



Freelance Writing and Editing Rates Survey

**Conducted online
between September 28, 2009 and November 12, 2009**

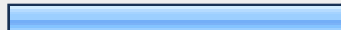





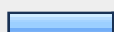
www.lillieammann.com/blog

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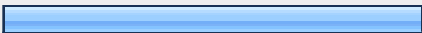

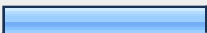
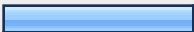

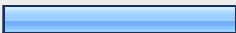
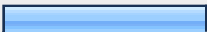
Freelance Writing and Editing Rates









1. How long have you freelanced part-time or full-time? If you have transitioned from part-time to full-time, choose the full-time selection that includes the total number of years you have freelanced. Note in the comment field when you made the transition.

		Response Percent	Response Count
Less than 1 year part-time		15.6%	7
Less than 1 year full-time		4.4%	2
1 to 5 years part-time		24.4%	11
1 to 5 years full-time		17.8%	8
5 to 10 years part-time		8.9%	4
5 to 10 years full-time		15.6%	7
10 to 15 years part-time		4.4%	2
10 to 15 years full-time		6.7%	3
15 to 20 years part-time		0.0%	0
15 to 20 years full-time		2.2%	1
more than 20 years part-time		0.0%	0
more than 20 years full-time		0.0%	0
Other (Specify) or Explanation of Answer			3
answered question			45
skipped question			0




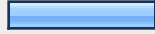
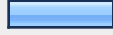









2. What kind of freelancer are you?			Response Percent	Response Count
Writer—primarily Web content			51.1%	23
Writer—primarily magazine articles/offline content			6.7%	3
Writer—primarily business			13.3%	6
Writer—primarily copywriting			6.7%	3
Writer—general			4.4%	2
Editor—primarily fiction			0.0%	0
Editor—primarily nonfiction			2.2%	1
Editor—primarily business			0.0%	0
Editor—primarily academic			0.0%	0
Editor—general			0.0%	0
Writer and editor—explain in the comment field			15.6%	7
Other (Specify) or Explanation of Answer				8
			answered question	45
			skipped question	0

3. How do you find freelance jobs? Mark all that apply and note in the comment field the method that you use the most.

		Response Percent	Response Count
Regular clients		64.4%	29
Referrals		48.9%	22
Contacts made through social media		31.1%	14
Search engines		28.9%	13
Query letters		22.2%	10
Ads/job listings on freelance writing sites		35.6%	16
Job boards/bidding sites		31.1%	14
Other (Specify) or Explanation of Answer			9
		<i>answered question</i>	45
		<i>skipped question</i>	0

4. How do you typically price your work?			
		Response Percent	Response Count
Accept price offered by client in submission guidelines or job posting		11.1%	5
Hourly rate		22.2%	10
Word or page rate		15.6%	7
Project rate		22.2%	10
Bid based on market conditions		2.2%	1
Hourly rate but will negotiate word/page or project rate		13.3%	6
Word/page rate but will negotiate project rate		8.9%	4
Varies with the project—whatever pricing it takes to get the job		4.4%	2
Other (Specify) or Explanation of Answer			5
answered question			45
skipped question			0

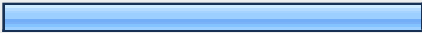




5. What is your standard rate? If you charge a project or page rate, choose the hourly or word rate that is the closest match. If you charge different rates for different jobs, select the rate that you charge the most and explain in the comment field.

		Response Percent	Response Count
\$5/hour or less		6.7%	3
\$5 to \$10/hour		4.4%	2
\$10 to \$20/hour		6.7%	3
\$20 to \$30/hour		22.2%	10
\$30 to \$40/hour		15.6%	7
\$40 to \$50/hour		4.4%	2
\$50 to \$60/hour		8.9%	4
\$60 to \$75/hour		4.4%	2
\$75 to \$100/hour		2.2%	1
\$100 to \$125/hour		4.4%	2
\$125 to \$150/hour		0.0%	0
more than \$150/hour		2.2%	1
less than .25/word		11.1%	5
.25 to .50/word		4.4%	2
.50 to \$1.00/word		0.0%	0
\$1.00 to \$2.00/word		2.2%	1
\$2.00 to \$3.00/word		0.0%	0
\$3.00 to \$4.00/word		0.0%	0
\$4.00 to \$5.00/word		0.0%	0
\$5.00 to \$6.00/word		0.0%	0
more than \$6.00/word		0.0%	0
Other (Specify) or Explanation of Answer			7
		answered question	45

skipped question

0

6. Do you post your rates on your Web site, blog, brochure, or other material? Select the answer that most closely matches your practice and explain in the comment field if needed.

		Response Percent	Response Count
No, clients must request a quote for their project		64.4%	29
Yes, clients can easily find my rates and know what their project will cost		8.9%	4
Yes, rates are posted; however, clients must request a quote for their specific project		4.4%	2
Rates are not posted on my Web site but are available in a downloadable brochure		2.2%	1
Rates are not posted but will be sent to clients upon request		20.0%	9
	Other (Specify) or Explanation of Answer		4
	answered question		45
	skipped question		0

7. Any additional information or comments you would like to share

		Response Count
		3
	answered question	3
	skipped question	42

Freelance Writing and Editing Rates Survey

Comments

How long have you freelanced part-time or full-time? If you have transitioned from part-time to full-time, choose the full-time selection that includes the total number of years you have freelanced. Note in the comment field when you made the transition.
Other (Specify) or Explanation of Answer
4 years full time, plus about 7 months part time before that
10 years part-time / one year full-time (but equivalent of 5 years full-time when factoring in the writing aspects of my former PR firm plus part-time writing).
4 year part time, followed by 1.5 years full time

What kind of freelancer are you?
Other (Specify) or Explanation of Answer
I handle both areas, mostly in business sectors.
I am working as webdesigner, SEO specialist & Virtual Assistant.
Feature and marketing writer, primarily publications but some B2B; deveopmental, line and copy editor
Writer for print magazines, web content and articles.
I edit primarily novels, but write non-fiction books
Business Planner, marketing plans, customer segment, sales scripts
primarily editor; book author
translator

How do you find freelance jobs? Mark all that apply and note in the comment field the method that you use the most.
Other (Specify) or Explanation of Answer
Prospecting - building a list of potential clients from company information in that area.
Targeted direct mail campaigns
It's been a while since I've used job boards and writing sites to find work -- currently about 95 percent of my work comes from regular clients, with the rest being referrals.
Cold calling, direct mail marketing (pending)
Previous employer plus referrals
primarily regular clients
The bigger projects usually come through referrals
freelancewritinggigs.com
I found regular clients through bidding sites

How do you typically price your work?
Other (Specify) or Explanation of Answer
My rate is the same whether I price it per hour, per word, per project.
The prices I give to clients are usually project rates, with the occasional per-word rate. However, I determine these prices based on my expectations of how long it will take to do the work.
I *far* prefer a project rate but clients often insist on an hourly.
Sometimes Fixed Price.
Still working on this one. I've been freelancing for a relatively short period of time and still don't know how long each project is likely to take.

What is your standard rate? If you charge a project or page rate, choose the hourly or word rate that is the closest match. If you charge different rates for different jobs, select the rate that you charge the most and explain in the comment field.
Other (Specify) or Explanation of Answer
I will price magazine work at \$1 a word, but it's usually more than my \$100/hour rate.
My hourly rate averages in the high \$20s or low \$30s, depending on what I'm doing and how focused I am that day. :o) Blog work generally earns me in the mid to high \$20s, marketing articles in the low \$30s, and press releases in the mid \$30s to around \$40 an hour.
Variable depending on subject
I charge per page and am definitely underpaid
I have a minimum rate of \$10 per hour posted on my profiles but I have yet to do an hourly project.
For writing only projects, but if it is a marketing project that also requires content development, the hourly ranges from \$150-\$250
Apart from that, I charge according to hour as well about \$5/hour

Do you post your rates on your Web site, blog, brochure, or other material? Select the answer that most closely matches your practice and explain in the comment field if needed.
Other (Specify) or Explanation of Answer
I haven't because not all projects are the same. For that reason, I have either increased or decreased rates based on a number of factors - mainly the amount of work/revisions expected, the communication with the client (and any expected problems), or the existence of future projects.
Rates are posted on a downloadable fee schedule; a fee range is listed by project type. Clients must request a quote for their specific project.
Don't have Web site et al. (I know, I should have one!)
See previous answer on hourly rate

Any additional information or comments you would like to share
Response Text
You never cease to amaze me Lillie. :D
Thanks for doing this.
It's a fine line between low balling and driving prices down even farther and staying competitive.

Freelance Writing Editing Rates Survey
Summary

How Long Freelancing				Kind of Writer			Where Find Work		
Time	P/T F/T	#	% of Total	Kind	#	% of Category	Source	#	%
<5 Years	P/T	18	40.0%	Writer - Web	13	72.0%	Reg Clients	9	50.0%
				Writer - Gen	2	11.0%	Ads/listings	5	27.8%
				Writer - Offline	1	6.0%	Search Eng	4	22.2%
				Writer - Bus	1	6.0%	Bid	4	22.2%
				Writer - Copy	1	6.0%	Soc Media	3	16.7%
				Query	2	11.1%			
<5 Yrs	F/T	10	22.2%	Writer - Web	7	70.0%	Reg Clients	8	80.0%
				Writer & Editor	2	20.0%	Ads/listings	6	60.0%
				Writer - Copy	1	10.0%	Referrals	5	50.0%
							Bid	5	50.0%
							Soc Media	3	30.0%
							Search Eng	3	30.0%
							Query	3	30.0%
5-15 Yrs	P/T	6	13.3%	Writer - Bus	2	33.3%	Reg Clients	4	66.7%
				Writer - Web	2	33.3%	Referrals	4	66.7%
				Writer - copy	1	16.7%	Search Eng	3	50.0%
				Editor - nonfic	1	16.7%	Soc Media	2	33.3%
							Bid	2	33.3%
							Query	1	16.7%
5-15 Yrs	F/T	10	22.2%	Writer & Editor	5	50.0%	Reg Clients	7	70.0%
				Writer - Web	2	20.0%	Referrals	7	70.0%
				Writer - Bus	2	20.0%	Soc Media	6	60.0%
				Writer - Offline	1	10.0%	Query	4	40.0%
							Ads	4	40.0%
							Search Eng	3	30.0%
							Bid	3	30.0%
				>15 Yrs	P/T	1	2.2%	Writer - Bus	1
>15 Yrs	F/T	0							

Freelance Writing Editing Rates Survey
Summary

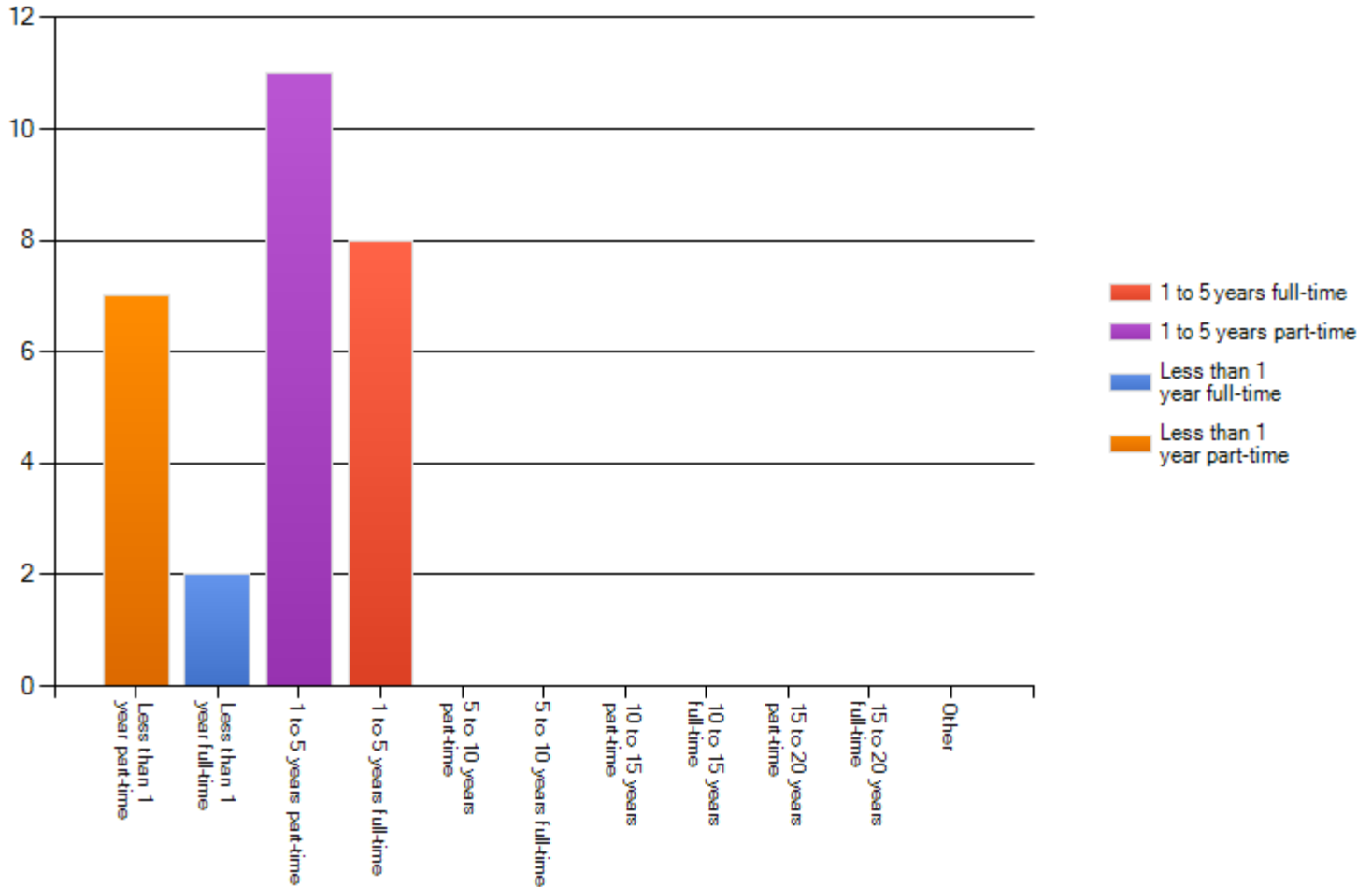
Time	P/T F/T	How Price			Rate			Post Rates		
		Method	#	%	Rate	#	%	Y/N	#	%
<5 Years	P/T	Hourly	8	44.4%	\$30-40	4	22.2%	No	15	83.3%
		Project	3	16.7%	\$20-30	3	16.7%	Sent	2	11.1%
		Accept	2	11.1%	>\$5	3	16.7%	Yes	1	5.6%
		Word/Pg	1	5.6%	\$5-10	2	11.1%			
		Bid	1	5.6%	\$10-\$20	2	11.1%			
		Hr/Neg	1	5.6%	<.25/wd	2	11.1%			
		Wd/Neg	1	5.6%	\$50-60	1	5.6%			
		Varies	1	5.6%	\$60-\$75	1	5.6%			
<5 Yrs	F/T	Word/Pg	3	30.0%	\$20-30	2	20.0%	No	7	70.0%
		Wd/Neg	3	30.0%	<.25/wd	2	20.0%	Sent	3	30.0%
		Project	2	20.0%	\$10-20	1	10.0%			
		Hr/Neg	2	20.0%	\$30-40	1	10.0%			
					\$40-50	1	10.0%			
					\$50-60	1	10.0%			
					\$75-100	1	10.0%			
					\$1-2/wd	1	10.0%			
5-15 Yrs	P/T	Project	3	50.0%	\$20-30	1	16.7%	Sent	2	33.3%
		Wd/Neg	2	33.3%	\$30-40	1	16.7%	No	1	16.7%
		Hr/Neg	1	16.7%	\$40-50	1	16.7%	Yes	1	16.7%
					\$100-125	1	16.7%	Yes, but	1	16.7%
					>\$150	1	16.7%	Brochure	1	16.7%
					.25-.50wd	1	16.7%			
5-15 Yrs	F/T	Accept	3	30.0%	\$20-30	4	40.0%	No	5	50.0%
		Hourly	2	20.0%	\$30-40	1	10.0%	Sent	2	20.0%
		Project	2	20.0%	\$50-60	1	10.0%	Yes	1	1.0%
		Wd/Pg	1	10.0%	\$60-75	1	10.0%	Yes, but	1	1.0%
		Hr/Neg	1	10.0%	\$100-125	1	10.0%			
		Varies	1	10.0%	<.25/wd	1	10.0%			
					.25-.50/wd	1	10.0%			
>15 Yrs	P/T	Hr/Neg	1	100%	\$50-60	1	100%	No	1	100%
>15 Yrs	F/T									



