McCarthy & King
MARKETING, INC.

Bob McCarthy's
Freelance Copywriting Services
INFORMATION KIT

Inside, please find:
✓ **an introduction**
✓ **a link to my portfolio**
✓ **clients and projects**
✓ **my fee schedule**
✓ **additional information**

To discuss a project or get an estimate,
call Bob McCarthy at 508-473-8643.

If you're not sure what you need,
call to schedule a FREE 30-minute Strategy Session.

A brief introduction

My name is Bob McCarthy and I am a freelance copywriter. I've been freelancing for many years dating back to when marketers focused mostly on direct mail, advertising and print collateral. But things have changed. Boy have they changed.

Today, marketers have many more marketing choices, channels and media options available to them. As a copywriter, this is created many more opportunities, including:

- website and web pages
- landing pages
- blog posts
- email promotions and auto-responders
- email and print newsletters
- direct mail packages, postcards and sales letters
- print and online advertising including Google Adwords
- sell sheets and product sheets
- inserts and billing stuffers
- product brochures, corporate brochures and annual reports
- press releases and press kits
- case studies and customer stories/interview
- white papers, ebooks, tip sheets, how-to guides and other content marketing
- customer/prospect surveys

In addition to my copywriting services, I can also provide graphic design, web design and development, list/media research, printing, mailing, email deployment, Google Adwords management. These are available only when needed.

In the pages that follow, I've provide a list of my clients, projects and fees. If you'd like to look at my portfolio, you can find it here.

I mostly work on a project basis, but I am open to retainer arrangements if it makes sense.

Please call me or send me an email if you have a project to discuss, or if you just want to get acquainted. Thank you.

Bob McCarthy
508-473-8643
bob@mccarthyandking.com

Digital Equipment Corp
Wrote multi-part direct marketing tutorials for corporate-wide marketing managers
Wrote telemarketing scripts for training program
Wrote multiple direct mail self-mailers for lead generation

MAK Technologies
Wrote direct mail postcard for lead generation

Sun Microsystems/Sun Select
Wrote direct mail letter package to promote seminar

Sitara Networks
Wrote direct mail package to recruit resellers

PC DOCS/Fulcrum Software
Wrote direct mail survey to identify potential sales leads

Syncra Software
Wrote a series of three postcards to promote products
Wrote direct mail survey to identify potential sales leads

SuperOffice Software
Wrote copy for software package design
Wrote direct mail letter package to generate sales leads
Wrote letters to retail stores promoting product distribution
Wrote full-page advertisement and reply card to build the brand and generate leads

Winchester Systems
Wrote direct mail postcard to generate leads and build awareness

Applied Analysis
Wrote direct mail letter package to generate leads and promote service

Demantra
Wrote direct mail self-mailer to promote trade show booth visitors

EMC
Wrote direct mail letter package to generate leads

RSA Security
Wrote sales letters to promote specific products

Darling Consulting Group
Wrote multiple lead generation letter packages to generate leads
Wrote multiple postcards to build awareness
Wrote or edited multiple white papers
Wrote multiple direct mail and email promotions for annual conference
Wrote multiple sales sheets and brochures for sales team
Wrote or edited multiple web pages and landing pages

Avaya
Wrote a direct mail letter package to generate leads for a new phone system

Cisco Webex
Wrote a direct mail letter package to generate leads and promote trials of the company's products

Thompson Financial
Wrote direct mail letter packages to generate leads

Warrington Financial
Wrote direct mail letter packages to generate leads

SunGard Financial
Wrote direct mail letter packages to generate leads

Access Capital Solutions
Wrote direct mail letter package to generate leads for business lending product

Oxford & Associates
Wrote brochure to be used in recruitment lead generation program
Wrote direct mail letter package and print ads to generate leads
Wrote booklet to be used in client acquisition lead generation program
Wrote direct mail letter package to generate leads

Mabbett, Capaccio & Associates
Wrote a self-mailer direct mail package to sell information products
Wrote postcards and inserts to generate repeat orders from existing customers

Physicians First Management Services
Wrote a series of brochures to promote services

Color Technology
Wrote case studies for inclusion in an information packet

National Fire Protection Association
Wrote a direct mail letter order generation package to sell an industry publication
Wrote a direct mail letter package to promote a fire code subscription service
Wrote a direct mail letter package to reactivate lapsed customers

