

# Shel Horowitz's Entrepreneur/Author Marketing Services Price List (US\$)

Are you effectively telling “the story behind the story”—the *why* of what you do—in ways that turn prospects into customers and clients?

Internationally acclaimed strategic profitability/marketing consultant/copywriter Shel Horowitz is really good at that—[experts including Seth Godin and Chicken Soup for the Soul's Jack Canfield](#) say so. Shel specializes in green and ethical approaches that tell “the story behind the story,” focus on the benefits (achieving goals, fixing pain points), and *move the prospect to action*. An expert in matching message to market, Shel also helps you profitably partner with businesses and organizations who are already respected in new markets you want to enter. He's worked with clients on five continents and has more than 30 years of experience. He's also an international speaker and the multiple-award-winning author of eight marketing books, most recently, *Guerrilla Marketing to Heal the World*.

On the publishing consulting side, Shel has helped several clients go from unpublished writer to award-winning published author.

**Note #1:** Schedule a free 15-minute initial consult to demonstrate Shel's value and see if there's a fit. Call 413-586-2388 or schedule online at <https://calendly.com/meet-shel/15min> to set yours up. Also, Shel can provide actual samples written for clients so you can see the quality of his work.

**Note #2:** This pricelist applies to companies with up to \$5 million in annual sales where Shel works directly with the head of the company or a senior executive. If Shel will be working with managers or your revenues are higher—congratulations! Please request the corporate price list.

**Note #3:** Shel does not design or code websites or marketing documents. He focuses on the parts he can do well: the strategy and writing. He's happy to connect you with designers he's worked with.

**BUY IN BULK AND SAVE 20%—just prepay for a custom menu of services valued at \$5000 or more, designed just for you (does not apply to already-discounted retainer arrangements).**

(Shel will send you a questionnaire and follow up with a brief no-charge phone call to establish your needs.)

**SAVE EVEN MORE—and have a world-renowned green/social change marketing expert available when you need one: Put Shel on retainer!**

Contact us to work out a custom solution that meets your needs over four, six, or 12 months.

<b>INDIVIDUAL PROJECTS</b>	
All fixed-rate writing projects other than books and time-sensitive HARO-type pitches include one revision. Additional revisions are \$195 per hour, pro-rated for time actually used.	
<b>Write Journalist Query Response, Press Release, or Media Pitch Letter</b>	
Respond to a journalist's query on HARO or similar service (not including any research).	\$95
Package of 10, pre-paid (never expires)	\$795
Write a one-page or two-page <b>get-noticed press release or cold pitch letter</b> , including up to one hour of research. Bonus included: Ten places to post your release for free.	\$525
Second and subsequent releases on same product or service within two months:	
• Substantially new release	\$350
• Minor re-slant	\$150
Additional research hours, each (pro-rated: actual time)	\$150
<b>Write Book Cover</b>	
Back panel only	\$425
Back panel plus two flaps	\$525
Bonus included: E-book: How to Write and Publish a Marketable Book.	
<b>In-Depth Audit/Review of Marketing Documents</b>	
Single document up to 500 words	\$195
Up to three documents of 500 words or less (or 500-word chunks of larger documents)	\$495
Up to 10	\$995
Up to 25	\$2125
Each additional document or chunk beyond 25	\$75 each
<b>Marketing Tune-Up</b>	
Quick performance-improvement tweaks to up to five marketing documents or sections (up to five pages each). Examples include changing the headline or subheads, rewriting the lead, smoothing out language, making the offer more attractive or easier to understand, etc.	\$495

<p><b>Overall Marketing Assessment</b>  Shel will examine all your marketing approaches: direct-mail, press releases, social media, brochures, web copy, speaking, and whatever else you're doing...Shel will address how well it's working, what you might do to improve it, and what's missing from your marketing mix.</p>	<p>\$350 per two-hour block</p>
<p><b>Get It Done! Social Entrepreneurship “Solar-Powered Rocket” Jumpstart</b>  The done-for-you option. Shel will...</p> <ul style="list-style-type: none"> <li>• Spend time learning your business—he will: <ul style="list-style-type: none"> <li>○ Interview you</li> <li>○ Read public and internal materials you've created</li> <li>○ Review your news coverage and public interviews</li> <li>○ Optionally visit your facility</li> </ul> </li> <li>• Brainstorm at least 5 to as many as 10 product or service ideas that you can implement</li> <li>• Provide a synopsis for each of plusses, minuses, audiences, and other stakeholders</li> <li>• Work up detailed implementation summaries of your top two choices</li> <li>• Create a marketing plan for your go-ahead top choice</li> <li>• Write your first marketing document (typically the copy for a web page or a press release)</li> <li>• Write 10 Tweets to launch your new product's social media marketing</li> <li>• Check in weekly during the project</li> </ul>	<p>\$4995 plus any required travel expenses at actual cost—or three payments of \$1995 each, at the project start, at one month, and on completion, plus travel expenses as incurred</p>