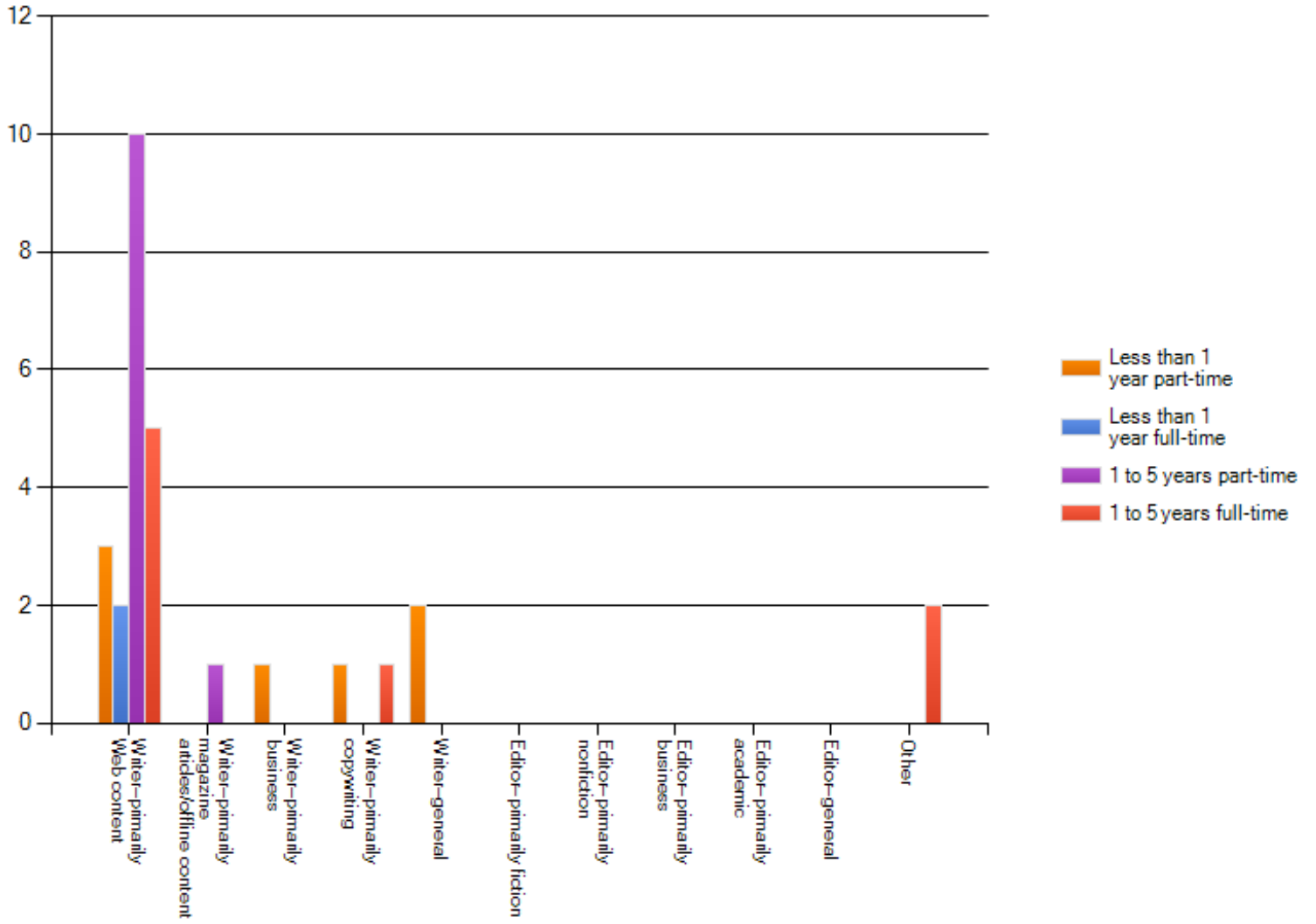
Freelance Writing and Editing Rates Survey

Respondents Who Have Freelanced for Five or Fewer Years

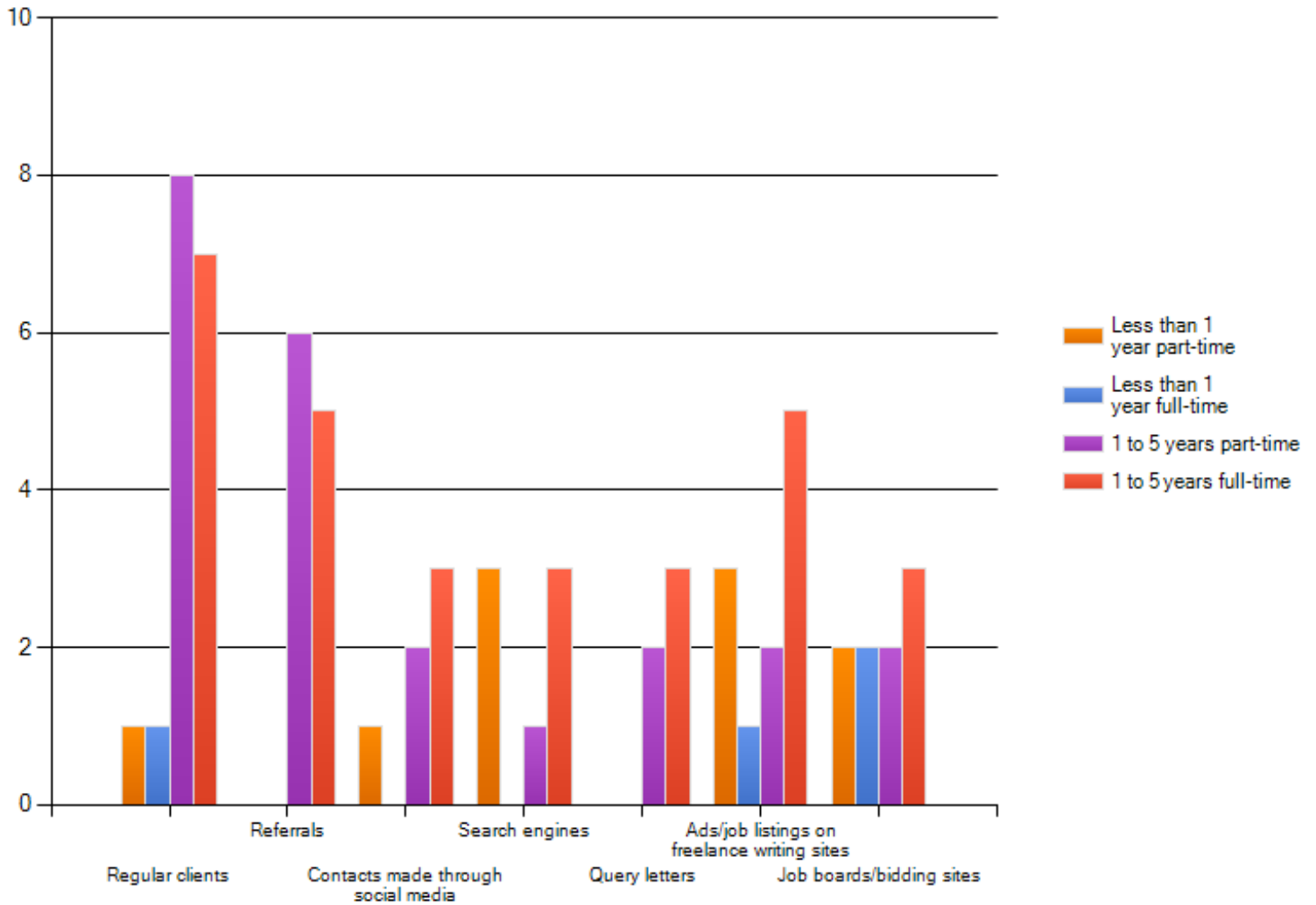
How long have you freelanced part-time or full-time? If you have transitioned from part-time to full-time, choose the full-time selection that includes the total number of years you have freelanced. Note in the comment field when you made the transition.



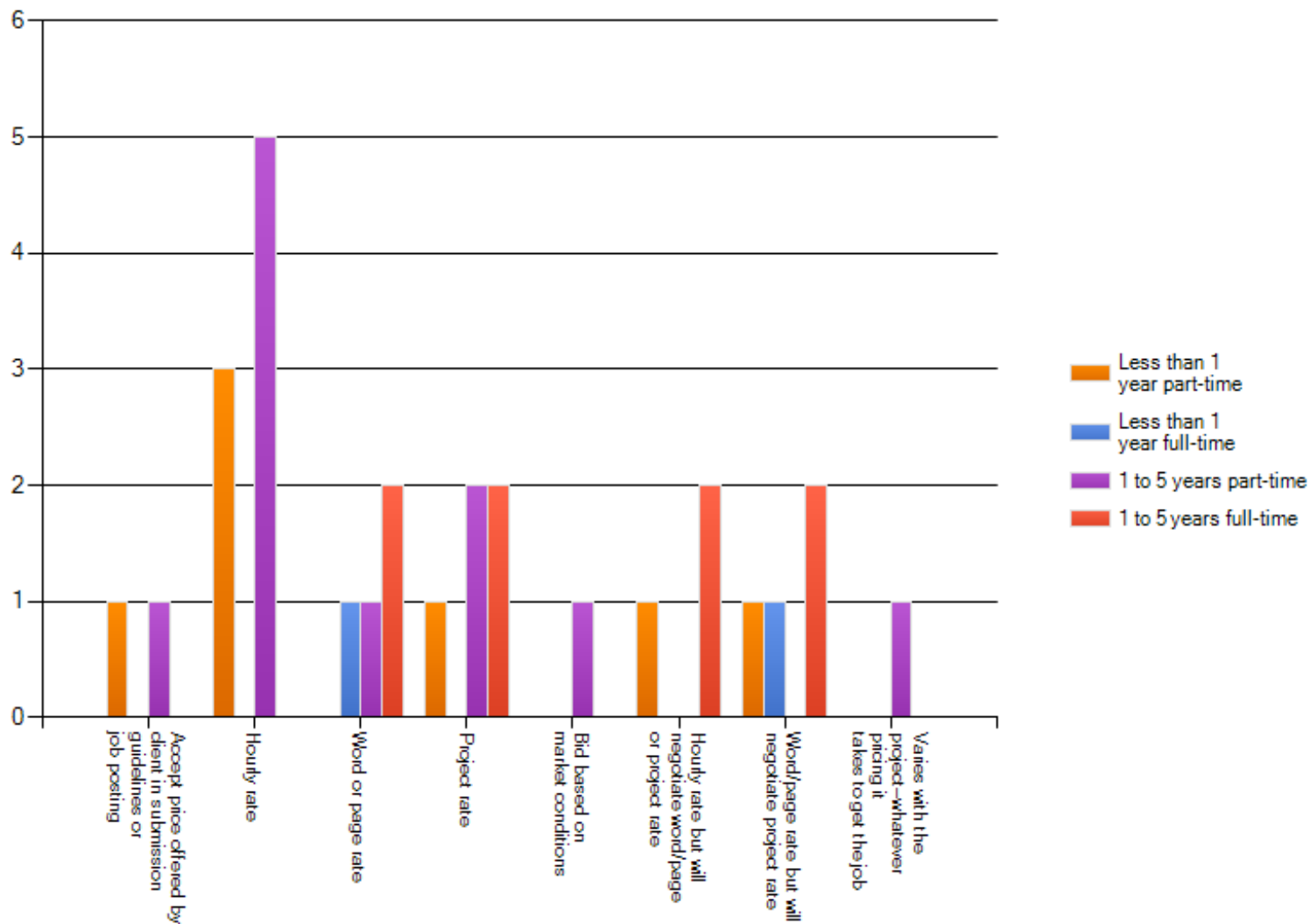
What kind of freelancer are you?



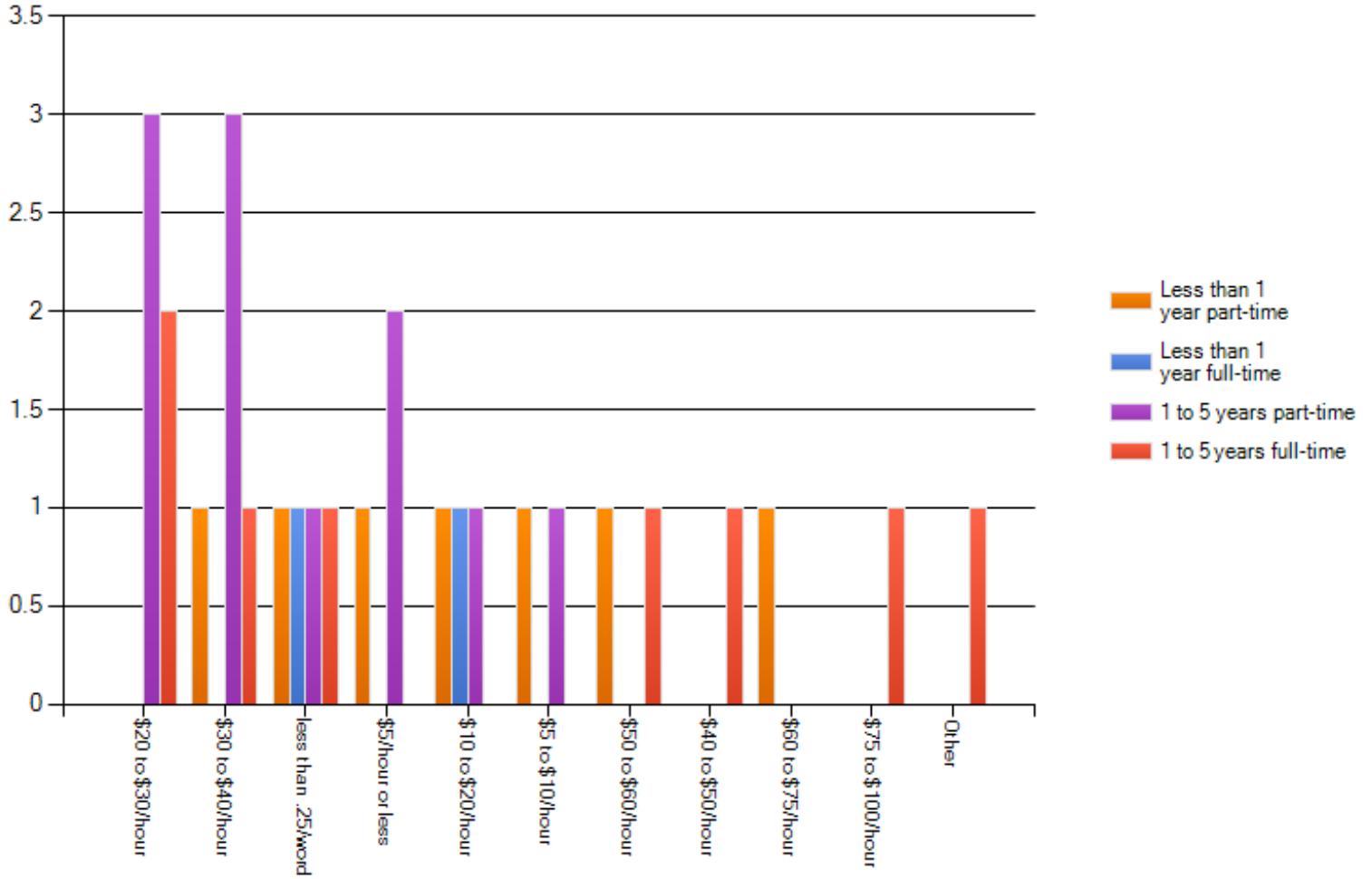
How do you find freelance jobs? Mark all that apply and note in the comment field the method that you use the most.



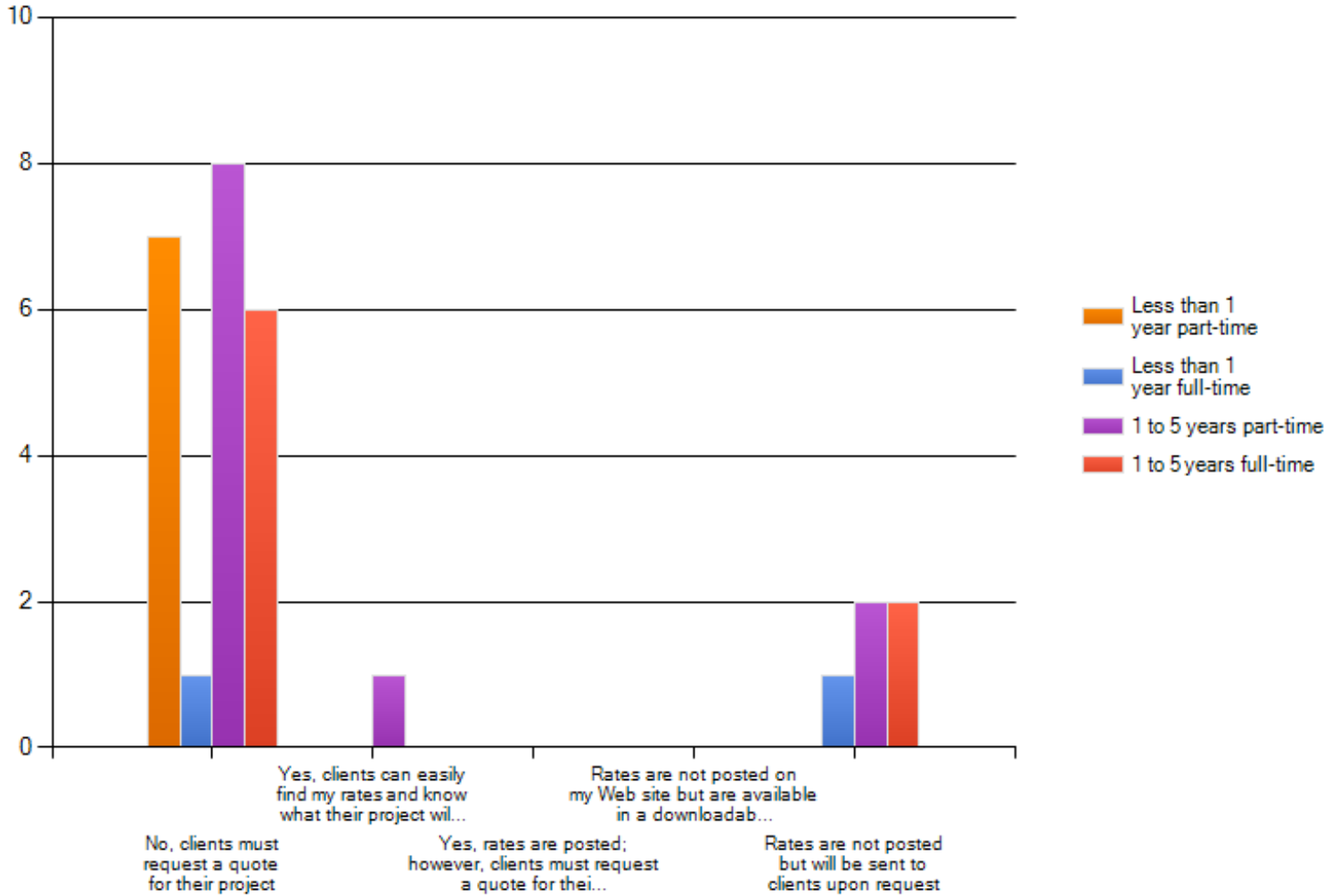
How do you typically price your work?



What is your standard rate? If you charge a project or page rate, choose the hourly or word rate that is the closest match. If you charge different rates for different jobs, select the rate that you charge the most and explain in the comment field.



