

**Bob McCarthy's**  
**Freelance Copywriting Services**  
**INFORMATION KIT**

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# Freelance Copywriting Services

Bob McCarthy – 508-473-8643

## A brief introduction

My name is Bob McCarthy and I am a freelance copywriter. I've been freelancing for more than 20 years dating back to when the marketing toolbox included little more than direct mail, advertising and print collateral. But things have changed. Boy have they changed.

Today, you have many more marketing choices, channels and media options available to you – and probably more writing work than you can handle in-house. I can help you with:

- 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 provided 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  
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## **Past Clients and Projects**

**Bob McCarthy – 508-473-8643**

### **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

**Children's 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**