



James Brine
MARKETING

ATTENTION
ATTRACTION
CONVERSION

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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

Online e-mail conversion series	\$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
Google Adwords Copy (Package of 10)	
- Keyword targeted copy to drive higher CTR and conversions from your Adwords budget.	\$347

Offline Copywriting Fee Schedule

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

Terms:

For more information please email 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.”