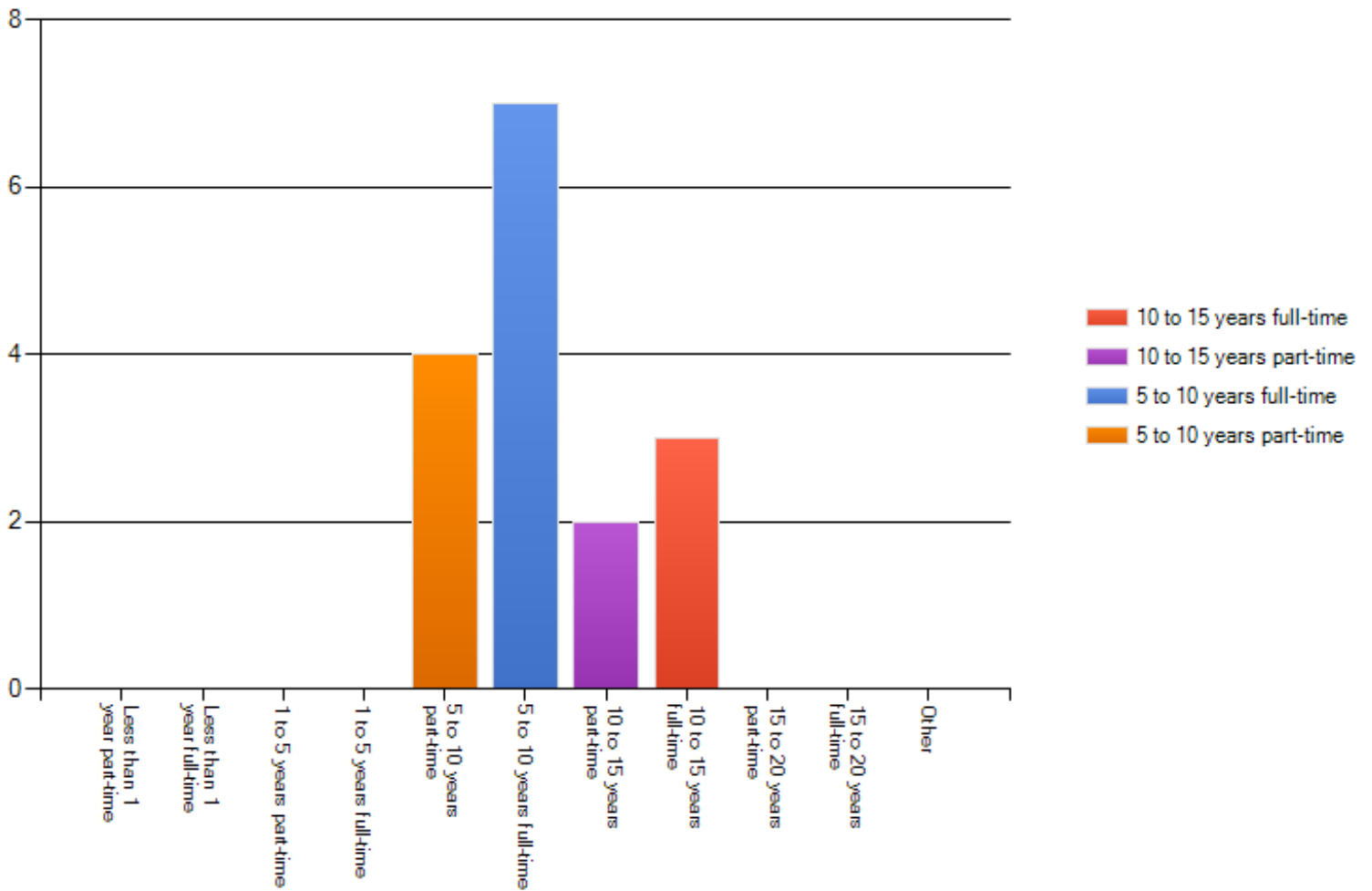
Do you post your rates on your Web site, blog, brochure, or other material? Select the answer that most closely matches your practice and explain in the comment field if needed.



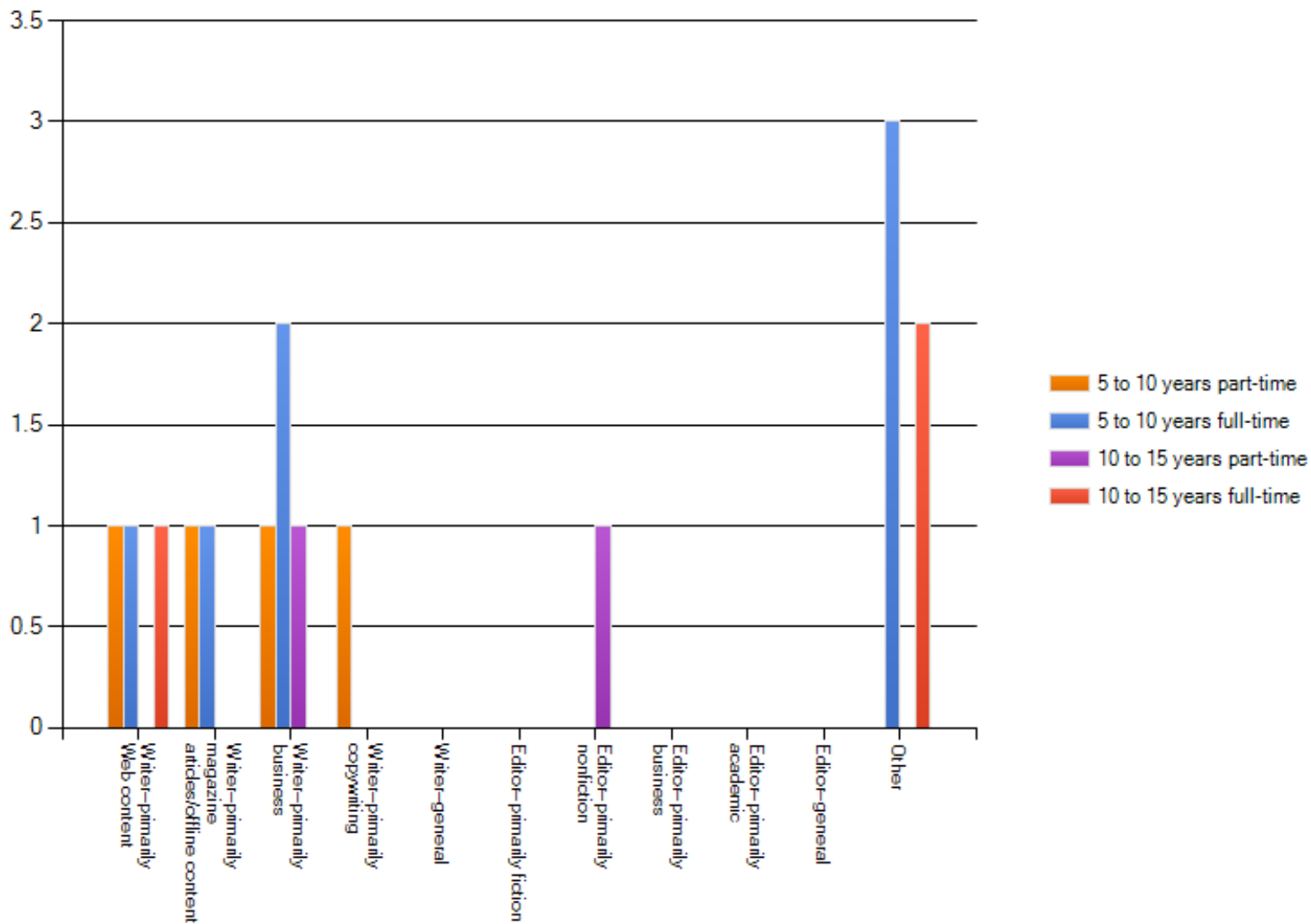
Freelance Writing and Editing Rates Survey

Respondents Who Have Freelanced for Five to Fifteen Years

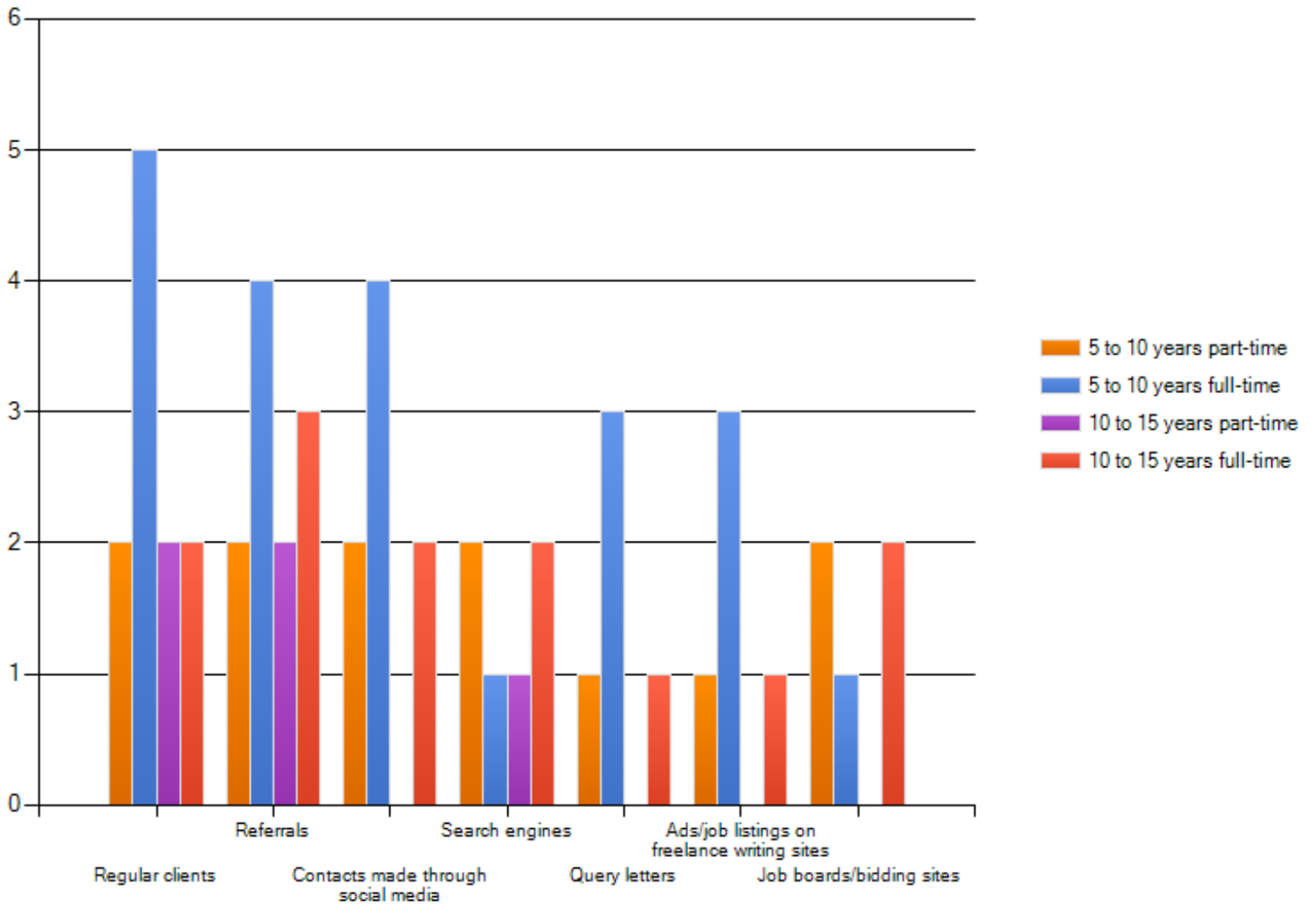
How long have you freelanced part-time or full-time? If you have transitioned from part-time to full-time, choose the full-time selection that includes the total number of years you have freelanced. Note in the comment field when you made the transition.



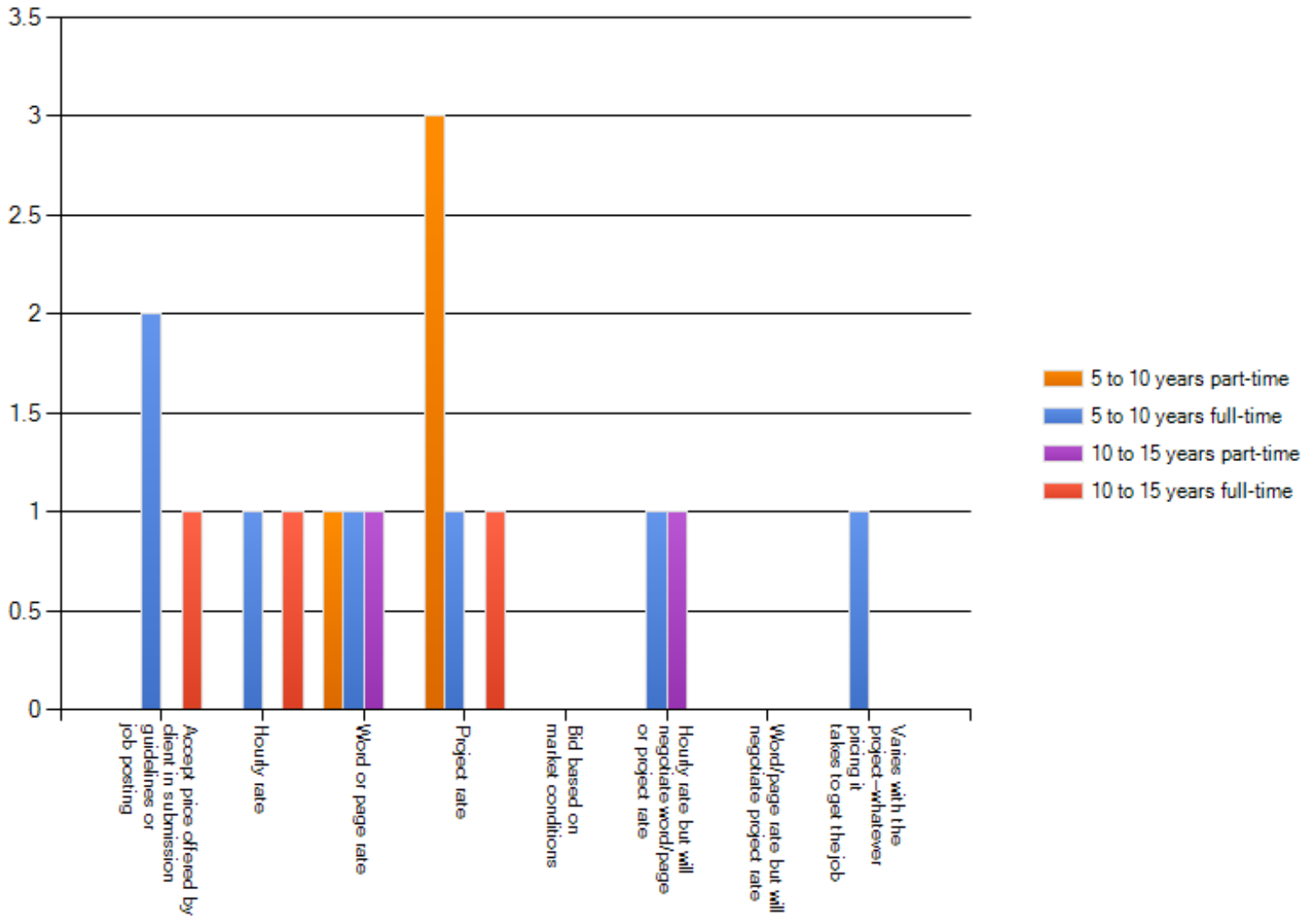
What kind of freelancer are you?



