



RATE CARD

Standard Terms

All packages except Core Concept™ - 50% on Signature of Agreement, 50% on Delivery

CEO / Company Core Concept™ - Flat Fee Upfront unless added to another Package, in which case £950 discount & remainder paid in 2 parts alongside further Package

Full length books, payable on a conventional 2-part publishing contract model, that is, 50% on signature of Agreement; 50% on delivery; a 3-part Option can be discussed.

White papers, E-books, Reports – generally a 2-part payment structure: 50% on Agreement, 50% on Delivery

Blog posts – Series of 10: 2-Part Payment Structure; Ongoing beyond 10 – billed monthly

Per hour Services – billed monthly

All Invoices: payable by BACS within 10 Working Days

Item / Service / Package	Professional	Fees
Thought Leadership Capsule Collection	Susan Lawson	£14,950 (\$ 18,775)
CEO/Company Core Concept	Susan Lawson	£3,950 (\$4,950)* (£3000 if additional to a further Package)
Thought Leadership Annual Strategic Plan	Susan Lawson	£12,475 (\$15,650)
Bespoke Writing / Long Form Features	Susan Lawson	£175 per hour (\$220)
Finance / Investment Writing	Susan Lawson	£175 per hour (\$220)
Strategy Consultations & Publishing Consultancy (outside of Packages) - 1hr Session (via Zoom)	Susan Lawson	£240 per hour (\$300)
Blog Series Concept / Strategy	Susan Lawson	Standard Strategy Rate
Blog Posts	SLTLA Junior Writer editorially overseen by Susan Lawson	Per 1200 word Post (optimum length), £260 each or £2450 for series of 10
Editorial Consultancy (Quality Assessment of existing text)	Susan Lawson	£110 (\$140) per hour
White Papers, E-books, Reports, In House Magazines etc.	Writing – Susan Lawson Research – SLTLA Researcher overseen by Susan Lawson. Graphic Design – working with your own designer or SL Briefing & Managing associate designer	Negotiated per project dependent on needs, length, complexity. Generally from £8,400 for text & research only.
Full-length Corporate / CEO Book Ideation & Ghostwriting	Susan Lawson (Research supported by SLTLA Researcher)	From £40,000