

Freelance Writer

HealthTech

PharmaTech | MarTech | SaaS

Big Data | Cybersecurity

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Writing Rates

Thank you for requesting my B2B copywriting fees. Because every client and project have different parameters, I offer the following rates for budgeting guidelines *only*. For a price quote specific to your needs, please email me to schedule a free consultation.

Content Writing

• Blog posts, 500-800 words, minimal research, no interview	\$450
• Blog posts, 800-1,200 words, moderate research, one interview	\$550
• Blog posts, 1200-1500 words, heavy research, 2+ interviews	\$750
• Long-form articles, 1500+ words, heavy research, 3+ interviews	\$1,250+
• White papers, 2000-3000 words, research & interviews	\$1,800
• Thought leadership, 800-1500 words, research & interviews	\$800 - \$1,200

Website Copy

Can include one page or a complete site overhaul. Typically billed at **\$250 to \$500** per page, depending on:

1. Length and type of page
2. SEO requirements
3. Number of pages ordered

Executive bios, 250-300 words, including phone interview.	\$450
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Case Studies

A detailed report that describes a customer's problem, your solution, outcome and client comments. 1000-1200 words, two interviews.	\$1,300 - \$1,500
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E-book/Lead Generation Download

Crafting a minimum 1500 word/4-page project with basic research, up to one interview.	\$1,800
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Factors to Consider

- Retainer contracts are available at a \$1,500/month minimum.
- Single project minimum for new clients is \$500.
- New clients are charged a 50% deposit before starting work.
- All work is checked through Grammarly and Copyscape for errors/plagiarism.
- Work is invoiced monthly and payable at max. 30 days from date of invoice.

To view examples of my work, please visit <https://traceystep.com/portfolio/>,
or contact me to request specific examples sent confidentially.