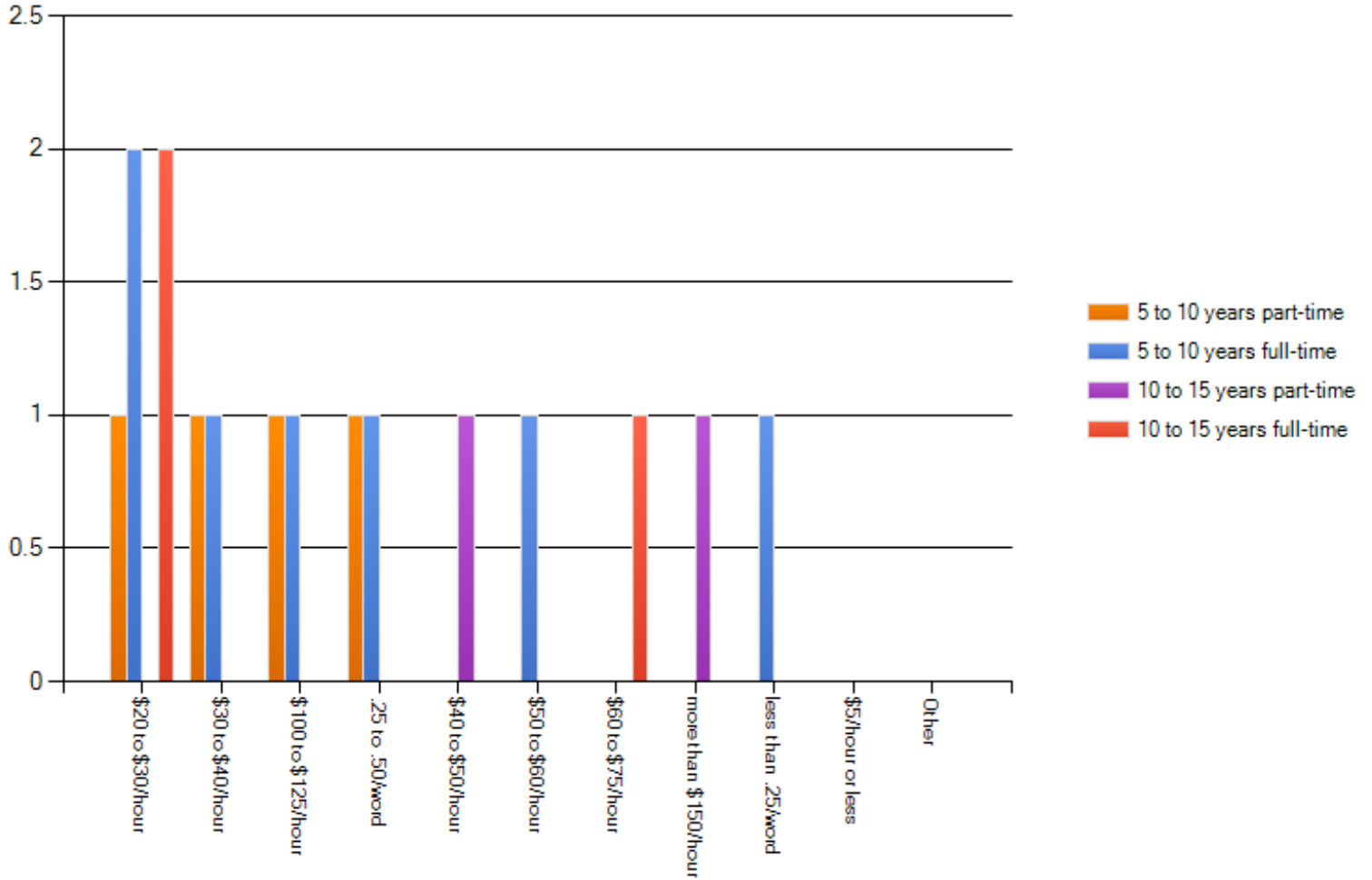
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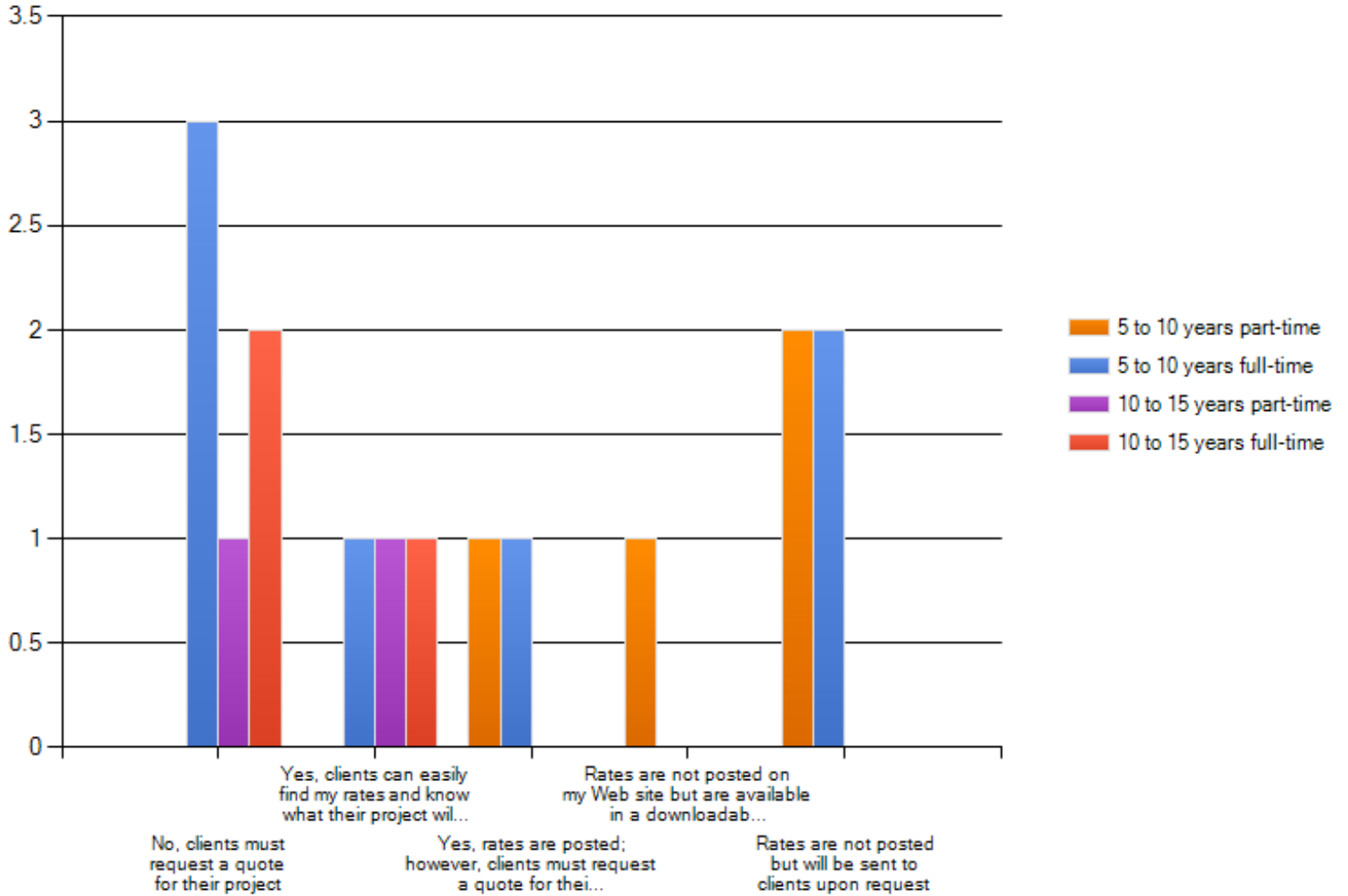
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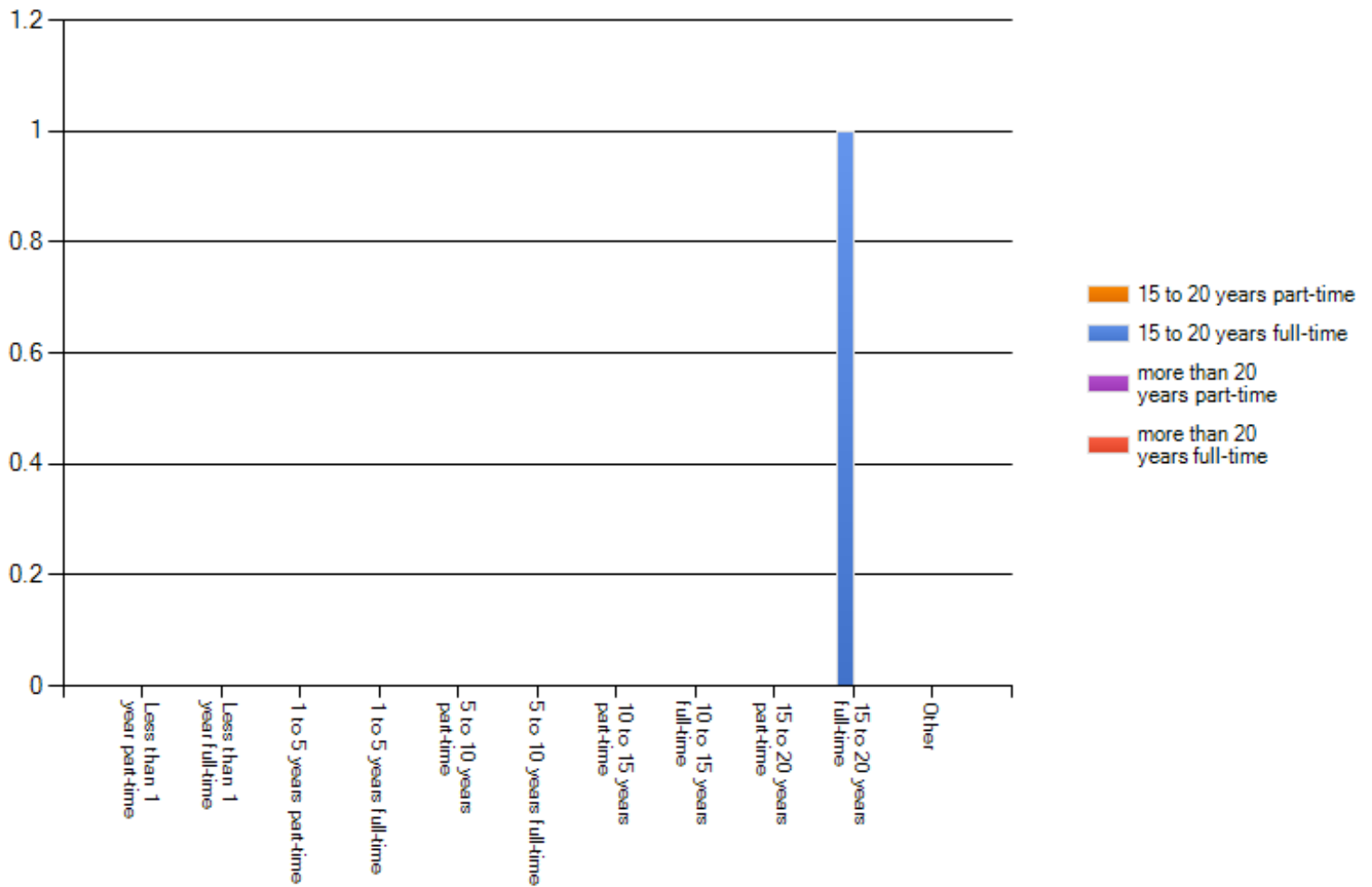




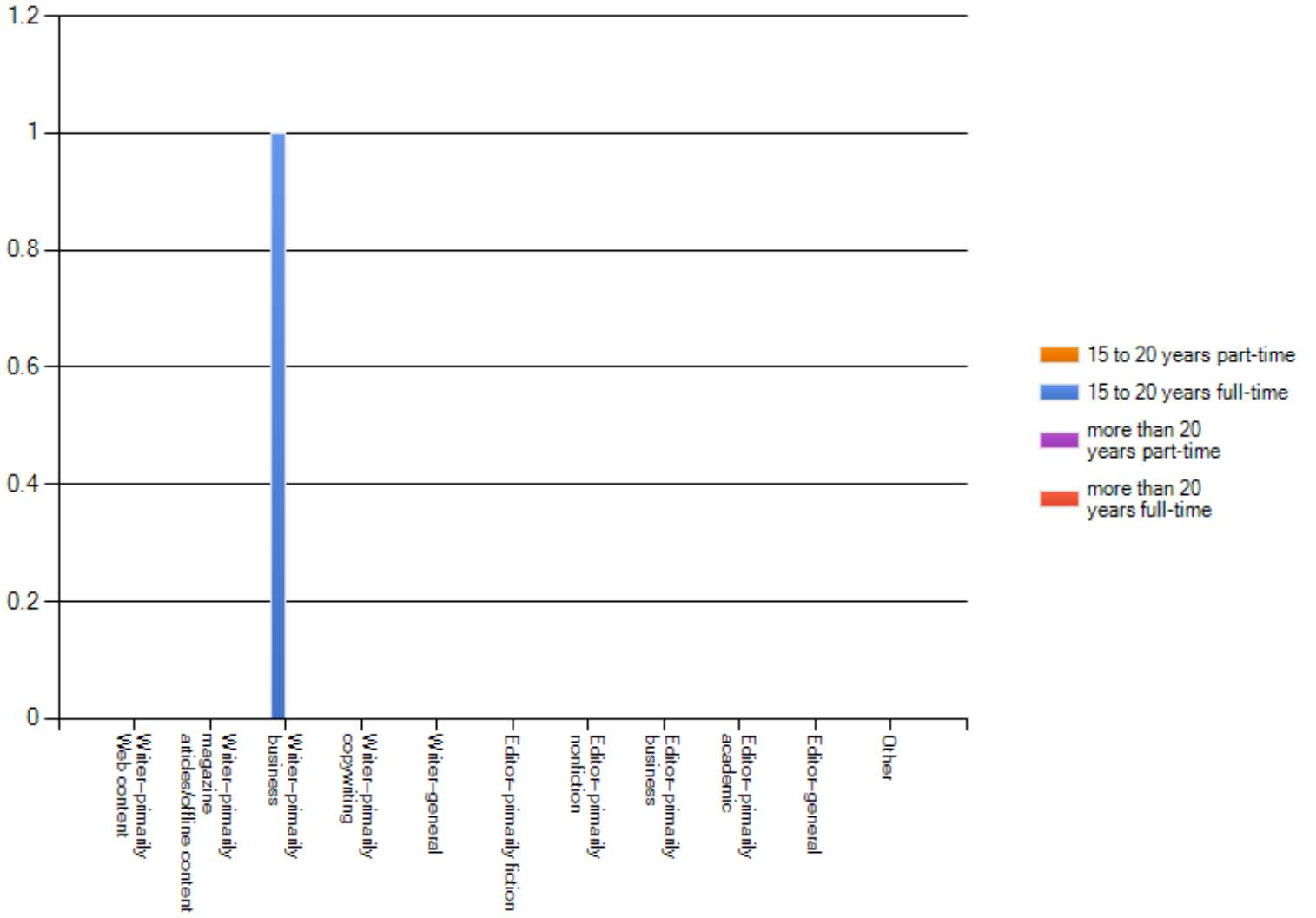
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Respondents Who Have Freelanced for Fifteen or More Years

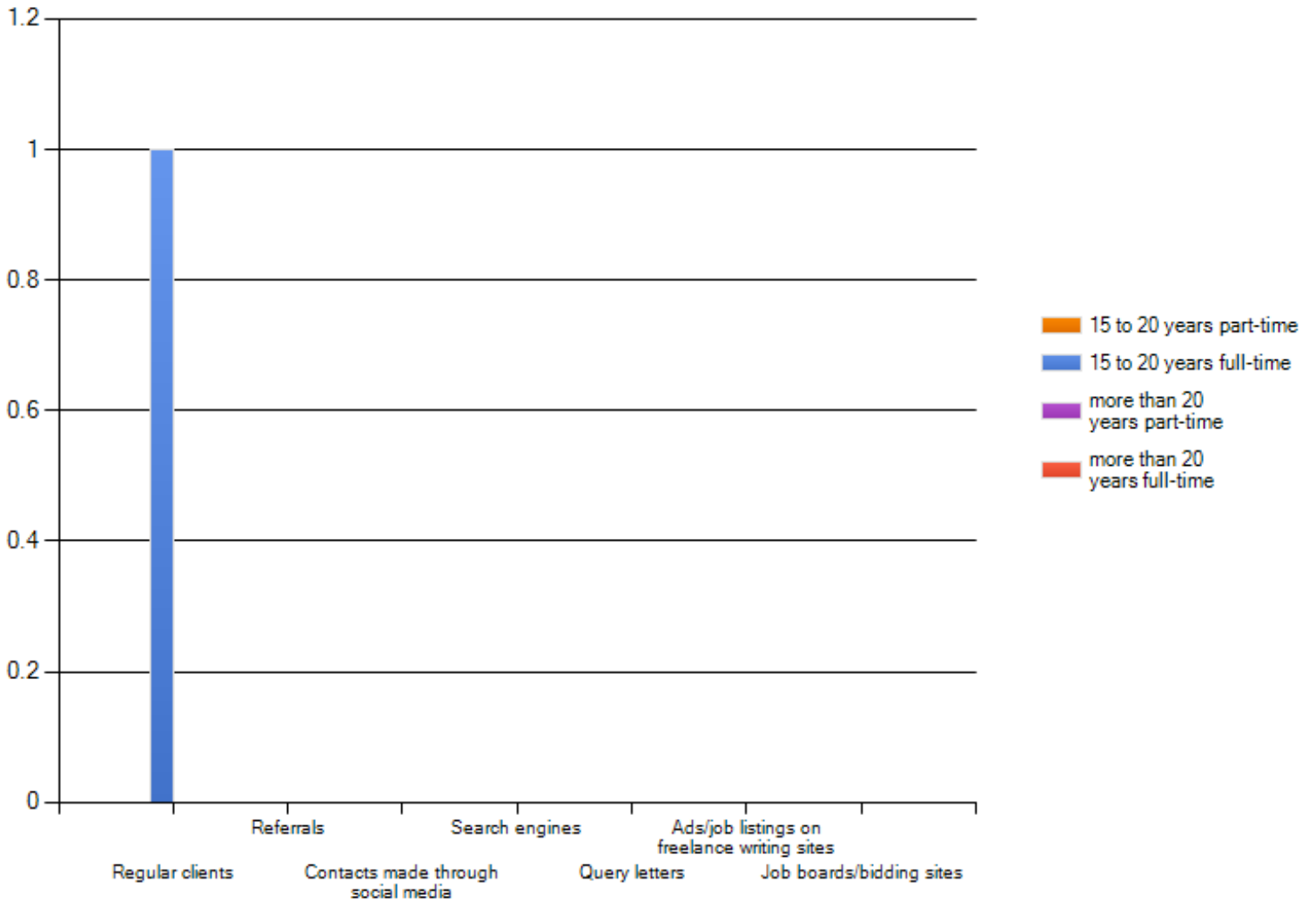
How long have you freelanced part-time or full-time? If you have transitioned from part-time to full-time, choose the full-time selection that includes the total number of years you have freelanced. Note in the comment field when you made the transition.



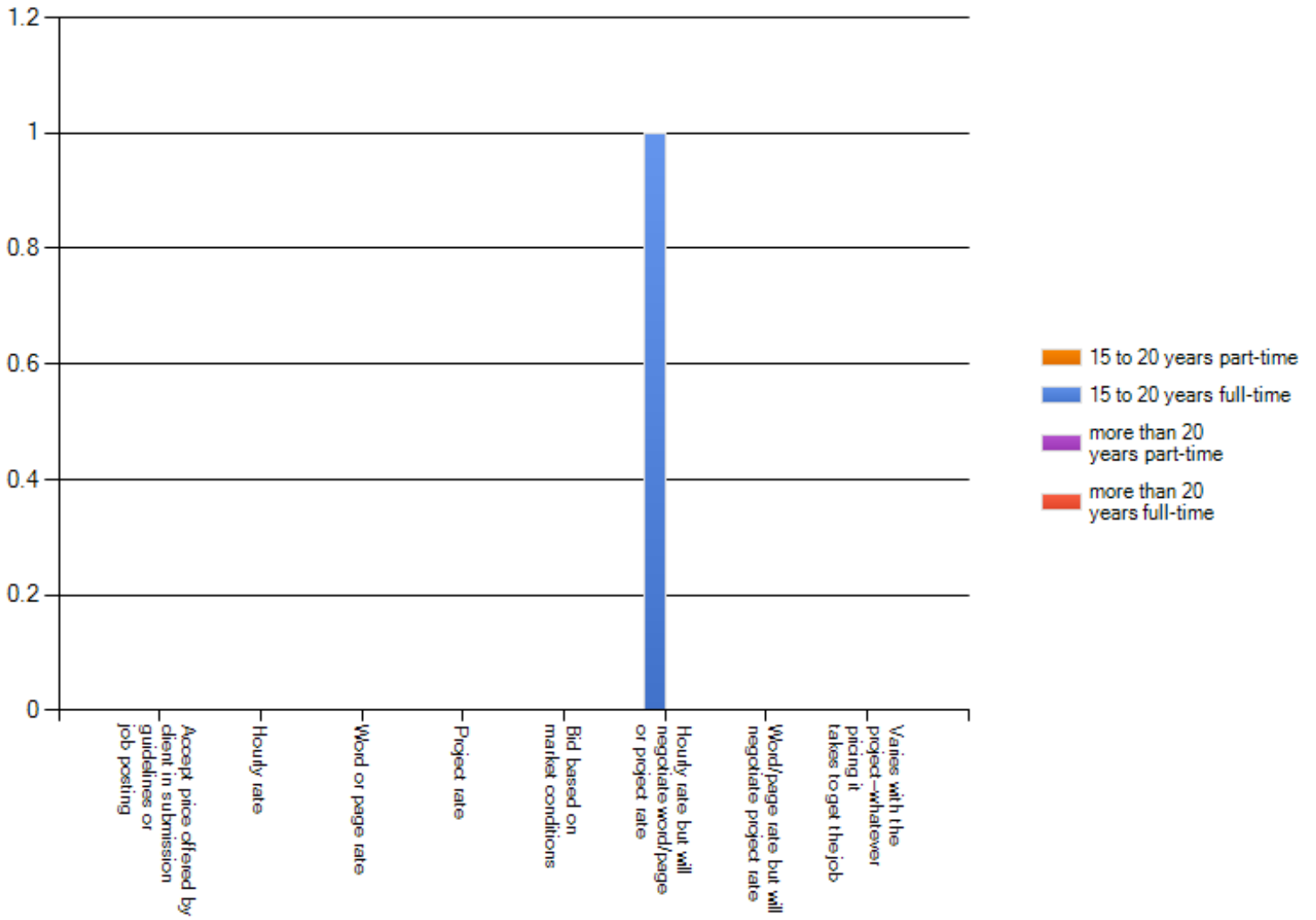
What kind of freelancer are you?



