



HOW MUCH SHOULD

i pay a

FREELANCE WRITER?

We get this question all the time. The answer depends on a variety of factors, including how seasoned the writer is, the type of content you're looking for and the scope of the project. This infographic walks you through the questions you need to answer to figure out a fair rate for the content you want.

1. WHAT TYPE OF CONTENT DO YOU WANT TO PRODUCE?



BLOG POSTS/WEBSITE ARTICLES



SOCIAL MEDIA POSTS



MARKETING EMAILS/NEWSLETTERS



EBOOKS, WHITE PAPERS, ETC.

2. WHAT DO YOU WANT THE FREELANCE WRITER TO DO AND INCLUDE? CONSIDER THESE FACTORS, WHICH COULD BE ADD-ON SERVICES OR INCLUDED IN THE PROJECT PACKAGE:



RESEARCH



OPTIMIZATION



SUPPORTING MEDIA



STRATEGY



DISTRIBUTION/OUTREACH



MODERATION

3. WHAT TYPE OF FREELANCE WRITER DO YOU NEED FOR THIS CONTENT?



BEGINNER

0-3 years experience
Eager to build portfolio



INTERMEDIATE

3-5 years experience
Has solid portfolio



PRO

5+ years experience
Larger projects in portfolio and references



EXPERT

7+ years experience
Can be SME and/or influencer

PAY RATES *for* FREELANCE WRITERS

	BEGINNER	INTERMEDIATE	PRO	EXPERT
BLOG POSTS/WEBSITE ARTICLES	.05-.08 PER WORD	.08-.15 PER WORD	.15-.50 PER WORD	.75-\$2 PER WORD
SOCIAL MEDIA POSTS	\$30 MONTH	\$75 MONTH	\$150 MONTH	\$250+ MONTH
MARKETING EMAILS/NEWSLETTERS	\$50-\$80 PER EMAIL	\$80-\$200 PER EMAIL	\$200-\$400 PER EMAIL	\$400+ PER EMAIL
EBOOKS, WHITE PAPERS, ETC.	X	\$20-\$50 PER HOUR	\$50-\$100 PER HOUR	\$100-\$200 PER HOUR

* THESE ARE GENERAL GUIDELINES. KEEP IN MIND THAT LOCATION MAY AFFECT THE PRICE YOU PAY FOR CONTENT, TOO.