



Jan W. Whiteley Business Writing, LLC

The Affordable Alternative™

RATES

Business writers charge for their services in so many ways that it's impossible to directly compare prices.

That's why I'm encouraging you not to.

Instead, let's talk – one on one – about the **value** that my decades of writing, training, and consulting can bring to your business. To start the dialogue, I've laid out a few basic facts in the form of questions and answers.

After you've had a chance to digest them, please contact me. We'll schedule a free, no-obligation consultation to address your questions, expectations, and specific writing needs.

Q: What's your basic rate?

A: \$60 an hour.

Q: Do you charge different rates for different types of writing services?

A: No. It's too confusing to the client, and doesn't accurately reflect the nature of the work. I also don't charge different rates for small, medium, or large businesses – although it's common to do so.

Q: Why should I hire a senior writer when I only need to have a little copy written?

A: The smallest job may hold the key to your next business success. Why not benefit from my years of experience and refined skills?

Q: How can you price this job without knowing how many hours you're going to spend writing?

A: After we've agreed on the scope of work, I'll give you an estimate. If you wish, I'll also put a Not To Exceed clause in our contract that will cap the amount of money that you will pay.

I look forward to hearing from you soon!