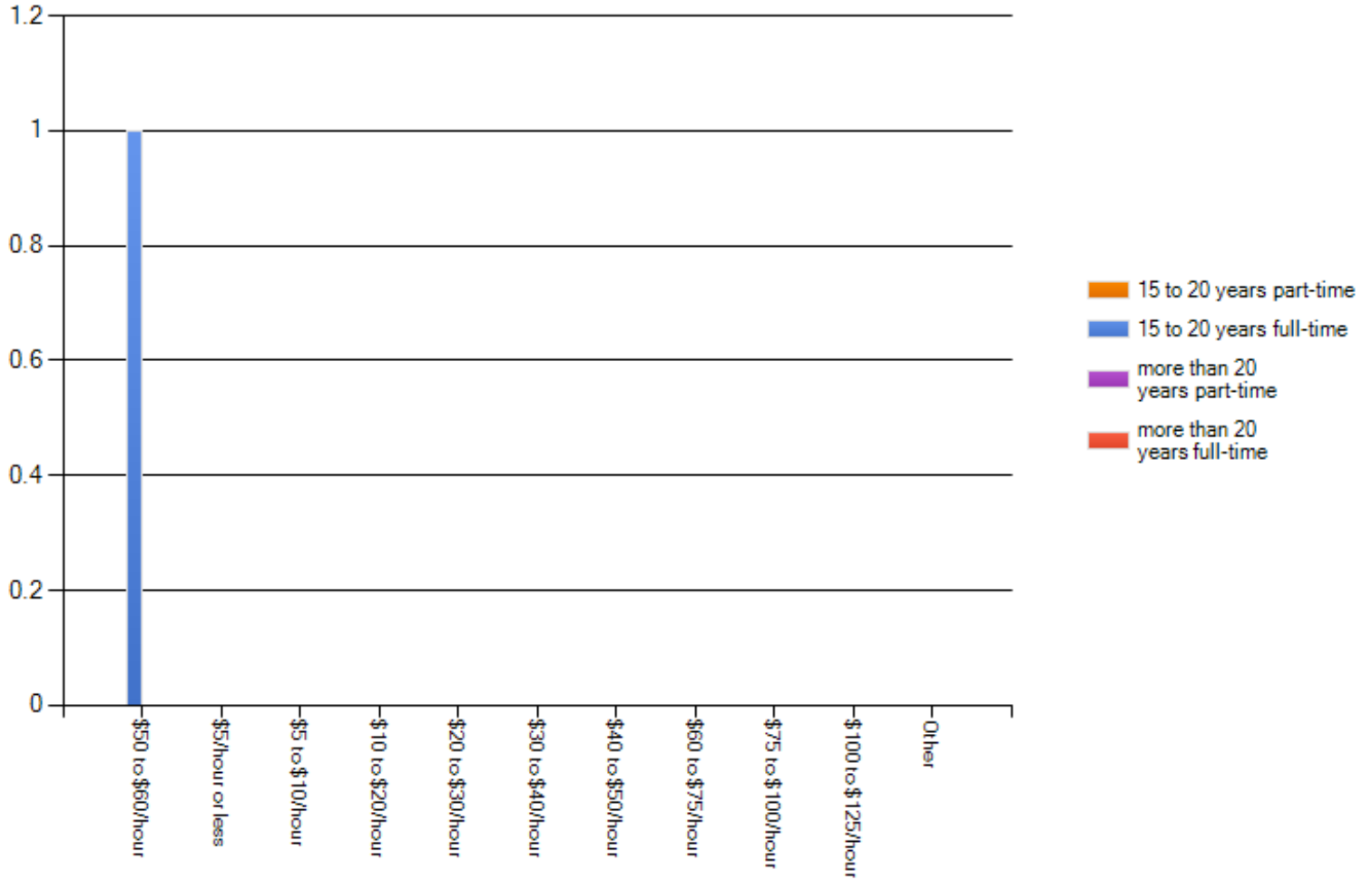
How do you find freelance jobs? Mark all that apply and note in the comment field the method that you use the most.



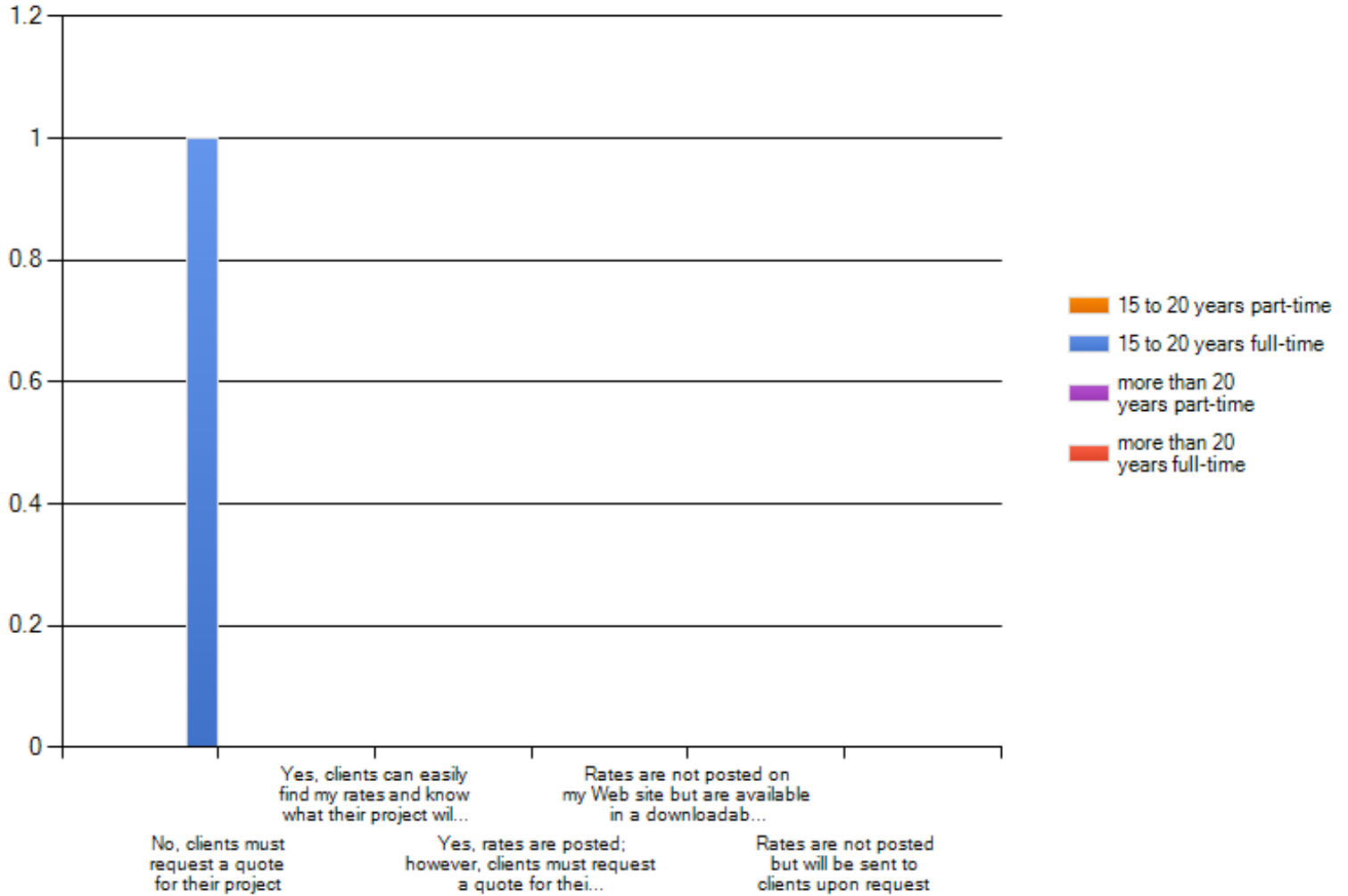
How do you typically price your work?



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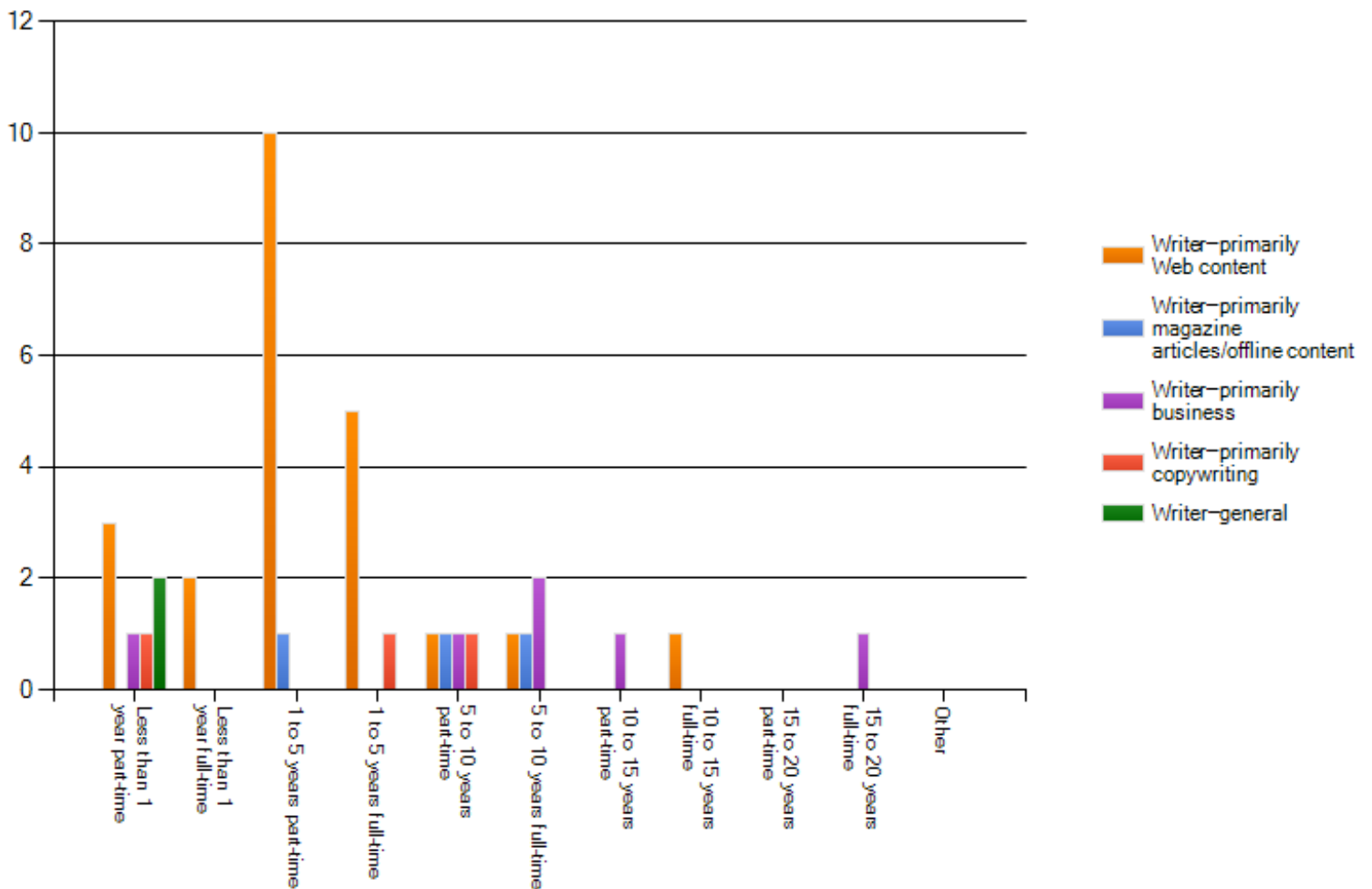




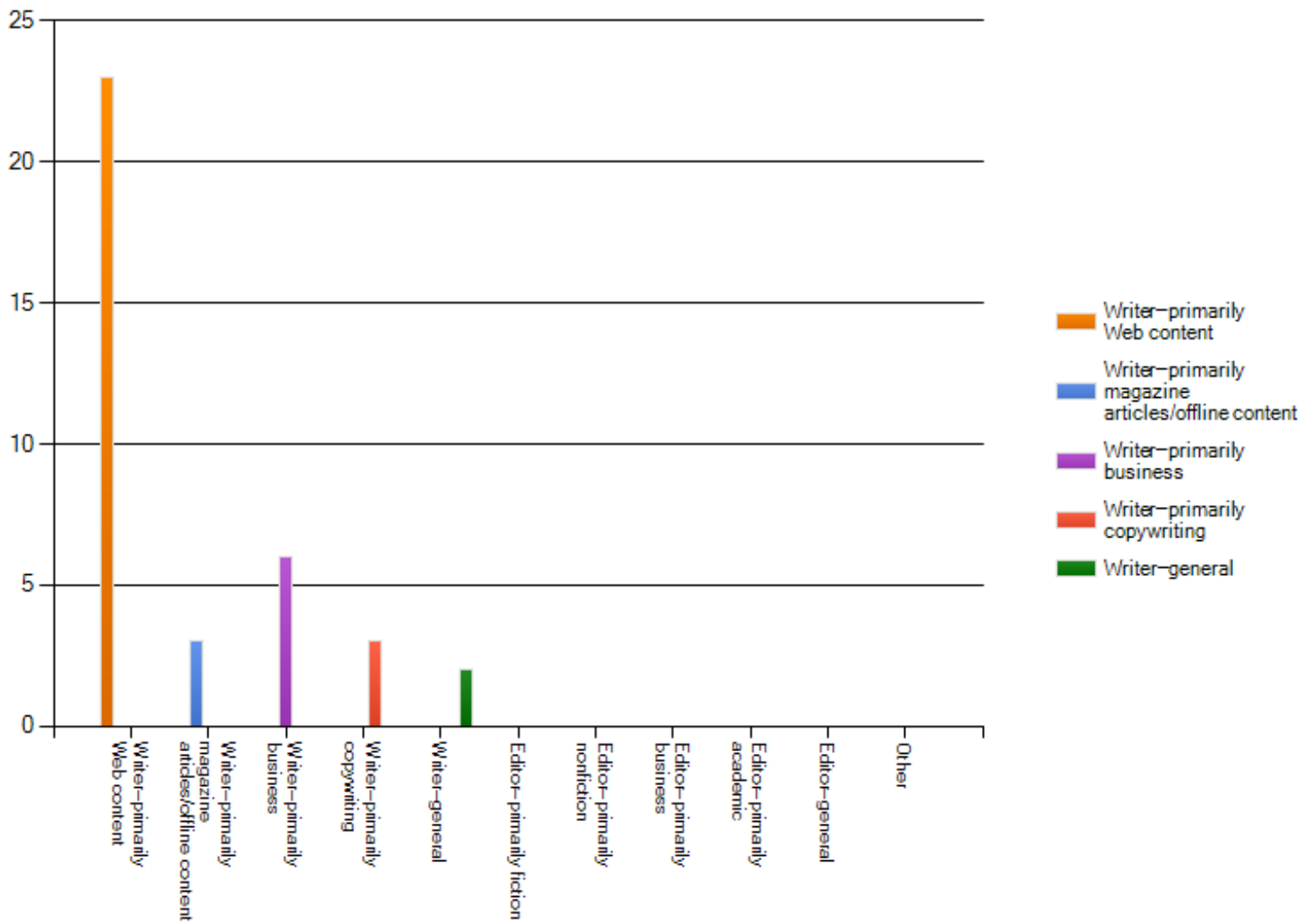
Freelance Writing and Editing Rates Survey

