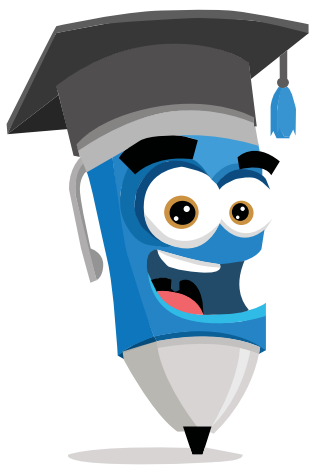


RECOMMENDED RATES FOR AUSTRALIAN COPYWRITERS

The Ultimate Guide to
Copywriting Pricing



The *Clever*
Copywriting
School

LAST UPDATED: JUNE 2019

www.clevercopywritingschool.com

When you're starting out it can be so hard to decide how much should you be charging for your freelance writing.

On this page you'll we'll help you find out:



Standard copywriting hourly and daily rates



How to use ball parks, deposits and rush rates



How long it takes to write copy

- [Ball parks](#)
- [Discounts](#)
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Our mission

As part of The Clever Copywriting School's mission to help you become a better copywriter, we want to make sure you get paid what you deserve.

We've developed these recommended rates in consultation with copywriters all around Australia.

Please note: We will only accept job adverts on this site from clients who follow these rates.

Top five questions:

- [What are the different levels of experience?](#)
- [What are the standard Australian Copywriting rates per hour/day?](#)
- [What are some average rates per project?](#)
- [How much do copywriters around the world charge?](#)
- [What factors influence copywriting rates?](#)

Other things you need to know

- [Understanding experience level](#)
- [Charging by the word](#)
- [Charging a fixed price](#)
- [Charging by the hour](#)
- [Charging by the day](#)
- [Award rates](#)

What are the different levels of experience?

Experienced copywriters who have worked for a variety of brands and industries may charge more than junior copywriters.

We've created three broad bands of experience:

New / junior copywriter	0-2 years experience
Mid-level copywriter	2-4 years experience
Top-level copywriter	4+ years experience



What are standard Australian copywriting rates?

We regularly poll all the members of our [community](#) to check their average rates. Here are the current averages.

Level	Approx. years experience	Hourly rate (in Australian dollars)	Day rate (in Australian dollars)
Junior	0-2 years	\$70-\$100/hour	\$300-\$400/day
Mid	2-4 years	\$100-\$130/hour	\$400-\$700/day
Senior	4+ years	\$130-\$240/hour	\$700-\$1200/day

What are average rates per project?

We've created these averages after polling our 200+ [community members](#).

Project	Junior (0-2 years)	Mid (2-4 years)	Senior (4+ years)
400 word blog	From \$170	From \$250	From \$400
1000 word blog	From \$350	From \$500	From \$850
400 word web page	From \$200	From \$400	From \$600
5 page website	From \$700	From \$1500	From \$3000
LinkedIn Profile	From \$400	From \$600	From \$800
3 x email nurture series	From \$500	From \$1200	From \$3000
Sales landing page	From \$600	From \$1500	From \$3000
2 minute video script	From \$400	From \$800	From \$2000

How much do copywriters around the world charge?

We regularly speak to our friends at [MEAA](#), [AWAI](#), and [Pro Copywriters UK](#) to check their average rates.

Here are the latest figures we have for day rates:

	UK day rate (Average from Pro Copywriter survey)	Australian day rate (MEAA)	USA date rate (AWAI)
Local	£340	\$998AUD	\$950USD

You can use this [conversion tool](#) to see how these rates convert to Australian dollars.

What factors influence copywriting rates?

The amount copywriters charge varies based on a number of factors.

Demand	In-demand copywriters may charge more than those just starting out.
Specialisation	Copywriters with a high level of skill in a particular area of copywriting may charge more.
Location	Copywriters closer to large cities (Melbourne, Sydney, Adelaide, etc.) may charge more than writers in rural Australia.
Client type	Copywriters may offer discounts to start-ups or charities and charge more to large corporates.
Turnaround times	Copywriters may charge more for faster turnarounds. A 24hr rush fee of around 25% is common.
Education	Copywriters who have taken numerous courses and have qualifications in a particular field may charge more.
Content type	A 400 word blog post will cost a lot less than a sales landing page.



Charging by the hour

In some cases, charging a fixed price might not be appropriate and you may instead choose to charge by the hour.

If you're working with advertising agencies, they will often ask for your hourly rate.

Charging by the hour is fine if you're an experienced copywriter with a firm idea of how long it takes you to produce work.

Ensure your [Terms and Conditions](#) include clauses that cover you should you go over your estimated hours.



Charging a fixed price

Charging a fixed price for a job means quoting a flat fee to cover all the elements in the job.

This is calculated by a copywriter based on:

1. How much time the project will take
2. The value they feel they can offer the project

We recommend charging this way for most small business and corporate clients.



Charging by the word

Charging by the word means you quote a price based on each word you write. It's common for journalists and feature writers but not for copywriters.

MEAA recommend \$1 per word for the first 1000 words.

We don't recommend it.

