

“How much should I charge?”

“How much should I charge for my work?”

This is one of the biggest questions that I get asked every single week, and the answer is it depends.

But I’m not just gonna leave you with it depends. We’re going to go over the different situations and talk about what’s appropriate for which situation.

Now, the ideal thing for most situations is to charge a flat amount for a piece of copy.

So, for example, if I’m writing a landing page, if it’s a really short landing page, I might charge \$500 or \$600. If it’s a longer landing page, I might charge \$1200 or more.

But I’m usually going to try and charge a flat amount for that one piece. Because I have a good idea of how long it takes me to put it together, and I also have a good idea of what the market value is for something like that.

So I’m going to try and charge as much as I can, and then, of course, I’m going to try and complete the work as quickly as possible.

Now, hourly fees have their benefits, but they also have their drawbacks.

So if you're charging an hourly fee, and you happen to finish something very quickly, you're actually going to not get rewarded for that speed. You're actually gonna get paid less, so you really need to take that into account.

Now, does that mean that hourly fees are always bad? No, not at all. Hourly fees also have their benefits.

For example, let's say somebody said to me, "Hey, Danny, I want you to write our website, but we don't know how many pages we need. We think we need three pages, but once you get digging, we might wanna have five, and we're just not sure."

I go, "Hey, great, here's my hourly rate. I'll do it for that hourly rate." And then that way, however long it takes me, it takes me. So, yes, if I complete it quicker, I'm going to make less money, but that's okay.

Because, the client actually may appreciate that speed, and they'll likely hire me to do more work, so it'll pay off in the long run. But also if they end up adding work onto the project I will get paid for every hour that I work, and I charge a healthy hourly fee, so that's a very, very, very good thing.

So, let's do a quick recap on the two ways that you could get paid.

Number one, you could charge a flat fee that usually works better when you have a very well-defined piece of work that you're going to be doing for the client.

And an hourly fee generally works better when there's going to be an unknown amount of work. Or if you're going to be doing lots of work for a client, maybe they wanna hire you for, like, two months worth of work, probably it just makes sense to go for an hourly fee.

Now, the one way that I never want you to charge is per word, okay. Per word only has downsides, and there are actually no benefits to it.

Because if you charge per word, what ends up happening is you end up getting punished for being concise. And you're put in a bad situation where the more concise you edit something, the less you get paid.

And it doesn't really help the client either, because it just gives you an incentive to inflate the number of words, and it's just an all around bad situation.

So whatever you do, do not charge by the word. Other than that, hourly fees can make a lot of sense, and flat fees can make a lot of sense depending on the situation and depending on what the client needs to accomplish.