

# Content Marketing – Terms & Conditions

## Blog Posts

I charge **\$250 per blog post**, fully optimised for SEO. I take on up to 4 blog posts per month, which is the sweet spot for small businesses looking to build authority. If you need more, I'd suggest a maximum of 8 blog posts per month (2 per week)—only if you're building a strong topic cluster with internal linking.

I don't stress over word count. Whether it's 1,200 words or 1,800 words, what matters is delivering the message effectively.

For pillar posts (3,000+ words) that establish brand authority and serve as an all-encompassing guide, I charge up to **\$500**. I only recommend this if you need to market your own product/brand.

## Newsletters

I charge **\$200 per newsletter** and take on up to 4 newsletters per month. This is generally enough to engage and build credibility for a small business. If you're running a product promotion, twice a week works fine, but don't overdo it unless you have a huge subscriber base waiting for your updates.

## Case Studies

I charge **\$500+** per case study, depending on the scope. A standard case study (2-3 pages, around 1,000 words) falls within this range. If it requires more detail—such as additional research, multiple interviews, or extensive data visualization—the price will increase accordingly.

Case studies showcase real-world success stories, proving how your product or service delivers results. A well-written case study helps establish credibility, nurture leads and close deals by showing prospects exactly what they can achieve with your business.

## White Papers

I charge **\$700** per white paper, which is typically up to 5 pages. White papers are in-depth reports designed to educate, persuade and attract new leads. They're often used as downloadable assets to encourage email sign-ups and establish authority on a specific topic.

They work well for B2B marketing, helping you attract decision-makers who are looking for detailed, well-researched solutions.

**PS.** While we're on a monthly retainer, if for any reason you can't pay for the upcoming month, just communicate. I'll still do the job as usual because I value trust and long-term relationships over money. However, if we don't have that trust yet, you may start hearing things like *"My fingers aren't working"* or *"I have a fungus in my nails and I can't type"*. That's when you'll know our contract has ended.

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If you have any questions about the above prices or would like to speak further about your writing project, please contact me at [abbas@liftwithsafety.com](mailto:abbas@liftwithsafety.com).

Abbas Kizilbash

Freelance B2B Copywriter and Content Writer