

Knowledge Assets that Include	Fees
White Paper (Special Report) Inform, explain, or offer a solution – and bolster your marketing efforts.	\$450 Per Page
Case Study Problem-solution-outcome stories featuring a product or service.	\$850 Two Pages
Policies and Procedures Document the “why” and “how” of your organization.	Per Project Basis
Presentations Tell your story, provide information to a captive audience.	Per Project Basis
On-Site Writing Instruction Intensive, 12-hour writing course designed to improve and enhance effective work-place writing skills. Instruction delivered on-site, on your schedule. Course delivery customized to meet your needs. 5-15 students	\$ 4250 Plus Travel/Lodging
E-Newsletters A cost-effective way to reach customers and enhance content marketing.	Per Project Basis
Blog Post Single, topic-specific blog posts, written for readers and SEO.	\$350 Per Post
FAQ Page Answer common questions asked by customers (great for SEO).	\$450 Per Page
Stand-Alone Email Reach out and grow sales with special promotions, invitations, more.	\$350 Per Page
Corporate History Compilation Present company history in its best light in a book, brochure, web page.	Per Project Basis
Training Manuals (non-software/technical) Provide effective employee training materials.	Per Project Basis
Employee/Human Resources Materials Explain employee benefits info/guidelines to workers at all levels.	Per Project Basis
Articles Promote your product, service, location: web or print. Includes up to 1500-word article and three photos.	\$1250 Per Article
Press Release Get attention from the media and drive additional site visits.	\$650 Per Release
Testimonial Generate strong, “real-world” credibility for products or services.	\$350
Brochure (3-panel) Succinctly and clearly explain how a product/service benefits prospects.	\$350 Per Page Copy Only
School-Bond Campaigns Kick-off letters, information sheets, FAQs, update letters, community-group presentation, final-week letters, website information page.	Per Project Basis

A Writer for All Reasons