

Ronald Gross – Freelance Content Creator Rate Card (2025)

Website: www.rgcrc.com

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Content Creation & Copywriting Rates

Service	Description	2025 Rate (USD)
Website Copy	Writing clear, engaging copy for websites (e.g., homepage, services)	\$0.22 - \$0.33 per word or \$500 - \$3,000 (3-5 pages)
Blog & Article Writing	Informative, SEO-optimized articles and blog posts (500-1500 words)	\$165 - \$1500 per piece
Social Media Content	Platform-specific posts and captions (up to 10 posts per month)	\$550 - \$1000 per package or \$75 - \$500 per ad
Newsletter Copy	Informative, industry-specific, and client news-related articles or teasers compiled into newsletter format. (500-1500 words)	\$300 - \$1500 per newsletter
Email Copy	Engaging, audience-driven email content (up to 500 words)	\$70 - \$300 per email, (\$250- \$1500) for Email Sequence (3-5 emails)
Sales Page	Persuasive sales content for the web.	\$165 - \$1500 per page
Sales Letter	Persuasive sales content in email form.	\$165 - \$1500 per letter
Social Media/Web Video Script Writing	Short video content creation for social media platforms including YouTube.	\$500 - \$3000 (per 30-second to 2-minute script)
Press Releases	Professionally formatted press releases (up to 500 words)	\$165 - \$300 per release
Event Promotion Copy	Tailored copy for event materials (flyers, online ads, etc.)	\$120 - \$300 per piece

Editing & Proofreading Rates

Service	Description	2025 Rate (USD)
Proofreading	Correcting grammar, spelling, and punctuation errors	\$0.055 - \$0.088 per word
Copyediting	In-depth editing for tone, style, and flow	\$0.11 - \$0.17 per word
Content Refresh & Update	Updating and optimizing existing content for relevance	Starting at \$110 per project

Content Strategy & Consulting Rates

Service	Description	2025 Rate (USD)
Content Strategy Consultation	1-hour session on content goals, audience targeting, and planning	\$165 per hour
SEO Audit & Content Planning	Analysis and recommendations for SEO-driven content strategy	\$330 - \$550 per audit
Editorial Calendar Development	3-month content calendar tailored to business goals	\$440 - \$660

Notes

- **Turnaround Time:** Rates reflect typical delivery within standard timelines. Expedited delivery may incur an additional charge of 20%.
- **Retainer Packages:** Custom packages and retainer agreements available for ongoing or larger projects.
- **Payment Terms:** 50% upfront for new clients, with the remaining balance due upon delivery.

Thank you for considering my services!

For custom projects or inquiries, please contact me at rg@rgcrc.com.