

HOW MUCH DOES A CONTENT WRITER COST?

To know whether you can afford to hire a freelance content writer—and what *kind* of content help you can afford—you need to understand how writers charge, what drives up the cost of content, and typical fee ranges. Here you go!

HOW MUCH DO CONTENT WRITERS COST?



A CONTENT WRITER MAY CHARGE...



BY THE HOUR

You pay for the amount of time the content writer works on a project: meetings, interviews, research, writing, etc.

PROS

This is the easiest to understand: the writer charges X per hour, they work Y hours, so you'll pay Z. If you're in a business that charges by the hour yourself, this is an easy transition.

CONS

You'll pay more for a slow writer—and a fast writer may not earn what they deserve. And if the writer runs into delays, you'll end up paying more than expected.



BY THE WORD

If a writer charges \$1 per word and a piece of content is 1,000 words, you pay \$1,000. Easy math.

PROS

If you know exactly how many words something needs to be, you'll know exactly what you'll pay. Even if something comes up that causes the process to drag out, you'll pay the same.

CONS

You need to know exactly how long a piece of content should be. Also, the writer doesn't have the flexibility to write shorter or longer, which can be a disservice to your audience.



A PROJECT FEE

The writer charges a set fee per piece or per project—with everything included, whether that's meetings or SEO.

PROS

You always know exactly what you're going to pay; the writer accounts for *everything* in one fee. You're happy and the writer is happy...and happy writers do better work.

CONS

It may drive you crazy that you can't pick apart the offering to bring costs down. Also, if you're used to paying by the hour/word, it may be hard to incorporate writers who use this structure.



BY VALUE

The writer charges according to the amount you stand to earn from the content.

PROS

These writers are often of the highest quality; they know they can get results, so they're confident in charging this way. And isn't it worth, say, \$10k for a report that brings in \$1 million?

CONS

Sub-par writers may use this fee structure as a marketing gimmick. Also, how can a writer know what every project will be worth to the client in the end?

WHAT DRIVES UP THE COST OF CONTENT?

Topic

A complicated, technical piece of content will typically cost more than one on a lighter subject.

Turnaround Time

Rush jobs cost more than those with reasonable timelines. But what is considered a "rush" depends on the writer.

Details

A writer may offer to write the piece of content, and that's it. Or they may offer value-adds like calls & SEO that bring up the price.

Volume

Some writers charge less if you can guarantee them regular work—say four blog articles per month for six months.

Research

The more research a content writer has to do—like finding/interviewing SMEs and digging up stats—the higher the cost.

Experience

Veteran writers charge more than new ones. But buyer beware! Even long-time writers can parlay heavily edited content into more jobs.

Strategy

A fill-in-the-blanks content writer costs less than a writer who partners with the client to offer an end-to-end service.

Type/Length

A whitepaper is longer and more research-intensive than a blog article, so you can expect to pay more for one.

Meetings & Interviews

More meetings and interviews = higher price, whether that's more hours on an hourly fee or a higher price on a package or per-word rate.

Where You Find the Writer

Writers from bidding sites/mills charge the least...solo writers charge more...and agency writers come with a markup of up to 25-30%.