



James Brine  
MARKETING

ATTENTION  
ATTRACTION  
CONVERSION

38 Albatross Ave Mermaid Beach,  
Queensland, Australia 4218  
Phone: 0423311683  
Email:  
[james@jamesbrinemarketing.com](mailto:james@jamesbrinemarketing.com)  
Website:  
[www.jamesbrinemarketing.com](http://www.jamesbrinemarketing.com)

## Online Copywriting Fee Schedule 2012/2013

### Website Package

- Small-Med business or multiple product website consisting of any number of pages. (Does not include sales letter style webpage.)

\$497 1-4 pages  
+\$97 each  
additional page

### Opt-in/squeeze page

- The online equivalent of ½-1 pages of copy designed to secure visitor details.

\$197-\$297

### Long-copy landing page (online equivalent of 6+ page sales letter)

- A long-copy dedicated website designed to sell a consumer product (such as a newsletter, e-book, seminar, service or info-product) directly from the sales letter.

\$897-\$1297

### Long-copy sales page with Taguchi test elements

- Best bet for maximizing sales. Includes long body copy plus copy for the test elements: 3 pre heads, 6 headlines, 3 subheads, 3 suggested visuals, 3 leads, 3 calls to action and 3 guarantees.

\$997-\$1497

### Medium-copy landing page (online equivalent of 2-5 page sales letter)

- A medium-copy online sales page designed to sell a consumer product (such as a newsletter, e-book, seminar, service or info-product) directly from the sales letter.

\$497-\$797

### Long-copy e-mail

-An email designed to sell a product directly by driving the recipient to a landing page. The online equivalent of 2-4 page sale letter

\$247-\$350

### Teaser e-mail

A short e-mail designed to drive reader to a long-copy landing page where they can order the product. The online equivalent of a ½ to 1 page sales letter.

\$147- \$247

<b>Online e-mail conversion series</b>	\$147 first email
- A series of follow up messages sent via auto-responder, designed to convert an inquiry into a sales.	\$97 per follow up
<b>Google Adwords Copy (Package of 10)</b>	
- Keyword targeted copy to drive higher CTR and conversions from your Adwords budget.	\$347

## Offline Copywriting Fee Schedule

<b>Print Ad</b>	\$347- \$697
- Direct response ad in usually in a magazine, newspaper; etc. Sizes range from small classified to double page sales letter.	
<b>Medium Sales Letter</b> (1- 3pages of copy)	\$497-\$797
<b>Long Sales Letter</b> (4+ pages of copy)	\$800-\$1197
<b>Brochure</b> (2-6 pages)	\$397-\$697
<b>DL Flyer</b>	\$347-\$497
<b>Newsletter</b>	\$147 first page \$97 each additional page
<b>Slogans or product names</b> (package of 10)	\$197
<b>Press Release</b>	\$247

### Terms:

For more information please email [james@jamesbrineonline.com](mailto:james@jamesbrineonline.com) or call 0423311683

Listed fees are guidelines only. Some jobs require more research and man-hours than others, which is why I give a price range. For a specific quote please [contact me](#) today.

For any projects not listed above please contact me with more information about your needs for a specific quote.

Copywriting fees for initial projects are payable 50% in advance, with the balance on delivery and your complete 100% satisfaction with my work.

All revisions must be assigned within 30 days of receipt of copy.

You own complete rights to all copy on receipt of final payment.

Sincerely,

**James Brine**

*“Create instant and measurable results from all your marketing efforts, with proven direct response copywriting and strategic marketing strategies - 100% Guaranteed.”*