<p><b>Turn Your Sustainability/Social Responsibility Report Into Marketing Magic</b></p> <p>For every ten pages of your original report, you'll get at least:</p> <ol style="list-style-type: none"> <li>1. Six nuggets of 100-300 words each—every one highlighting a different initiative or accomplishment that you can just pop into any document any document or audio script</li> <li>2. Twelve Tweets, with hashtags and/or links if appropriate (just add an image if you have a good one, and hit the post button)</li> <li>3. Eight social media posts of 20 to 50 words (ditto)</li> <li>4. Five headlines that create “story-behind-the-story” angles for press releases, social media, newsletters, and presentations by company leaders</li> </ol>	<p>Based on the length of your original report:</p> <p>Up to 10 pages: \$900</p> <p>11-20 pages: \$1500</p> <p>21-30 pages: \$1950</p> <p>\$500 for each additional 10 pages or fraction</p>
<p><b>Write Website Copy or Direct-Mail Piece</b></p> <p>Site organization consultation (including setting site goals)—as part of an entire site project \$150</p> <p>First hour of research and up to five pages of copy (up to 300 words/page) \$850</p> <p>Additional pages, each \$175</p> <p>Short-form sales letter (electronic/print, max 800 words) \$1800 plus 1% of gross revenue from that letter</p> <p>Long-form sales letter, up to 2500 words \$2500 plus 1% of gross revenue from that letter</p> <p>Home Page Only, up to 500 words \$375</p> <p>Additional research hours, each (pro-rated: actual time) \$150</p> <p>Crowdfunding site web page (e.g., Kickstarter, GoFundMe, IndyGoGo, Barnraiser, etc.) \$850</p> <p>Site organization without copywriting \$350</p>	
<p><b>Write Postcard or Postcard Series</b></p> <p>Up to 4"x6", back side only \$295</p> <p>Front side, leaving half for address, additional \$150</p> <p>Additional postcards in series/campaign, back side \$175</p> <p>Additional front sides, leaving half for address, each \$95</p>	
<p><b>Write Single-Sheet Flier</b></p> <p>Single-sided, 8-1/2x11 \$425</p> <p>Double-sided, 8-1/2x11 \$625</p> <p>Single-sided, 8-1/2x14 \$495</p> <p>Double-Sided, 8-1/2x14 \$695</p>	

<b>Write Individualized Custom Marketing Plan for a Book</b>	\$575
<b>Write Individualized Custom Marketing Plan for Other Specific Product or Service</b> Additional products or services that can be co-marketed	\$675 \$425 each
<b>Write Individualized Custom Marketing Plan for a Whole Product Line or Company</b>	Negotiated individually
<b>Write an Article or Case Study</b> Write engaging, newsworthy article that positions you or your product/service favorably to your target market. Up to 1200 words, including up to 1 hour of research / interviewing.	\$995
<b>Write a White Paper</b> Demonstrate your expertise, your understanding of common problems you address and how to solve them, and lead the reader to the logical conclusion that you are the one who can help. Up to 5000 words, up to 3 hours of research	\$2750
<b>Write a Book Proposal</b> Write summary of platform, credentials, and brief condensed marketing plan; polish your pre-written chapter-by-chapter outline and synopsis; edit your pre-researched annotated list of competing works; edit one or two sample chapters of up to 10 manuscript pages each. Does not include writing sample chapters.	\$3450
<b>Write a Book</b> 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), research supplied by client.  Bonuses: Copy of Grassroots Marketing for Authors and Publishers, including any current updates  Discount  Surcharges for technical, short deadline, not within my expertise, or significant extra research	\$39,500, plus 10% of client's receipts from the project (advance, royalties, rights sales, book sales)  \$2000 discount for author credit on cover (if mutually agreed)  Negotiated individually

<p><b>Brand Identity Package</b> Company or product name, domain name, slogan, basic logo ideas for your graphic artist</p>	<p style="text-align: right;">\$2500</p> <p>List of up to 30 names. Once chosen, up to 10 available domain names and slogans. Up to 3 logo concepts.</p>
<p><b>Consulting</b> In my office, by phone, Zoom, or e-mail</p> <p>At your location</p>	<p>\$195 per hour, \$295 per 90 minutes, or \$1150 per day up to six hours</p> <p>\$1800 per day up to six hours, plus expenses. \$300 discount within one-hour drive of my Hadley, MA location</p>
<p><b>Speaking/Training</b> Wide range of topics on green business profitability, resilience during pandemics, profit opportunities in social change, marketing, social media, business ethics, book publishing. Bonus Included: Green mini-audit, up to 1 hour, free with any full-price talk</p> <p>One-to-one training (in Hadley or via Zoom)</p>	<p>60- to 90-minute presentation: \$5000 + expenses: 3-hour interactive hands-on workshop: \$8000 + expenses: Second presentation in same trip: \$1500 discount \$1000 discount within 100 miles of Hadley (cannot be combined with other discounts)</p> <p style="text-align: right;">\$195 per hour</p>
<p><b>Résumé Critiques</b> 1-2 pages Longer documents</p>	<p>No charge during COVID era \$25 per additional page</p>
<p><b>Résumé and Cover Letter Writing While You Wait</b> (includes simple design)</p>	<p>Résumés, \$199 for up to two hours (usually enough); cover letters, \$100/hour, \$50 per batch minimum (1-3 letters)</p>

**Prices as of 9/1/20, subject to change.**