

**The first TM is my favorite...\$125 investment saved her from a \$10,000 mistake pricing a magalog!**

**"Remember I asked you how to estimate fees for a magalog... after reading your survey I decided to ask for \$25,000 although I was willing to negotiate down to \$15,000. They accepted the \$25,000 fee without hesitation! This fee includes design work. I also took your advice and requested 8 weeks to complete the project. So I'm pretty happy. Thanks for your advice!"**

- Cathy Smith, Copywriter, Los Angeles, CA

**"I purchased the Freelance Fee Survey Report when I wasn't sure what to quote for a direct mail package where they wanted to give me a chance to beat the control. From thinking about the fees in the survey in comparison to the fees mentioned in the bonus report, I was able to come up with a fee to which the client said, 'That's pretty steep, but OK.' I'm therefore going to recommend the Freelance Fee Survey Report to my copywriters-in-training, especially those interested in direct response writing. Thanks, Chris!"**

- Marcia Yudkin, Marketing Consultant Mentor,  
[www.yudkin.com/become.htm](http://www.yudkin.com/become.htm)

**This is the most useful analysis of freelance copywriting fees and compensation I have seen in my 25 years in the business.**

- Bob Bly, copywriter and author of more than 50 copywriting and marketing books

**"Already used some stats to gauge some web copy pricing. You also reminded me of a strategy I'd done with other clients and it helped me land the job!"**

- Mary Guinane Smith, The Write Answer, Iowa

**"Before purchasing your pricing guide, pricing a copywriting project was always a stressful activity. Now I have the knowledge and self-confidence to price properly and with confidence, and I earned back the cost of the guide on my very first project!"**

**All the best, \_\_\_ - Paul Arinaga, Copywriter for Global Corporations, Belgium**

**"I have to say that the money I spent for the report and discovering you has been the best investment I have made thus far in learning to be a copywriter. So, thank you! It's comforting to know that there are people like you out there who are willing and able to help new Copywriters get started." \_\_\_ - Janice Stotz, Copywriter\_Monroe, Michigan**

**"I just bought your fee survey at last and used it to more than double my fee for a project I just negotiated — YAY team. It's amazing the amount of confidence it gives you when you go into a negotiation. You know what the market is bearing."**

— Peter Schwartz, Copywriter for the Financial Industry, Arlington, VA

**"Chris, I just wanted to let you know I finally had a few minutes to read How To Structure Your Copywriting Rates. As a 'newbie' this information is priceless. Not only is it informative, it's an easy read. I will keep this as a valuable addition to reference materials. Thank you!"**

— Fran McDuffee, Creative Copywriter, Indianapolis, IN

**"Hi Chris, Just had to say, your Report is the best \$\$\$ I've spent all year. Thank you! You can be very isolated professionally as a freelance copywriter, can't you? Especially when you've just started freelancing in a brand new area of the country. So it was lovely to see that things that concern me concern other freelance writer, too. Keep up the wonderful work. Best regards..."**

— Jane Howett, "Words 4 the Web" Online Copy Specialist, United Kingdom

**Thanks to Chris Marlow's 2005 Fee and Compensation Survey, I now know exactly where I stand in relation to my copywriting peers. I have**

**the information I needed to raise my project fees and hourly rates. I know where I need to put more of my marketing dollar. And, I can see my copywriting income goals more clearly, knowing that they are achievable. Chris recognized the worth of the old adage 'knowledge is power' - and through her published survey results, gives us all the power to make our work more profitable.**

- Kim Stacey, [kimstaceycopywriter.net](http://kimstaceycopywriter.net)

**Pricing for copy is never easy. Negotiation requires knowledge, skill, tact, and an intimate understanding of what the copywriter brings to the table. Chris Marlow's informative, unbiased large-scale pricing survey is a long overdue 'first' for the industry. Even my most seasoned clients are taking notice. In my opinion, the copywriter's fee and compensation survey is destined to become a 'must have' reference tool for the industry - not just for copywriters, but for those who hire them as well.**

- Kevin Finn, agent for elite copywriters,  
Finn Communications, Redondo Beach, CA

**"Great job Chris! Most comprehensive copywriter fee survey I've ever seen. I wish there was something like this when I started out."**

- Doug D'Anna, veteran copywriter for the publishing industry, San Mateo, CA

**"My career as a freelance copywriter began when I got out of the Navy 30 years ago. It all happened serendipitously and I found very few resources to guide me. I looked everywhere but discovered only a handful of publications and organizations for writers and consultants - and certainly no Web sites or e-zines in 1974!"**

**Chris Marlow's Freelance Copywriter Fee and Compensation Survey would have been a valuable tool, with hard information how to structure fees, how to find clients, what a freelancer's life is like, and much more. The Survey didn't exist when I started out so I couldn't buy it. But you don't have that excuse - get it and give your career a boost."**

- Don Hauptman, copywriter/consultant, New York

**"Quoting is tough. Too high, and you risk losing the job. Too low, and you leave money on the table, or worse, you look like an amateur - and still lose the job! Chris Marlow's in-depth survey helps take the**

**guesswork out of the process so you can quote with confidence. I plan on referring to it frequently whenever I quote new projects."**

- Steve Slaunwhite, Author, "Start and Run a Copywriting Business" [\\_ForCopywritersOnly.com](http://ForCopywritersOnly.com)

**"I think the survey is fantastic! Finding the right clients and figuring out what and how to charge was a huge problem for me when I first started freelancing. If only I had your report, I would have saved hours of time, thousands of dollars, and an incredible amount of aggravation! Also, please add me to your newsletter mailing list."**

- Donna Doyle, Alternative Health and Nutrition Copywriter, New Jersey