainers.





Subscription Ts and Cs.

That apply to Creative Content client retainers.




Invoices are billed monthly on the date of your original subscription commencement or the following business day in the event the billing day falls on a weekend or public holiday.

A 2 week notice period is required to cancel going subscription services. There is no minimum contract period for a retainer, however, we require 2 weeks notice before cancelling. In the event less than 2 weeks notice is given, clients will be billed for 50% of the expected final invoice.

The total billable hours allocated to your subscription service will be tracked by us. In the event the projects requested are expected to exceed your allocated hours, we will notify you ASAP about negotiating extra time. Please feel free to speak with us before delivering work to confirm that the request fits within your allocated, billed timeframe.

If you need to increase or decrease your monthly subscription service and allotted billable hours, please let us know ASAP. In the event of an increase, we will add the additional charge to your next monthly invoice. In the event of decreasing your allocated hours, we will credit any amount previously paid to your next monthly invoice.





Further questions? Feel free to ask!





Creative Content and Copywriting

Let's give them something to talk about.

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