

Write Website Copy	
Site organization consultation (including setting goals)	\$150
First hour of research and up to five pages of copy (up to 300 words/page)	\$850
Additional pages, each	\$150
Long-form salesletter, up to 2500 words	\$1800 plus 1% of gross revenue
Home Page Only, up to 500 words	\$375
Additional research hours, each (pro-rated)	\$150
Write Postcard or Postcard Series	
Up to 4"x6", back side only	\$245
Front side, leaving half for address, additional	\$150
Additional postcards in series/campaign, back side	\$175
Additional front sides, leaving half for address, each	\$95
Write Individualized Custom Marketing Plan	\$575
Write an Article or Case Study	
Write an engaging and newsworthy article that positions you or your product/service favorably to your target market. Up to 1200 words, including up to one hour of research and/or interviewing.	\$650
Write a White Paper	
Demonstrate your expertise, your understanding of common problems you address and how to solve them, and lead the reader to the inescapable conclusion that you are the one who can help. Up to 5000 words, up to three hours of research	\$2450
Write a Book Proposal	\$3950
Write summary of platform, credentials, and brief condensed marketing plan; polish your pre-written chapter-by-chapter outline and synopsis; prepare annotated list of competing works; edit one or two sample chapters of up to 10 manuscript pages each. Does not include writing sample chapters.	
Write a Book	
Establish your self as the expert and go-to person! 65,000 words or less, non-technical, on a topic within my expertise, 6- to 12-month turnaround from date work starts (set according to availability),	\$39,500, plus 10% of client's receipts from the project (advance, royalties, rights sales,

research supplied by client.	book sales)
Discount	\$2000 discount for author credit on cover (if mutually agreed)
Surcharges for technical, short deadline, not within my expertise, or extra research	Negotiated individually
Bonuses: Copy of Grassroots Marketing for Authors and Publishers and all bonuses normally included with that book	

Brand Identity Package Company or product name, domain name, slogan, basic logo	\$2500 List of up to 30 names. Once chosen, up to 10 available domain names and slogans. Up to 3 logo designs.
Consulting In my office, by phone, or by e-mail	\$195 per hour or \$1150 per day up to six hours
At your location	\$1800 per day up to six hours, plus expenses. \$300 discount within one hour drive of my Hadley, MA home
Speaking/Training Wide range of topics on Green marketing, business ethics, book publishing. Bonus Included: Green mini-audit, up to one hour, free with any full-price talk	\$5000 plus expenses for a 60- to 90-minute presentation, \$8000 plus expenses for a three-hour interactive hands-on workshop. Second presentation in same trip: half-price
Critiques Any 1-2 page document Longer documents	\$50 Standard hourly consulting rate (1-2 hrs would be typical in most cases)

**Prices current as of 10/11, subject to change.
Please check with Shel for most current
version.**