Koch Membrane Systems
Wrote a direct mail self-mailer to generate leads for a wastewater treatment product
Wrote a direct mail survey to identify potential sales leads

Kidde-Fenwal
Wrote a direct mail survey to identify potential sales leads

Century Fiber Optics
Wrote a series of 12 emails various product categories
Wrote web pages and landing pages for website

Gerson Manufacturing
Wrote a direct mail letter package to promote products through distribution channel

Express-It Delivery
Wrote brochure promoting company services
Wrote a direct mail postcard to generate new leads
Wrote a direct mail survey to identify potential leads

Ben Franklin Printers
Wrote a series of printed newsletters to communicate with customers and prospects

American Ramp Systems
Wrote a series of self-mailers and inserts to generate referral inquiries
Wrote a series to text ads for Google Adwords account

Cabot Money Management
Wrote a series of sales letters as a follow-up sequence to inquiries
Wrote a series of brochures for lead follow-up

AAA Insurance
Wrote holiday themed direct mail package to generate new leads

Andover Bank
Wrote multiple direct mail letter packages to promote various bank products
Wrote two direct mail self-mailers to promote products to new homeowner and new parents
Wrote multiple billing inserts

Great West Insurance Company
Wrote multiple direct mail letter packages promoting different insurance products
Wrote multiple billing inserts cross-selling to customer base

Harvard Pilgrim Health Care
Wrote multiple direct mail letter packages promoting services as various locations

ALS Association
Wrote newsletter to keep current donors informed of research progress

Leahy Clinic
Wrote multiple direct mail letter packages to support the hospital's fundraising

Whitcomb House Assisted Living
Wrote direct response advertisement to generate leads for future occupants
Organized and edited a booklet that was used as the offer in the advertisement
Wrote a series of 12 emails that were sent to new leads

Together Dating
Wrote two versions of a direct mail letter packages to generate new leads

Waddington's Massage Therapy
Wrote postcard announcing Grand Opening
Wrote multiple flyers and other promotions for special savings

Boston Bark Landscape Supply
Wrote three direct mail postcards to generate phone orders for mulch and hardscape products
Wrote web pages and landing pages
Wrote door hangers for use by professional landscapers

Mount Auburn Club
Wrote a corporate brochure and inserts for new client information kit
Wrote sales letters and other direct mail to find new clients
Wrote advertisements and flyers to promote various programs

Milford Community Program
Wrote multiple web pages to promote various community activities
Wrote multiple direct mail self-mailers for summer camps and adult education
Wrote multiple email campaigns to promote activities to opt-in customers and prospects
Wrote flyers, banners, surveys

Riverside Amusement Park
Wrote multiple direct mail self-mailers to promote group outings at the park
Wrote multiple promotions to sell season ticket packages

Fun World Arcades
Wrote a direct mail postcard to increase daily customer traffic

Central Mass Auto Schools
Wrote and organized a new website to promote multi-location driver's education

Babson College
Wrote a direct mail survey to identify potential candidates for executive education
Wrote a direct mail postcard to promote the program

Scottish Rite of Freemasonry
Wrote the annual fundraising package for 10 years in a row
Wrote the supporting information kit for local chapters
Wrote multiple communications from headquarters to its chapters
Wrote and organized a multi-section activity and promotion binder for local chapters

New Hampshire Forest Society
Wrote a direct mail letter package to solicit donations and raise awareness of the state's resources

New England Community Health Centers
Wrote a direct mail letter package to recruit physicians to work in community health centers

Kendall Whaling Museum
Wrote a mini-catalog promoting various products available from the museum

Children¹s Learning Centers
Wrote a direct mail letter/brochure package to support the program's fundraising
Wrote two annual reports

Community Awareness and Treatment Services (CATS)
Wrote a direct mail letter/brochure package to increase awareness and raise funds

UMass ALS Champion Fund
Wrote a direct mail letter/brochure package to support the program's fundraising

Copywriting Fee Schedule

Bob McCarthy – 508-473-8643

(fees as 10/26/13 – subject to change)

DIRECT MAIL

Direct mail letter packages

- Letter/reply only $1,200 - $1,500
- Letter/reply with brochure $2,200 - $3,000

Self-mailers (3 panels)

- Small, each panel 8.5x5.5 $1,200 - $1,600
- Large, each panel 8.5x11 $2,200 - $3,000

