

WRITER PRICING STUDY 2022

I asked the high-end writers in my network to share their fees. Need a (great) content writer for your brand? Email me at lindaformichelli@gmail.com with details on your project—type and volume of content, industry, timeline, and your budget if you know it—and I'll see if I can set up intros with some of the experienced writers in my network. (NOTE: I'm not looking for new writers. Thanks!)

ARTICLE (1,000 - 2,000 words. Depends on # of interviews, amount of research, etc.)

RANGE: \$1,000 - \$4,000

AVERAGE LOWER END: \$1,425

AVERAGE HIGHER END: \$3,000

CASE STUDY (1,200 - 3,000 words. Usually 1 interview, sometimes 2.)

RANGE: \$1,000 - \$3,500

AVERAGE LOWER END: \$1,342

AVERAGE HIGHER END: \$2,267

WHITE PAPER (Typically 5-10 pages, 500 words per page. Some are shorter.)

RANGE: \$2,500 - \$8,000

AVERAGE LOWER END: \$4,667

AVERAGE HIGHER END: \$7,500

BLOG POST - (Typically no interviews.)

AVERAGE: Around \$1 per word (this was pretty consistent)

EMAIL (Newsletter, autoresponder, or per each in a series.)

RANGE: \$1 - 3/word, \$300 - \$1,000/email

AVERAGE LOWER END: \$1.35/word

AVERAGE HIGHER END: \$1.80/word

EBOOK - (Size varies.)

RANGE: \$2000 - \$7,000

AVERAGE LOWER END: \$2,833

AVERAGE HIGHER END: \$5,500