

Shel Horowitz's Marketing Services Price List (in US dollars)

Internationally acclaimed strategic marketing consultant and copywriter Shel specializes in green and ethical approaches that tell “the story behind the story,” focus on the benefits (achieving goals, fixing pain points), and *move the reader to action*. An expert in matching message to market, Shel also helps you profitably partner with businesses and organizations already known in new markets. He’s worked with clients on five continents and has more than 30 years of experience. He’s also an international speaker and the multiple-award-winning author of six marketing books. His most recent, *Guerrilla Marketing Goes Green*, has been on the bestseller list at least 32 different months.

On the publishing consulting side, Shel has helped several clients go from unpublished writer to award-winning published author.

Note: Schedule a free 15-minute initial consult to demonstrate Shel’s value and see if there's a fit. Call 413-586-2388 to set yours up. Also, Shel can provide actual samples written for clients so you can see the quality of his work.

<p>BUY IN BULK AND SAVE 20%—just prepay for a custom menu of services (other than retainer arrangements) valued at \$5000 or more, designed just for you. (Shel will send you a questionnaire and follow up with a brief no-charge phone call to establish your needs.)</p>	
<p>SAVE EVEN MORE—and have a world-renowned green/social change marketing expert available when you need one: Put Shel on retainer! Contact us to work out a custom solution that meets your needs over four, six, or 12 months.</p>	
<p>INDIVIDUAL PROJECTS All fixed-rate writing projects other than books include one revision. Additional revisions are \$195 per hour, pro-rated.</p>	
<p>Write Press Release or Media Pitch Letter Writing a one-page or two-page get-noticed press release or pitch letter, including up to one hour of research. Bonus included: Ten places to post your release for free.</p>	<p>\$525</p>
<p>Second and subsequent releases on same product or service within two months:</p> <ul style="list-style-type: none"> • substantially new release • minor reslant 	<p>\$295 \$150</p>
<p>Write Book Cover</p>	

Back panel only	\$425
Back panel plus two flaps	\$525
Bonus included: E-book: How to Write and Publish a Marketable Book.	
In-Depth Audit/Review of Marketing Documents	
Single document up to five pages	\$195
Up to three documents of five pages or less (or five-page chunks of larger documents)	\$495
Up to 10	\$995
Up to 25	\$1995
Each additional document or chunk beyond 25	\$60 each
Marketing Tune-Up	
Quick performance-improvement tweaks to up to five marketing documents	\$295
Overall Marketing Assessment	
Everything you're doing: direct-mail, press releases, social media, brochures, web copy, speaking, and whatever else you're doing...Shel will address how well it's working, what you might do to improve it, and what's missing from your marketing mix.	\$350 per two-hour block

Write Website Copy or Direct-Mail Piece	
Site organization consultation (including setting goals)—as part of an entire site project	\$150
First hour of research and up to five pages of copy (up to 300 words/page)	\$850
Additional pages, each	\$150
Short-form salesletter, up to 800 words	\$1800 plus 1% of gross revenue
Long-form salesletter, up to 2500 words	\$2500 plus 1% of gross revenue
Home Page Only, up to 500 words	\$375
Additional research hours, each (pro-rated)	\$150
Site organization without copywriting	\$350
Write Postcard or Postcard Series	
Up to 4"x6", back side only	\$295
Front side, leaving half for address, additional	\$150
Additional postcards in series/campaign, back side	\$175
Additional front sides, leaving half for address, each	\$95
Write Single-Sheet Flier	
Writing Only:	
Single-sided, 8-1/2x11	\$425
Double-sided, 8-1/2x11	\$625
Single-sided, 8-1/2x14	\$495
Double-Sided, 8-1/2x14	\$695
Extra for basic layout	\$300
Write Individualized Custom Marketing Plan for a Book	\$575
Write Individualized Custom Marketing Plan for Other	

<p>Specific Product or Service Additional products or services that can be co-marketed</p> <p>Write Individualized Custom Marketing Plan for a Whole Product Line or Company</p>	<p>\$675 \$425 each</p> <p>Negotiated individually</p>
<p>Write an Article or Case Study Write engaging, newsworthy article that positions you or your product/service favorably to your target market. Up to 1200 words, including up to 1 hour research / interviewing.</p>	<p>\$995</p>
<p>Write a White Paper Demonstrate your expertise, your understanding of common problems you address and how to solve them, and lead the reader to the logical conclusion that you are the one who can help. Up to 5000 words, up to 3 hours of research</p>	<p>\$2450</p>
<p>Write a Book Proposal Write summary of platform, credentials, and brief condensed marketing plan; polish your pre-written chapter-by-chapter outline and synopsis; edit annotated list of competing works; edit one or two sample chapters of up to 10 manuscript pages each. Does not include writing sample chapters.</p>	<p>\$3950</p>
<p>Write a Book Establish your self as the expert and go-to person! 65,000 words or less, non-technical, on a topic within my expertise, 6- to 12-month turnaround from date work starts (set according to availability), research supplied by client.</p> <p>Bonuses: Copy of Grassroots Marketing for Authors and Publishers and all bonuses normally included with that book</p> <p>Discount</p> <p>Surcharges for technical, short deadline, not within my expertise, or extra research</p>	<p>\$39,500, plus 10% of client's receipts from the project (advance, royalties, rights sales, book sales)</p> <p>\$2000 discount for author credit on cover (if mutually agreed)</p> <p>Negotiated individually</p>

<p>Brand Identity Package Company or product name, domain name, slogan, basic logo</p>	<p>\$2500</p> <p>List of up to 30 names. Once chosen, up to 10 available domain names and slogans. Up to 3 logo designs.</p>
<p>Consulting In my office, by phone, Skype, or e-mail</p> <p>At your location</p>	<p>\$195 per hour, \$295 per 90 minutes, or \$1150 per day up to six hours</p>

	<p>\$1800 per day up to six hours, plus expenses. \$300 discount within one hour drive of my Hadley, MA home</p>
<p>Speaking/Training Wide range of topics on green business profitability, profit opportunities in social change, marketing, social media, business ethics, book publishing. Bonus Included: Green mini-audit, up to 1 hour, free with any full-price talk</p> <p>One-to-one training</p>	<p>\$5000 + expenses: 60- to 90-minute presentation \$8000 + expenses: 3-hour interactive hands-on workshop. Second presentation in same trip: \$2500 discount \$1500 discount within 100 miles of Hadley (cannot be combined with other discounts) Standard consulting rates</p>
<p>Résumé Critiques 1-2 pages Longer documents</p>	<p>\$50 Standard hourly consulting rate (1-2 hrs would be typical in most cases)</p>

Prices as of 8/21/14, subject to change. Please check with Shel for most current version.