

Rashida Tayabali
CREATIVE STORYTELLER & WRITER

Copywriting Rates Guide



COPY FOR FEMALE-LED BUSINESSES

Copy to drive more *clicks and inquiries*



Website Copywriting

Your website is *your digital shopfront* and needs to work for you 24/7.

If the words on your website are not grabbing your customer's attention, keeping them there and compelling them to act, you could be losing sales, leads or valuable opportunities.

What's included:

- 1 x 60-minute briefing call
- Copy for 5 pages: Home, About, 3 x Service pages (approx 800 words)
- Wireframes for 5 pages
- 2 rounds of amends per page
- Final copy provided in a Word document ready for upload

YOUR INVESTMENT

AUD \$3,300
+GST



Content Writing

Educate and *inform* your audience with content that builds trust and positions you as an *expert*.

What's included:

- 1 x 30-minute briefing call
- Two rounds of amends
- Ready to upload content provided in a Word document.

- Content includes blogs, whitepapers, brochures, sales pages, video scripts and other marketing content.

[GET A CUSTOM QUOTE](#)

Other *Services*

Copy Critique

HOURLY RATE

\$150 +GST

(starts from)

Prefer to write your own content? Need a professional writer to look it over, edit and polish before you hit publish?

What's included:

- 1 x 30-minute briefing call
- Structure
- Content audit
- Rewrite/edit for customer-focused language

Features/Articles

THE INVESTMENT

\$750 +GST

Per article

Features can be an effective way to communicate on trending topics or share human stories within your organisation.

What's included:

- 1 x 30-minute briefing call
- 2 expert interviews
- 2 rounds of amends
- Copy provided ready for upload/publish

Content Strategy

GET A CUSTOM QUOTE

A clear plan of action to maximise and drive the best results for your business.

PLEASE NOTE THE RATES IN THIS GUIDE ARE AN ESTIMATE ONLY.

I'll provide an exact quote for your project after our initial 15-minute discovery call.

You can book a call [HERE](#)



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