



# Espirian rate card 2018

## A quick intro

### **Pricing technical copywriting work isn't always easy.**

The complexity, scope and timescales involved have a bearing on how much I charge.

But putting words on a page is **not** the same as buying a commodity.

When you hire someone like me, you work with an editorial pro who has 15+ years of experience as a quality assurance manager.

I'm a former Microsoft Most Valuable Professional (MVP), and I've written content for companies such as Virgin Media, Sky and AXA.

### **Why should I hire you?**

Well, perhaps you shouldn't. I'm not the cheapest writer.

My day rates for technical copywriting start at **£375**.

“ John rewrote hundreds of articles in the Sky TV support website, creating a streamlined help guide on time and on budget. Highly effective and professional. ”



Michael Woods  
Senior Consumer Editor  
[Sky.com](http://Sky.com)



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## Price guide

Tip: the **content editing** option is best if you're on a tight budget. You write the source content and I edit it.

### **Content editing: minimum £55 per hour**

Typical editing speed: 1750 words per hour

### **Web content writing: minimum £190 per page**

Homepage/sales content writing rates may vary

### **Event write-up: minimum £700 plus travel expenses**

Based on a 1-day event ([learn more](#))

### **Blog content writing: minimum £2000 per month**

Based on 4 posts per month

### **User guide writing: minimum £6000**

For large-scale documentation projects

### **Interested?**

Send me an email and let's have a chat.

[support@espirian.co.uk](mailto:support@espirian.co.uk)

Speak to you soon,

John