Writers

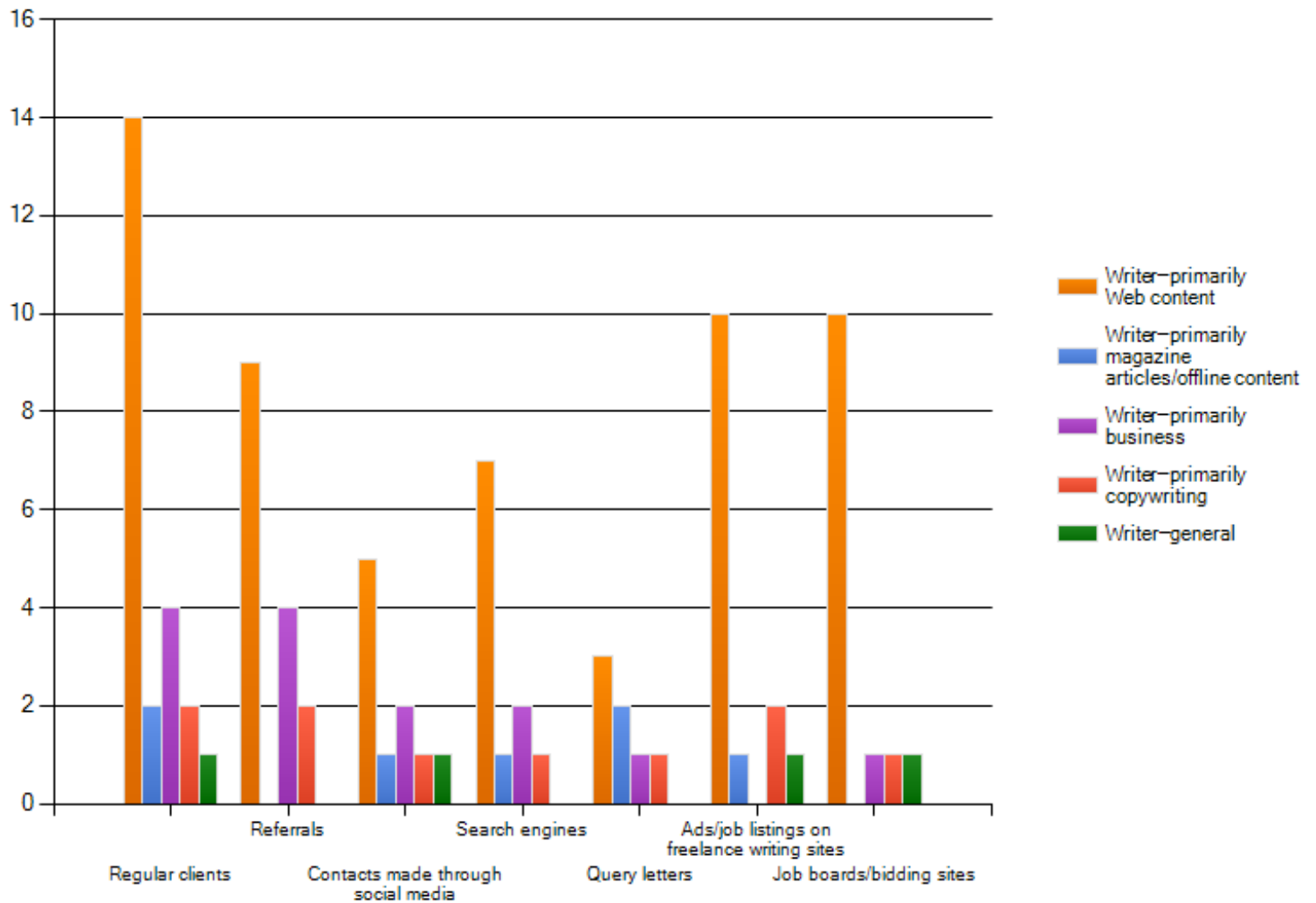
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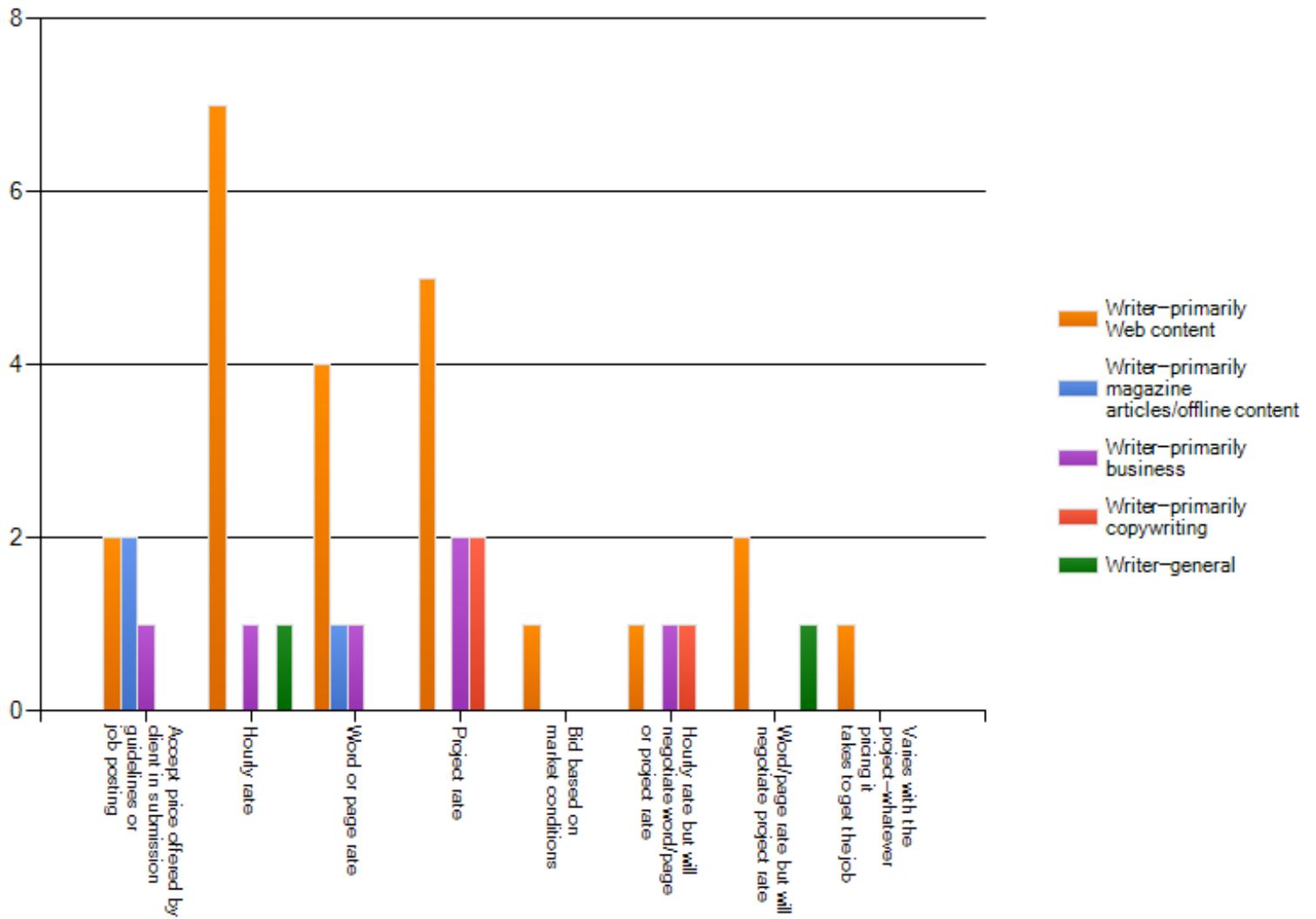
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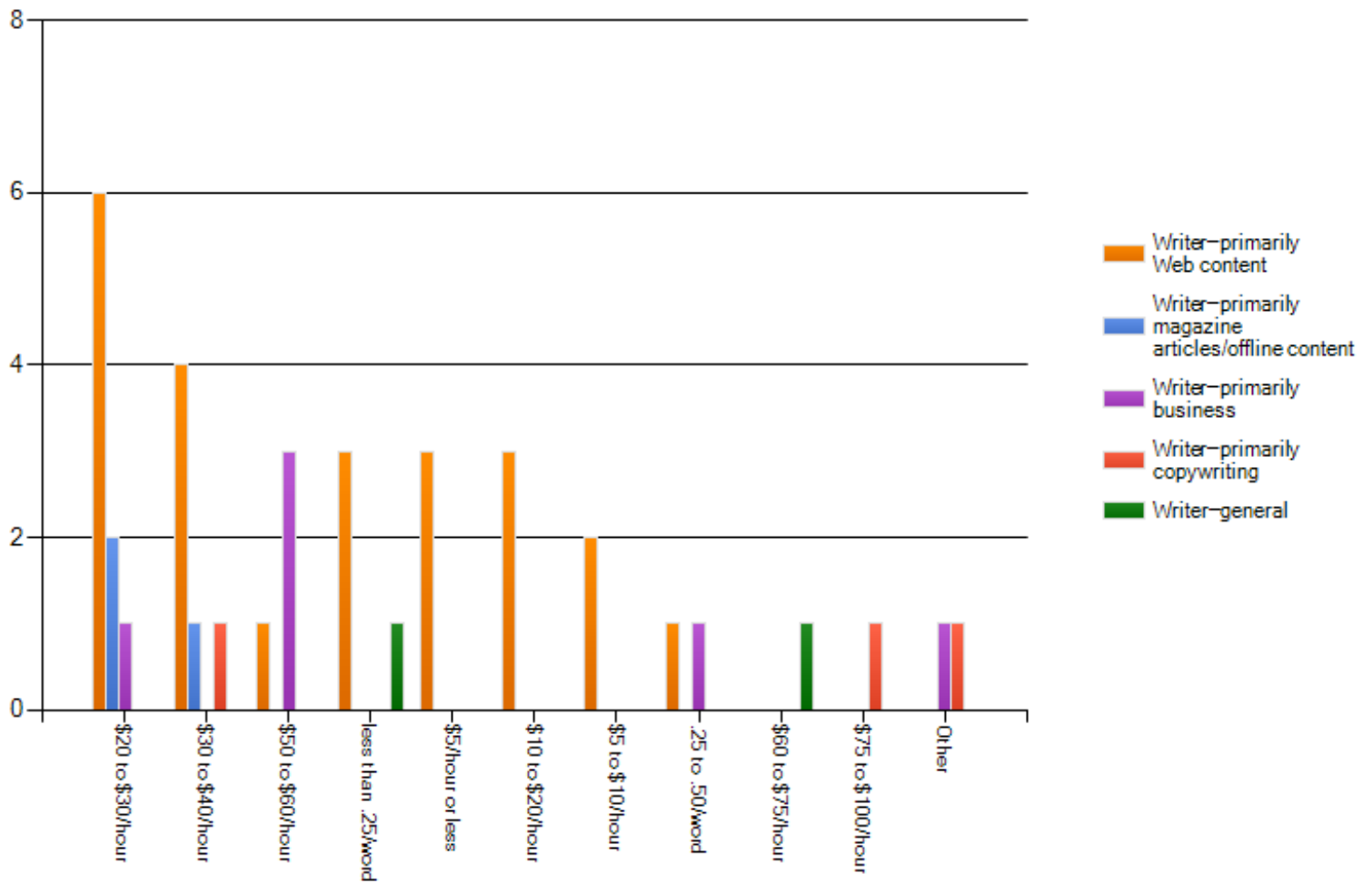
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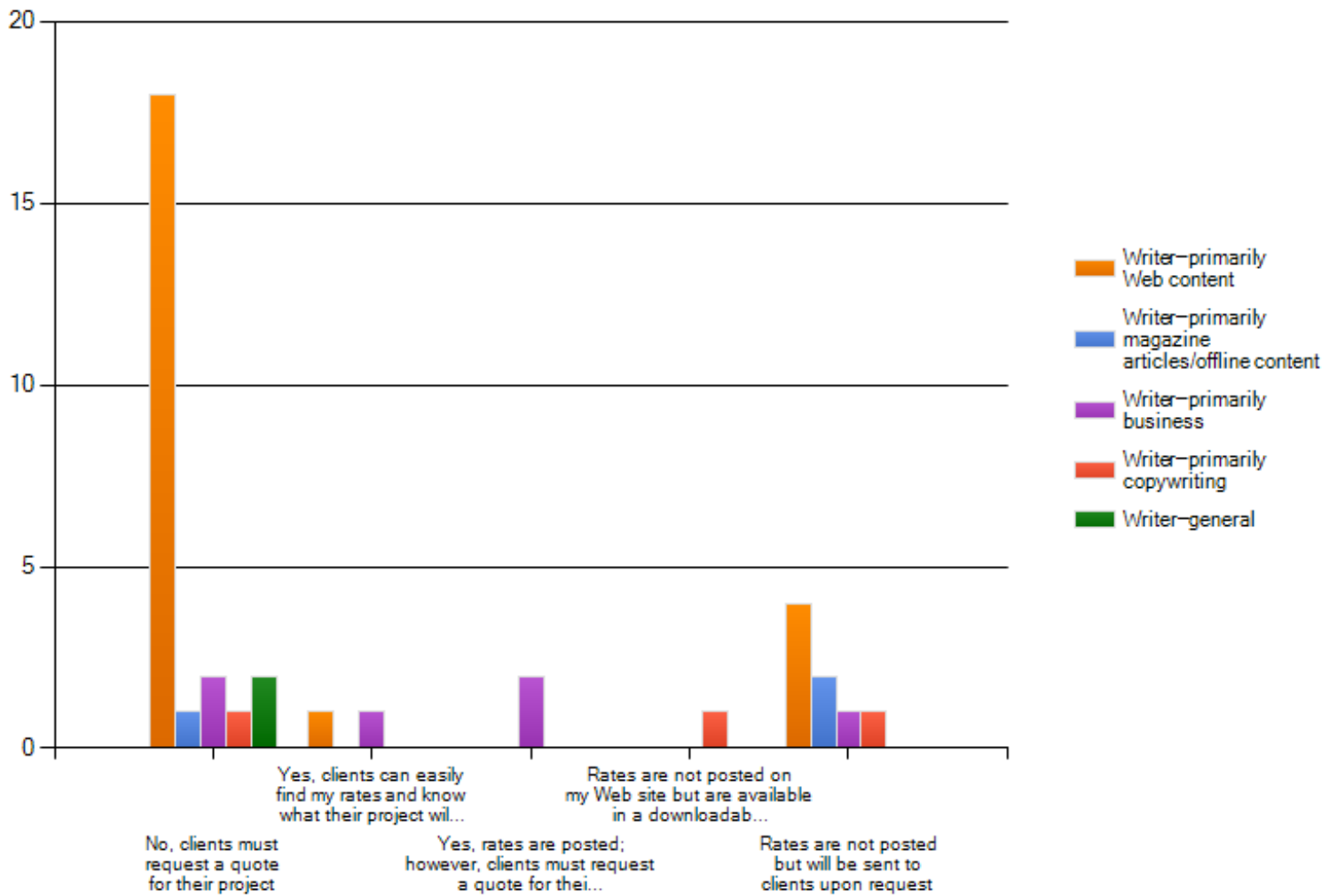
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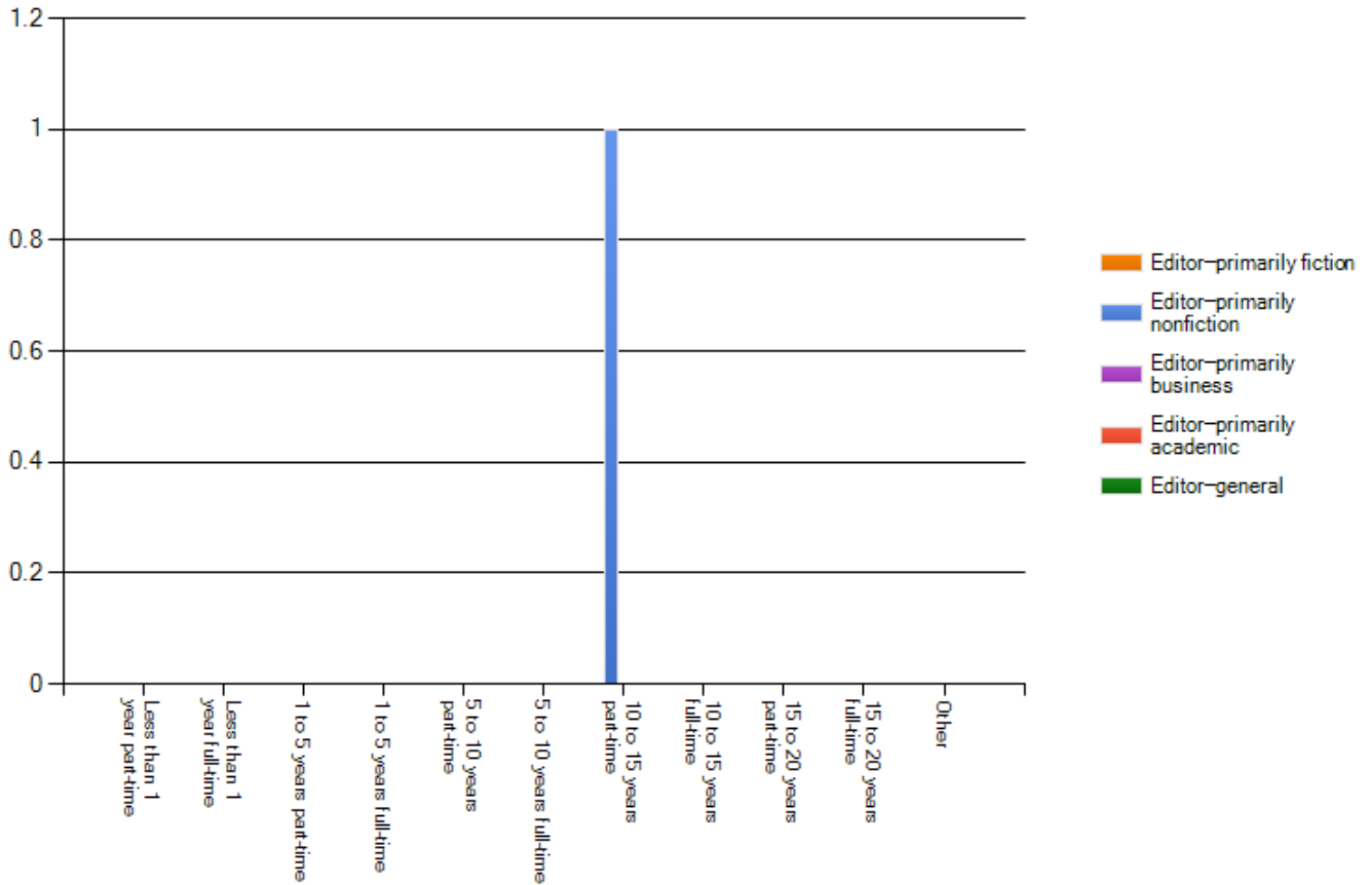