At the Clever Copywriting School we don't recommend charging by the word for the following reasons:

- **It turns your writing into a commodity** rather than a professional and creative service
- Per word pricing leads to a focus on **quantity over quality** and writing more just to earn more money – for example writing 50 words when 10 would suffice
- With per word pricing writers are **incentivised to work quickly**, which often leads to poor quality copy
- **Great short copy works** and has value (think of Nike's 'Just Do it')

This style of charging is common in America and with many ex-journalists, but it is not common in the Australian copywriting market.

Charging by the day

Agencies often prefer a day rate to a per hour rate.

A standard way to calculate this is to take your hourly rate and times it by 6 hours.

Award rates

There's no award rate or industry standard for copywriters.

That's why this page exists to help you.

Ball parks

Ball parks are an approximate cost range. They're useful in two ways:

1. They help separate the tyre kickers from the car buyers. So if you feel a lead isn't 100% then give them a rough ball park and see what they say – this also saves you oodles of time writing proposals.
2. If you don't have all the information you need to quote the job. If the client isn't sure what they want, number of pages, elements etc. Then you can head to your rate card and give them a rough cost.

Try saying: "Previous jobs I've worked on like this came in at around \$XXX. Does that sound about right?"

Discounts

Lots of people will ask for discounts. Everyone wants something for nothing, or just a feeling that they got a bargain.

But instead of discounting, offer value.

Offer the client something extra, like a free home page review or an extra 30mins of discussion.

And if the client can't afford your rates, offer to reduce the scope or break the project into phases.

If you really want to discount, make the discount clear, so give them your full cost then show the discount on your invoice, so they (and you) understand how much money you've given away.

Rush rates

If a client needs the work done yesterday (or in 24-48 hours) it's standard to charge an additional 25%.

Danger money / PITA levy

If you're not 100% sold on the job, the industry or the client, my advice is to walk away.

But if you want to you can charge Danger money or a "Pain In The Arse" Levy.

By charging a little extra, you win either way.

The client passes on the job, well, you didn't really want it anyway.

If they go for it, you are at least being paid a premium.

Working for free

When you're starting out it can be a good idea to do a few free jobs to build confidence and experience. Perhaps you want to help a friend out with some business copy or offer your services free of charge to a local charity.

Working for free is useful because it:

- Helps you work out how long it takes to write different types of copy
- Builds your portfolio
- Gives you testimonials for your website
- Adds to your understanding of how to work with clients

However, it's important to have a limit on the number of free jobs you're going to do.

At some point you have to start charging, or your business is really just a hobby.

Deposits / first payments

- We recommend charging a **50% upfront first payment**, especially when working with a new client.
- The remaining 50% can be billed at project completion or at some other agreed milestone (say 2 weeks after the first draft is delivered).
- It is not best practice to hold the client to ransom **and not even release the first draft until the full amount is paid.**
- If you're nervous about charging a first payment, don't be. It's standard practice and actually makes you appear more professional.

Ensure you have proper [Terms and Conditions](#), which cover the circumstances in which a payment will be returned.

If the project is large you might want to split payment into three chunks. E.g. 40%/30%/30%

Upfront payment

It's good to set a minimum threshold for jobs where you require full payment upfront.

For example, many copywriters have a minimum threshold of \$500 or \$1000 for which they must be paid upfront.

GST

If you're unsure if you should be charging GST, then head to the [Australian Tax Office website](#).

Planning your quotes

When you're thinking about how to plan your quote it's important to include time for:

- ✔ Briefing and discussion (put a set number of hours in your proposal)
- ✔ Researching and competitor reviews
- ✔ Brainstorming and concepting
- ✔ Writing the copy
- ✔ Revisions (we recommend including at least two rounds of revisions)
- ✔ Proofreading (by you or by an external proofreader)
- ✔ General admin
- ✔ Contingency (it's often a good idea to include a 5-10% contingency for any unforeseen issues)

How long does writing copy take?

Every copywriter is different.

But here's a rough example for a five page website copy project:

- ✔ Briefing: 1 hour
- ✔ Discussion time: 1 hour
- ✔ Research and competitor review: 2 hours
- ✔ Copywriting: 2 hours per page (longer for home pages or FAQ pages)
- ✔ Revisions: Approx. 2 hours per round (depending on how bad they are)
- ✔ Proofreading: 2 hours
- ✔ Admin: 1 hour

Project hours: 19 hours
contingency approx. 1 hour

Total time: 20 hours

This is a rough estimate and will depend on:

✔ Experience	How long have you been copywriting?
✔ Topic	Do you know the topic well or do you need to do a lot of research?
✔ The client	Have they provided a clear brief, are their revisions clear, are they talkers?
✔ Focus	Are you able to write continuously with focus or is the project broken up over numerous days?

It's a great idea to start tracking your time for copywriting jobs using something like [toggle.com](#) or [timecamp.com](#).

This is the only way to get a true picture of how long each job takes you. Everyone is different.



Feedback on these recommendations

These recommendations are meant as a guide. They are based on our understanding of the current Australian copywriting market.

If you have any feedback, please [contact us](#).