Postcards

- Small, 4x6 $ 600 - $ 800
- Large 6x11 $1,000 - $1,200

Booklet mailers

- Small, each page 8.5x5.5 $250 per page
- Large, each page 8.5x11 $400 per page

Lead generation survey mailer

- Letter/1-page survey $ 800 - $1,100
- Letter/2-page survey $1,200 - $1,500

Billing Stuffers 3.5x8.5 – 2 sides $ 600 - $ 800

WEB

Landing pages

- Lead capture/short message $ 400 - $ 600
- Lead capture/long message $1,000 - $1,500

Web pages

- 1-2 screen views $ 500 per page
- 2+ screen views $ 800 per page

SEO & keyword copywriting/editing (existing pages) $ 250 per page

Website planning/organization/content outline (no writing)

- 10 pages $1,000
- 20 pages $1,800

PRINT & ONLINE ADVERTISING

Full-page print ad (8x10) $ 800 - $1,000
Half-page and smaller print ad $ 400 - $ 800
Printed insert (8.5x11, both sides) $1,200 - $1,600
Online banner ad $ 400 - $ 800
Pay per click text ads (10 versions provided) $ 400

IDEA GENERATION

Up to 10 creative concepts, themes, headlines, teasers or titles $ 800

COLLATERAL/SALES SUPPORT

Brochures (3 panels)

- Small, each panel 8.5x5.5 — $1,200 - $1,600
- Large, each panel 8.5x11 — $2,200 - $3,000

Sell sheets/Product sheets (8.5x11)

- One side — $ 800 - $1,000
- Two-sides — $1,200 - $1,600

Lead qualification surveys (2 pages) — $ 600 - $1,000

Customer satisfaction surveys (2 pages) — $ 600 - $1,000

Telephone scripts/call guides – prospecting — $ 800 - $1,000

Telephone scripts/call guides - selling — $1,200 - $1,500

PowerPoint presentation — $ 600 - $1,000

Product packaging — $ 400 - $ 600

EMAIL

Solo email for prospecting

- Long form – sales focused — $1,000 - $1,200
- Short form – lead focused — $ 600 - $ 800

Auto-responder email series for lead nurturing

- 1-2 emails — $ 750 per email
- 3-6 emails — $ 650 per email
- 7-10 emails — $ 550 per email

Email newsletter (1-2 articles per issue) — $1,000 - $2,000

Transactional email templates — $ 400 per email

Situational email templates — $ 400 per email

Sales follow-up email templates — $ 400 per email

PUBLIC RELATIONS

- Press Releases — $ 400 - $ 600
- Media Kits — $1,200

CONTENT MARKETING

Reports/Whitepapers/How-To Guides

- Formatting and writing — $ 400 per page
- Formatting and editing (client provides writing) — $ 250 per page

Case Studies/Client Interviews/Executive Profiles

- Research, interviewing — $ 600
- Formatting and writing — $1,000 - $1,500

Blog Writing

- Content planning/calendar development — $1,200
- Write blog posts (500 words) — $ 400 per post
- Edit blog posts (500 words) — $ 250 per post

More Information …

How I work
1. Every job gets an estimate. Unless you change the specifications, the estimate and the final invoice should be the same.
2. Estimate will cover my time for
   - client input
   - research
   - concepts
   - message outline
   - writing
   - revisions
   - coordination with a graphic designer (if needed)
3. I do not put a limit on revisions. I want you happy with the finished product. Fortunately, most projects only need one or two revisions.
4. Most projects are handled by phone, email and online conference call. I am happy to meet with you in person if it's convenient.

How I handle payment
Jobs are typically billed in three parts
   - 1/3 - Initial deposit to get the project started
   - 1/3 – Due on submission of first draft
   - 1/3 – Due on completion of project
Small jobs may be handled with just one or two payments.

Other services I provide
In addition to copywriting, I can help you with a number of marketing services using my network of vendors and other service providers. These include:
   - Graphic design
   - Web design, development and hosting
   - Email service management
   - List/media research
   - Printing and mailing services
   - Google Adwords search advertising
   - Google Adwords remarketing
   - Google Adwords display advertising
   - Call tracking services
   - Lead generation strategy

To learn more, discuss a project or request an estimate, call me at 508-473-8643.

Thanks - Bob McCarthy

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