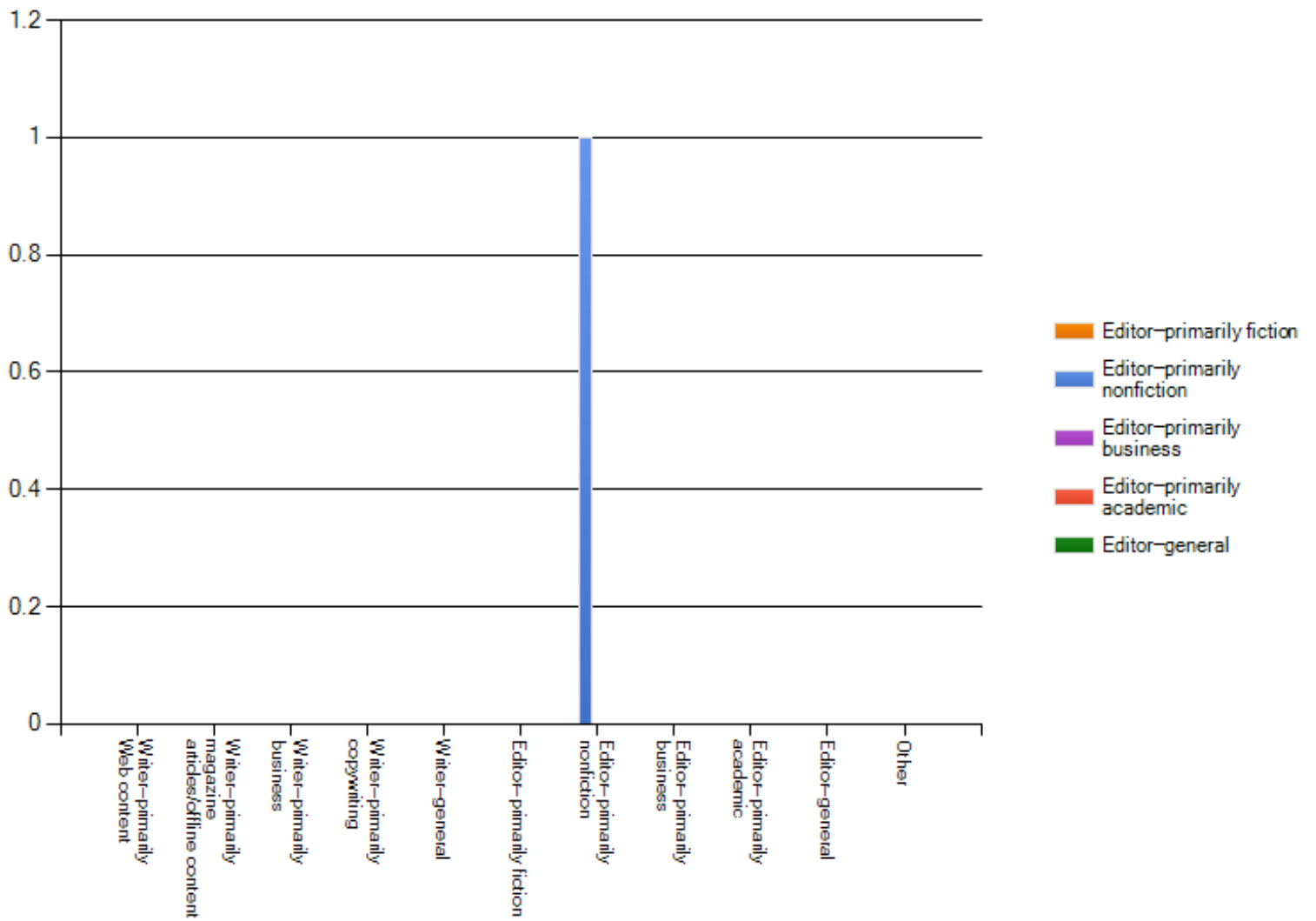
Freelance Writing and Editing Rates Survey

Editors

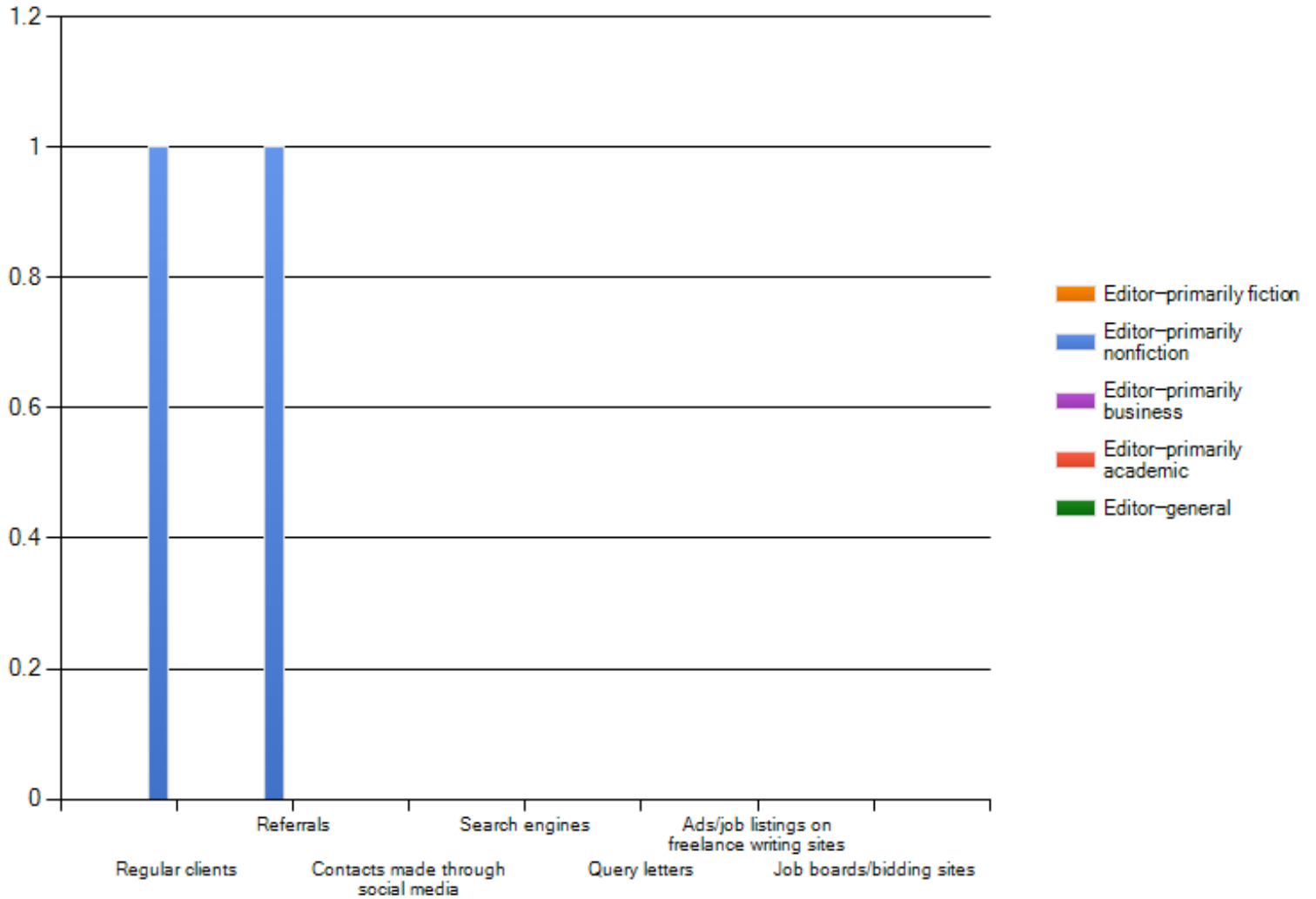
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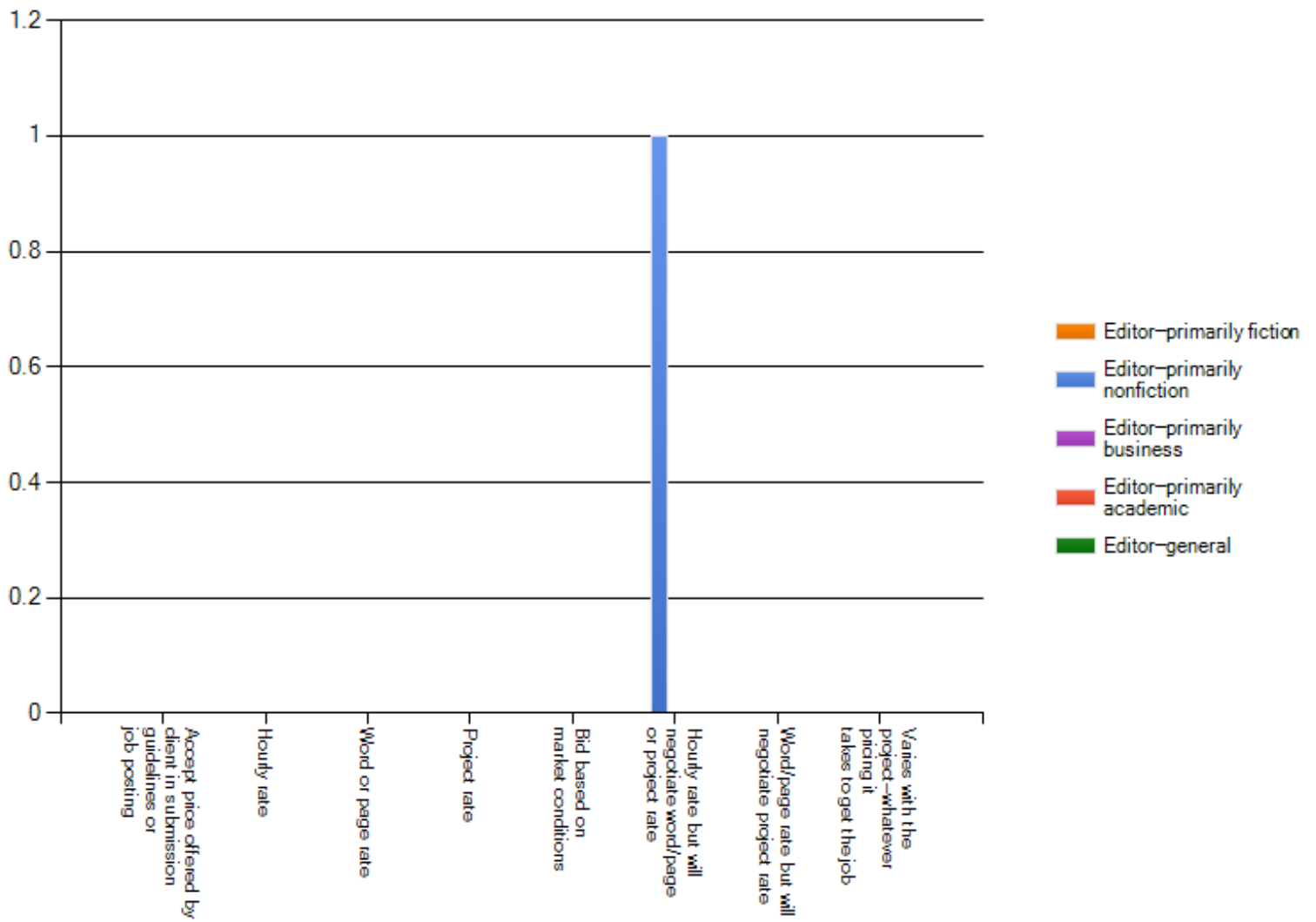
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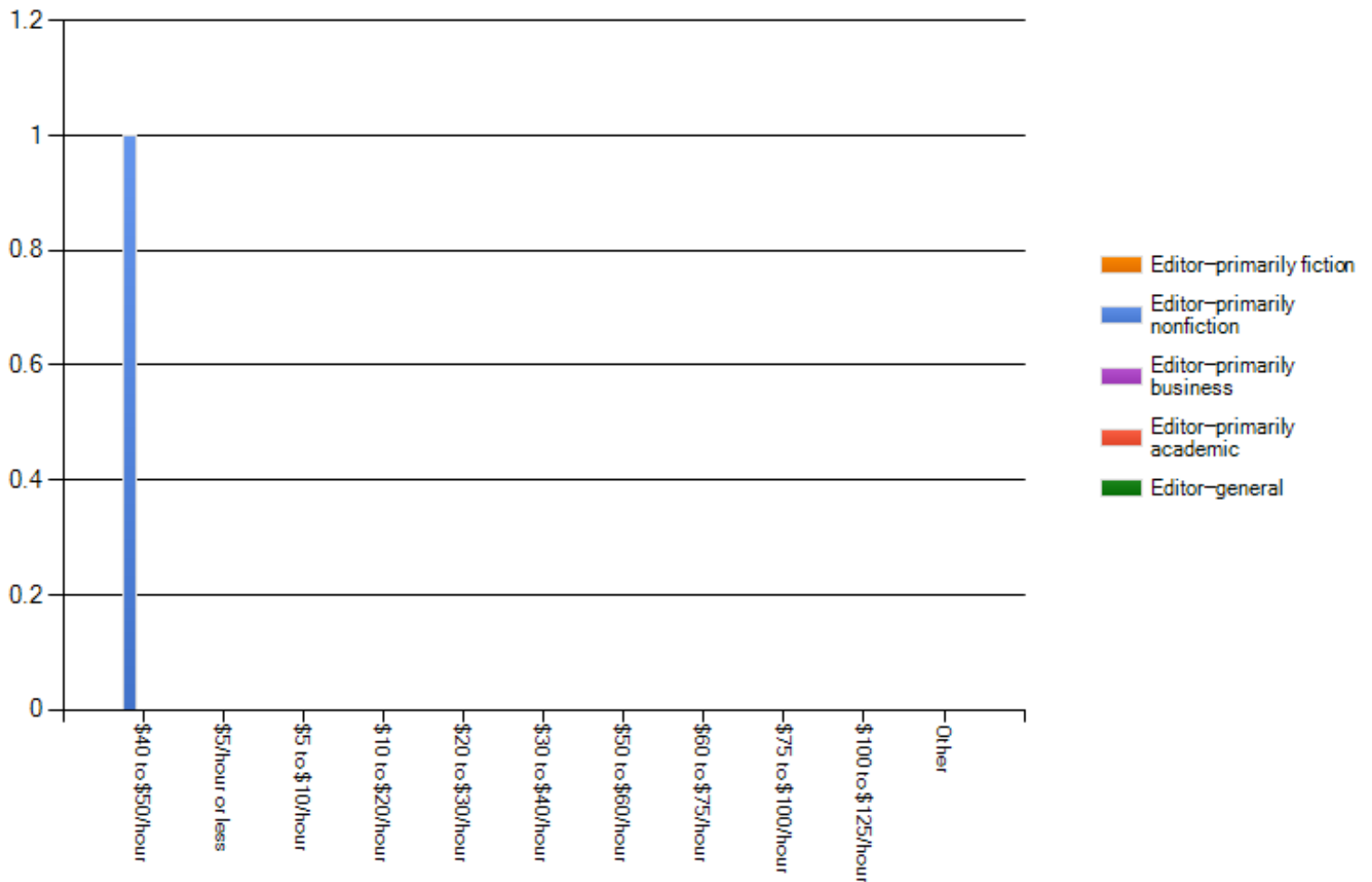
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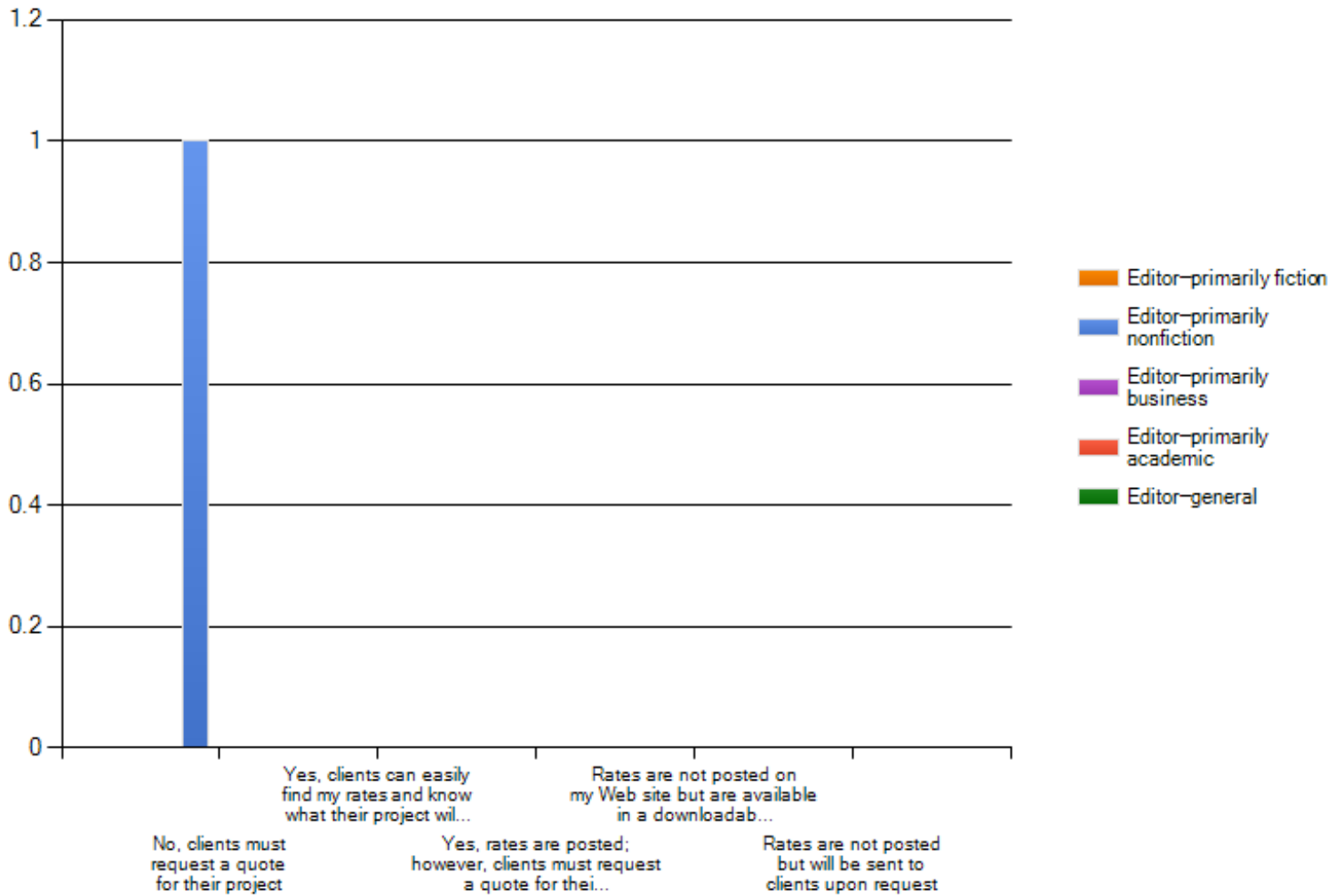
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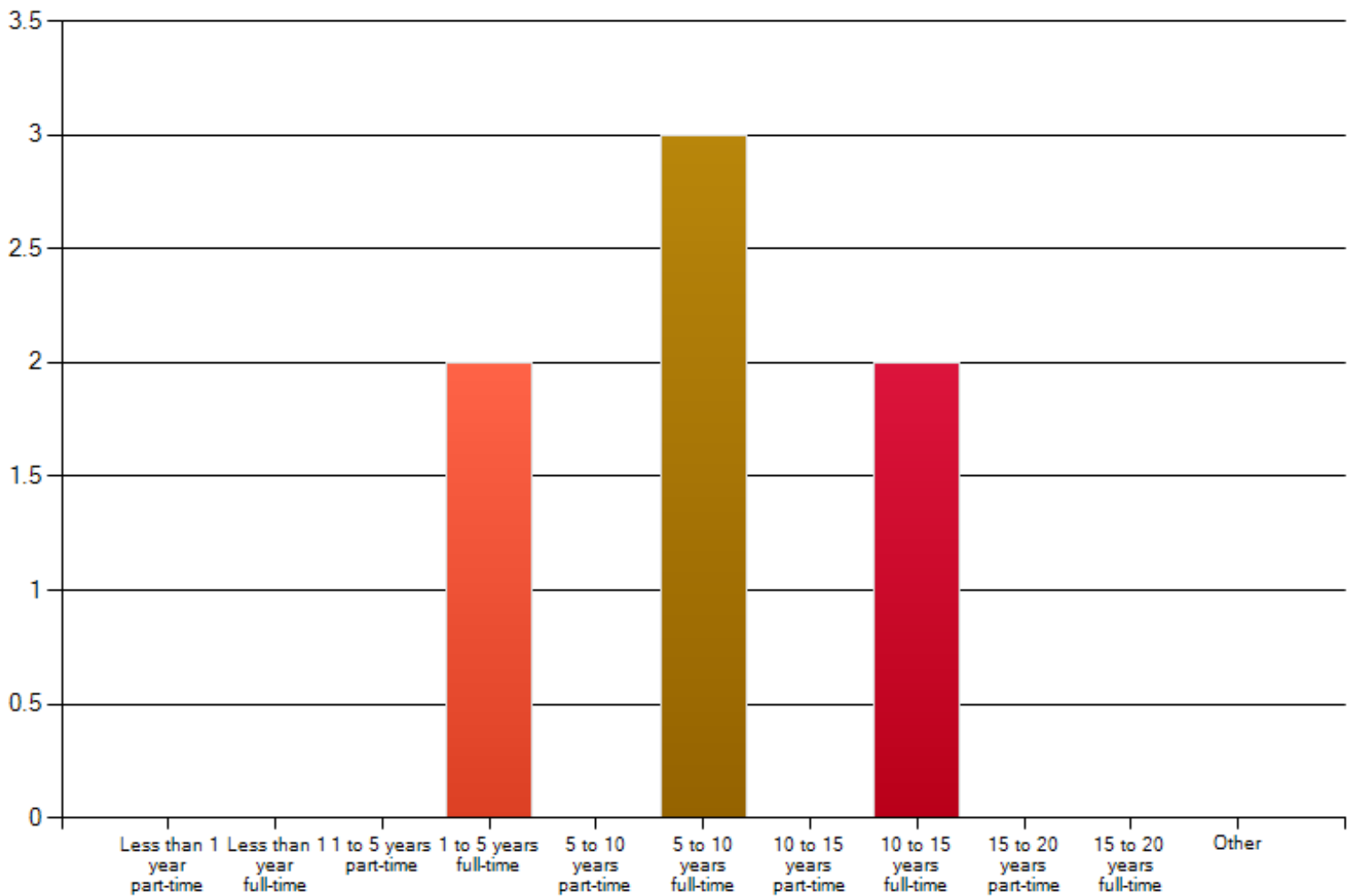




