

Rates & pricing

Agency day rate: £450

MEGAN ROSE

**BRAND VOICE
BRAND MESSAGING
BRAND COPY**

April 2024

What's it worth?

Ah, the million dollar question. Luckily for you, it's unlikely to cost you a million dollars.

Beyond that, it's not always easy to say.

Every project is different, so I price them individually. That way, you don't pay for anything you don't need – only exactly what you do need.

But I suspect you'd like a ballpark figure of costs before you get in touch. I've put together some example costs to help with exactly that.

The basics

My day rate for agencies is currently £450.

My minimum project fee for new clients is also £450.

I may charge rush fees of 20-50% if you need a quick turnaround, especially if that involves working weekends, early mornings or late evenings.

What's included in a project cost?

Prices depend on the complexity, topic, research required, level of creative thinking needed and word count of each project – but they typically include:

- Initial brand questionnaire, followed up by an in-depth telephone or video call so that I can get to know all about your brand
- Research, so that I understand the wider market you operate in
- Copywriting for the deliverables we've agreed
- Proofreading to make sure everything reads well and no mistakes slip through.
- Up to two rounds of revisions, so that we can iron out anything that doesn't work on the page

Example projects

Guide prices to give you a feel for what your project may cost.

Mini brand guide

Perfect for one-person brands, microbusinesses and shiny new startups. This guide assumes you don't already have a brand strategy in place, so it touches on the basics of both brand strategy and verbal identity. It's designed to get you started and to be a core brand resource that you can build on as you grow.

Includes:

- **Discovery questionnaire and call**
- **Brand basics (summary of what you do, why you do it, who you do it for and your place in the market vs competitors and alternatives)**
- **3-4 brand values or personality traits**
- **3-4 core messages**
- **Simple brand voice guide (2-3 pages)**
- **Style guide**

Investment: £950-£1600

Small-ish verbal identity

Designed for established, growing brands which want a distinctive brand voice and/OR have more than one person writing for them (usually 2-9 people writing their copy, either in-house or freelance).

Includes:

- **Discovery questionnaire and call**
- **3-4 brand values/personality traits OR 'translation' of your existing brand strategy into your new brand voice**
- **Brand voice development**
- **Brand voice guide (5-6 pages)**
- **Identification of 3-4 core messages**
- **Brand narrative**
- **Style guide**

Investment: £1600-£2500

Bigger brand identity projects and add-ons

Bigger brand voice and messaging projects (for example, for brands with 10 or more people writing for them across different teams) are more complex. Who'd have thought it, eh? These projects usually come in at between £2.5k-£7k. Get in touch and I'll draw you up a detailed quote.

All packages can be customised with extras including:

- Before and after example copy
- Naming for brands/sub-brands/products
- Taglines and straplines

Website and digital copy

- **Single page website: from £700**
- **Four-page website (home, about, services, contact): from £1300**
- **Landing pages: from £500**
- **Product descriptions: from £40 each**
- **Emails: from £150**
- **Blog posts: 600 words from £225 / 1000 words from £450**

All prices are a guide only. Please get in touch for a detailed quote.

Get more of the good stuff.

Sign up for my emails, where I'll be digging into themes around verbal brand identity – and more.

They'll be sporadic. Promise.

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