

## Consulting Services

## Business Writing Services

### CONSULTING FEE

\$150/hour

Separate fee from project fee for services listed under Scope of Work

### BRANDING MESSAGE REVIEW

Evaluates current branding message and measures how effectively business communication supports message

Gold Package  
Starts at \$5,000

(up to 5 business publication samples  
PLUS  
website review)

Silver Package  
Starts at \$1,500

(up to 3 business publication samples  
OR website review)

### CONTENT MAKEOVER

Starts at \$500

Reviews signature marketing pieces (e.g., brochure, white paper, website) and offers makeover recommendations for improving effectiveness.

### OTHER BUSINESS CONSULTING SERVICES

Contact  
Cathy Miller

### GHOSTWRITING BYLINED ARTICLES

Trade magazines, feature articles (ebooks negotiated per project). Fees vary based on length, research, byline vs ghostwritten

Starts at \$1  
per word

### BUSINESS BLOG POSTS

Fees vary based on length, research, byline vs ghostwritten  
3/6/12-month contracts

Starts at \$200  
per post  
(300-500 words)

### CASE STUDIES

Fees vary based on length and number of required interviews

Starts at \$1,500  
per project

### WHITE PAPERS/REPORTS

\$4,000 +  
per project

### WEB CONTENT/ COPYWRITING

Fees vary based on scope of project

\$300 - \$400  
per page  
(approx. 400 words)

### OTHER BUSINESS WRITING SERVICES

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## Standard Terms

- Total fees of \$500 or less require payment in full before the project starts
- Fees totaling more than \$500 require a deposit of the greater of 50% of total fee or \$500
- An invoice for the balance of fee (if applicable) will be sent with draft copy
- Cathy Miller accepts company check (made payable to Cathy Miller) or PayPal
- If changes to the Scope of Work require significant additional hours, an amendment will be issued based on those changes

## Cathy Miller

Business Writer|Consultant

858-247-2646

cathy@cathymiller.biz

www.CathyMiller.biz

### Above fees effective January 1, 2015

Final fees are quoted on a per project basis and formalized with a written Proposal or Statement of Work that includes Scope of Work, Timetable, Fees and Terms of Agreement.

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Email: cathy@cathymiller.biz

Business site: www.CathyMiller.biz



## Cathy Miller

Simplifying business communication