

Freelance Copywriting Services

INFORMATION KIT & PRICE GUIDE

Bob McCarthy
McCarthy & King Marketing

Freelance Copywriting Services

Bob McCarthy – 508-473-8643

Welcome

Thanks for your interest in my Freelance Copywriting Services.

You will notice from my photo that I've been at this for a while.

After working as a newspaper reporter and public relations manager right out of college, I took my first copywriting job in 1980 when I was hired by The DR Group, a direct mail ad agency.

There I worked on many of the agency's major accounts including Western Union, Pitney Bowes, ADT, Pan Am Airlines and Bank of Boston. It was terrific experience and sufficient, I thought, to go out on my own.

So four years later (in 1984), I started freelancing and I've been at it ever since.

Here's what you'll find in the pages that follow:

- An introduction and overview our services
- A list of clients and projects
- A copywriting fee schedule
- How we work
- How we charge
- Additional services

Thanks – Bob

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 30 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 (we) have many more marketing choices, channels and media options available – and probably more writing projects than most marketing departments can handle in-house. That's where I come in. Here's where I can help:

- 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. For creative work, 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

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

Lahey 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 9/7/15 – subject to change)

DIRECT MAIL

Sales Letters (1-2 pages)	\$ 800 - \$1,200
Direct mail letter packages	
• Letter/reply only	\$1,000 - \$1,500
• Letter/reply with brochure	\$2,200 - \$3,000
Self-mailers (3 panels)	
• Small, each panel 8.5x5.5	\$ 800 - \$1,200
• 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
• Sales focused/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	\$ 800 - \$1,200
• Large, each panel 8.5x11	\$2,200 - \$3,000
Sell sheets/Product sheets (8.5x11)	
• One side	\$ 600 - \$ 800
• Two-sides	\$1,000 - \$1,400
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

PUBLIC RELATIONS

• Press Releases	\$ 400 - \$ 600
• Media Kits	\$1,200

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

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

Google Adwords Management

\$ 495 per month

- Paid Search Advertising
- Display Advertising
- Remarketing Advertising

Please note the pricing above should serve more as a guide than a menu. It is based on my experience with various projects, but I know that not all similar projects are exactly the same.

When we discuss your project, I will provide a custom quote – which may be slightly higher or lower than the price shown here.

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 deployment and 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.

Other reports that may interest you

Please feel free to download these FREE reports from my website – www.mccarthyandking.com)

- Making Snail Mail Work: 13 Lessons in Direct Mail Strategy
- Generating Sales Leads: 8 Steps to Building a Sales Lead System

Or these reports which can be purchased through Kindle or PayPal.

- Mailing List Research: How to Find, Acquire and Test Mailing Lists
- Direct Response Offers: The Secret Sauce of Direct Response
- Direct Mail Formats: A Strategic Approach to Format Selection

Thanks - Bob McCarthy