

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?



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BLOG POSTS/WEBSITE ARTICLES



SOCIAL MEDIA POSTS



MARKETING EMAILS/ ENEWSLETTERS



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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:



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



BEGINNER 0-3 years experience Eagar to build portfolio



INTERMEDIATE 3-5 years experience Has solid portfolio



5+ years experience Larger projects in portfolio and references



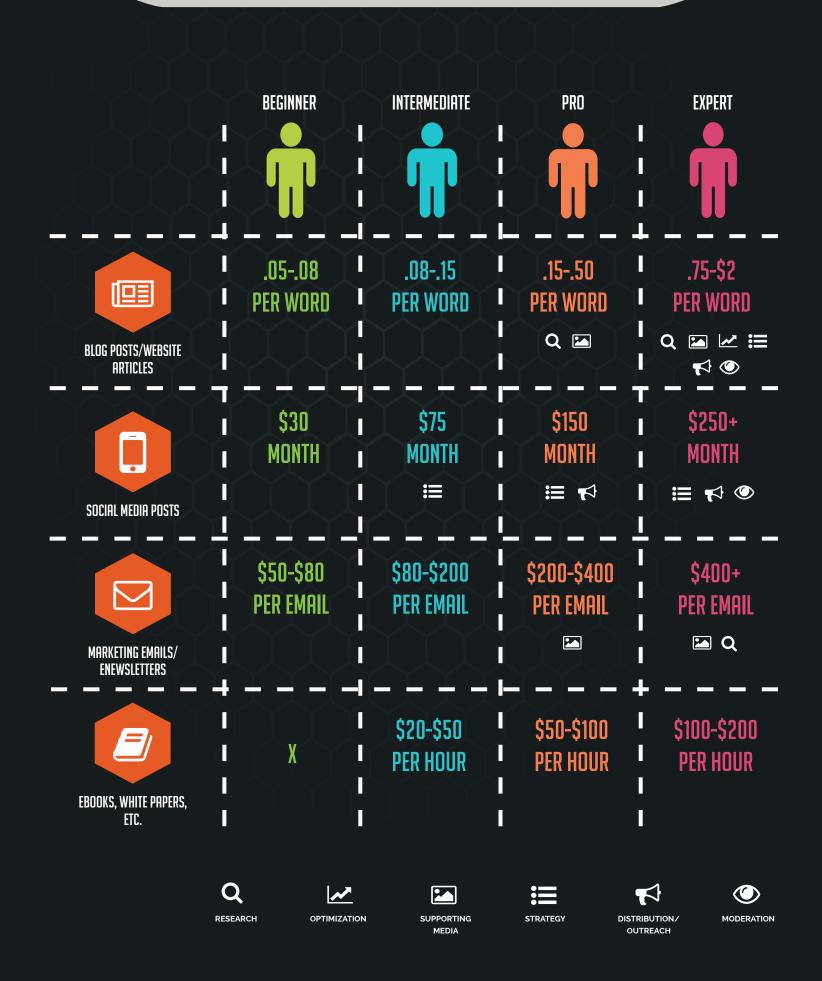
7+ years experience Can be SME and/or influencer

PAY RATES



FREELANCE WRITERS





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