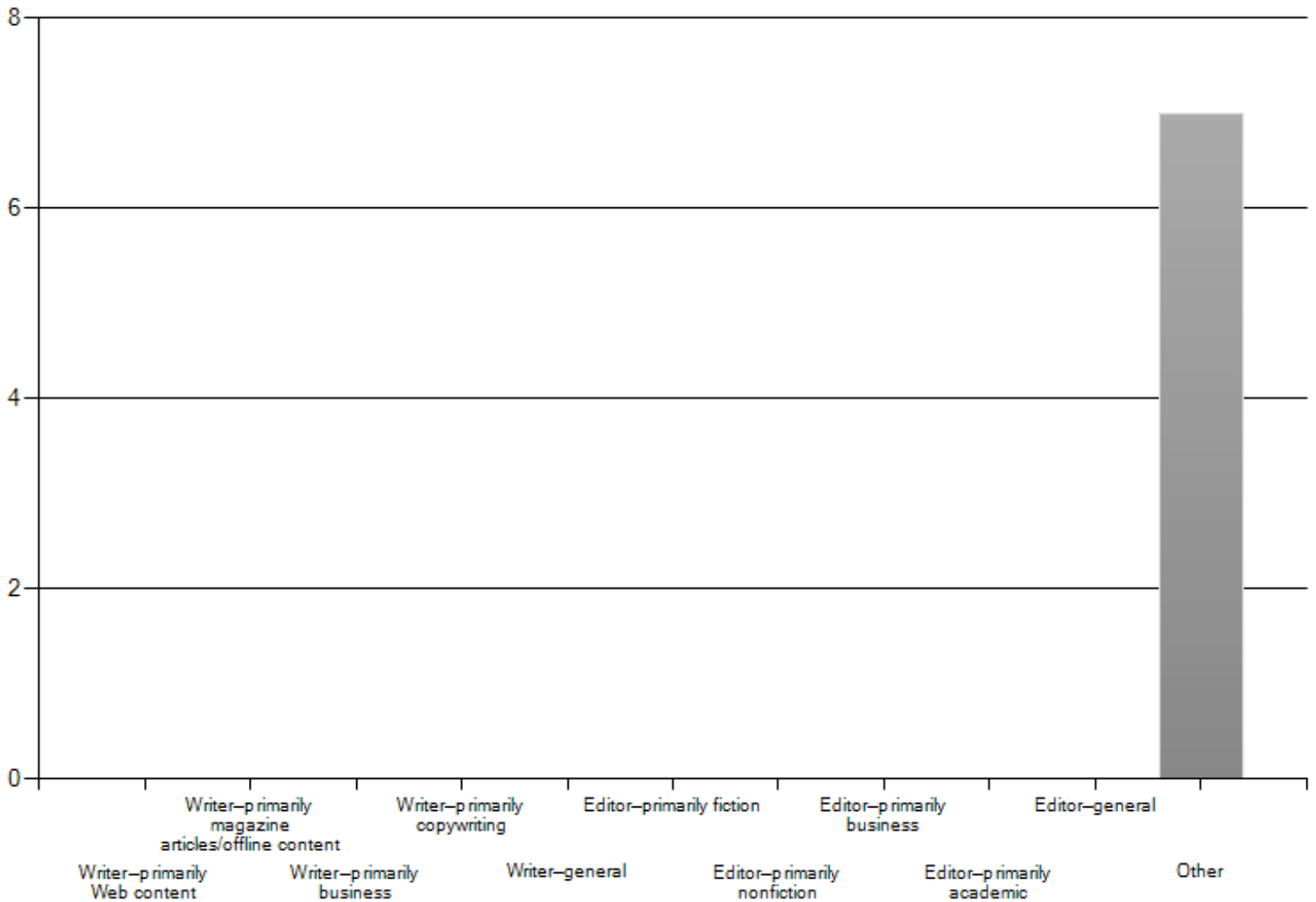
Freelance Writing and Editing Rates Survey

Writer-Editors

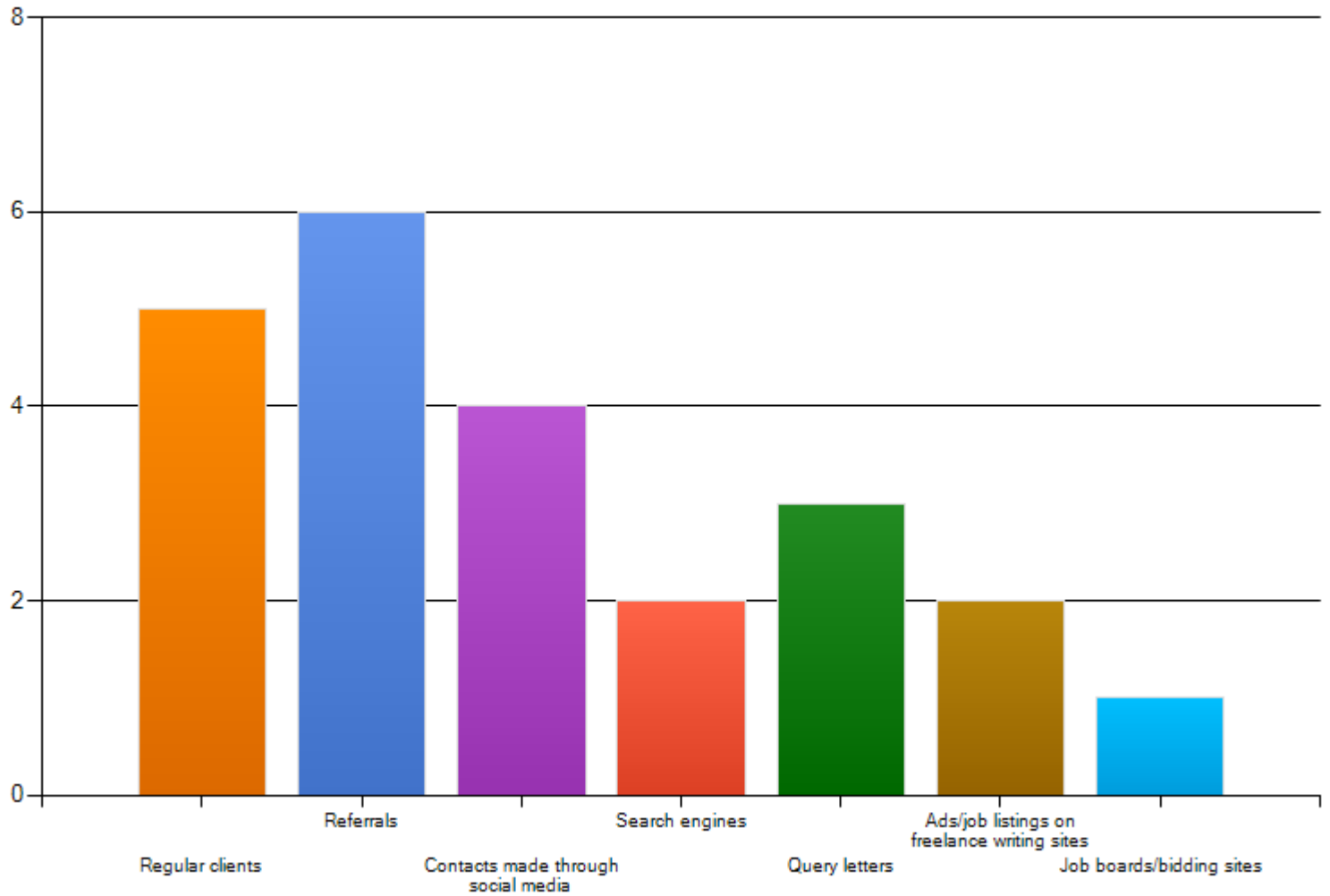
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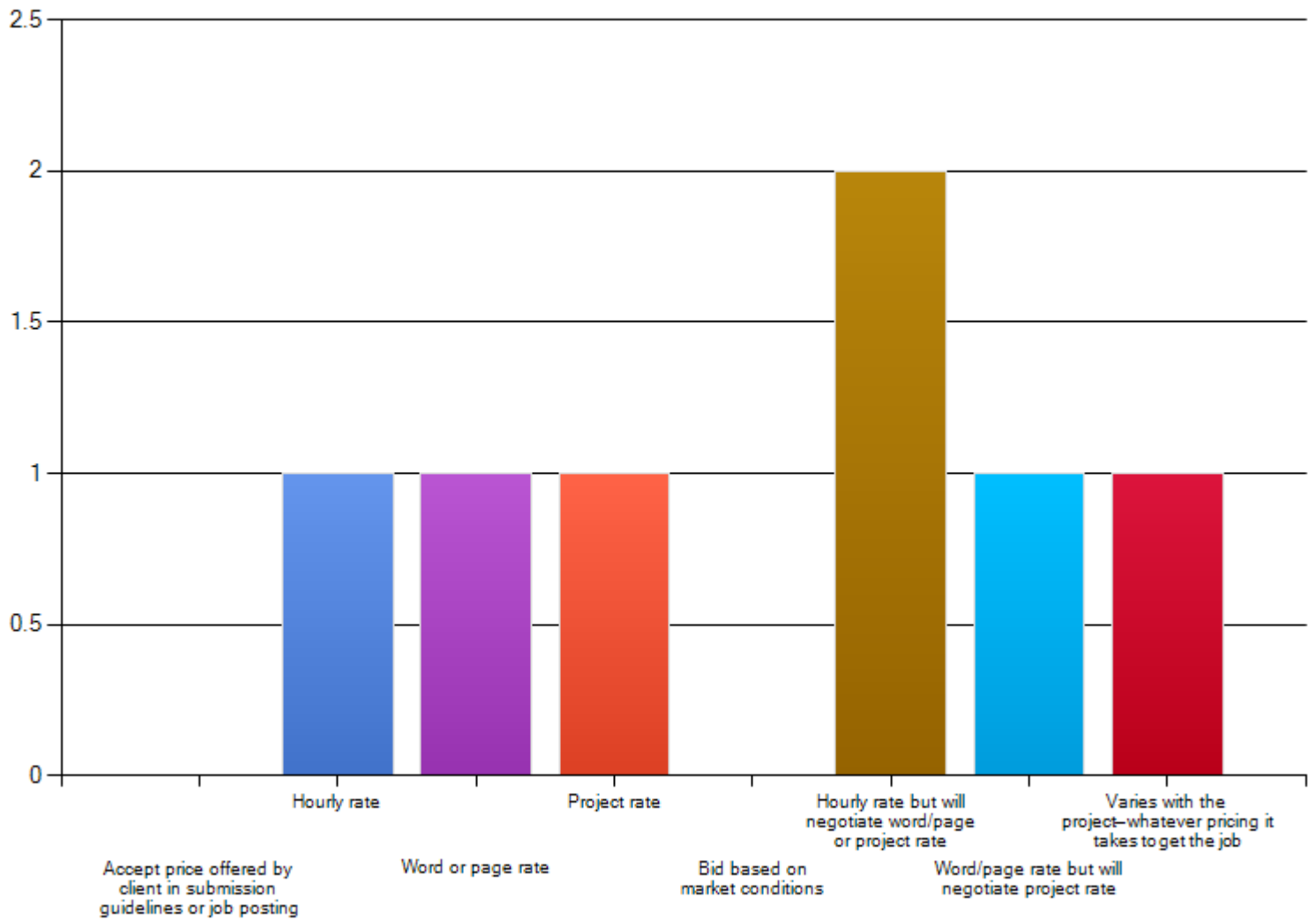
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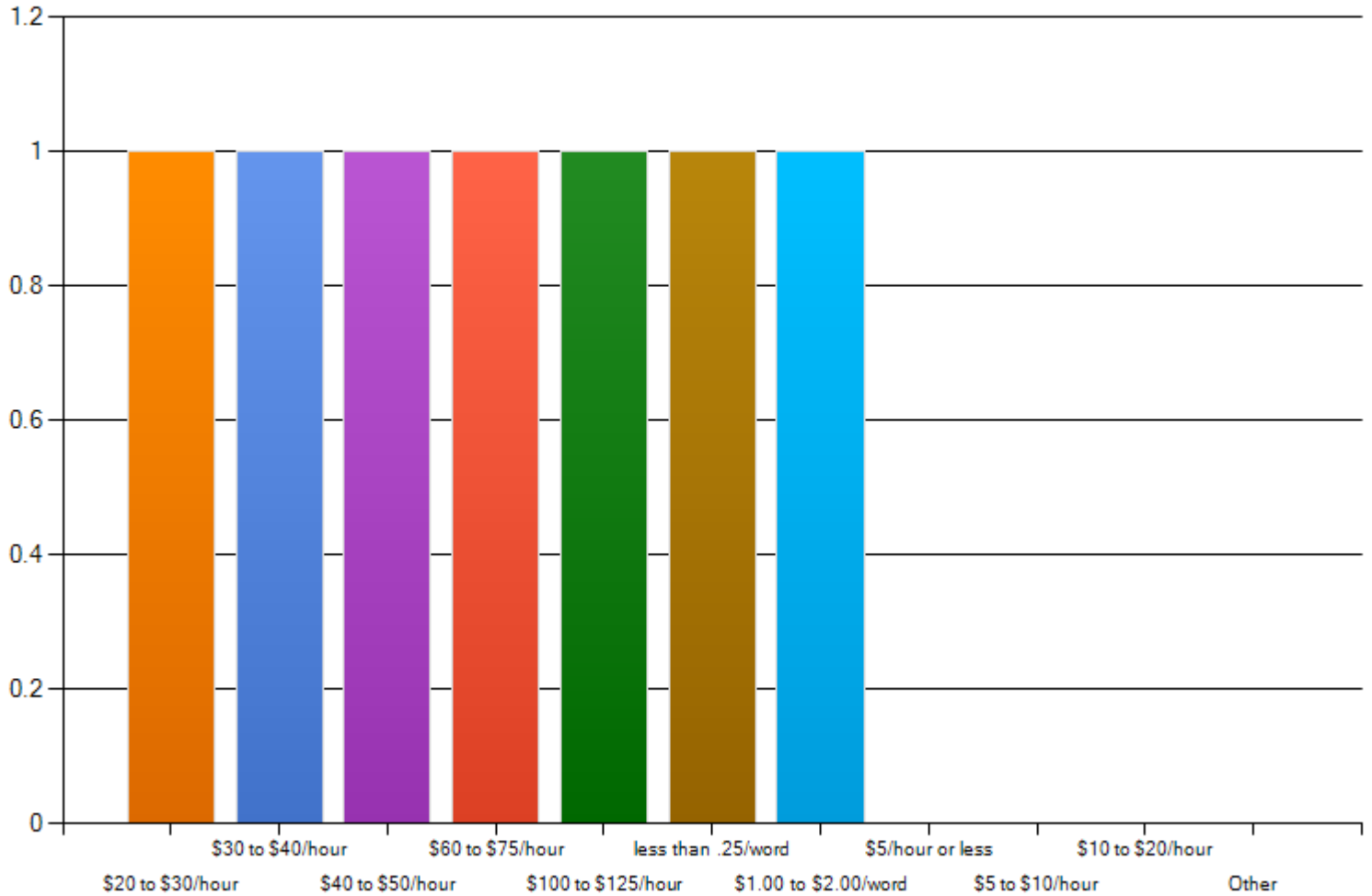
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