

Price list

Rates	Price
<p>Hourly rate</p> <ul style="list-style-type: none"> 60 minutes dedicated work 60 minutes dedicated work (same week requests) 	<p>£60 £70</p>
<p>Day rate</p> <ul style="list-style-type: none"> Focused work from 09.00 until 18.00 	<p>£350</p>

Articles or blogs	Price
<p>500 – 1,500 word article or blog</p> <ul style="list-style-type: none"> Custom-made article Written by award-winning financial journalist Including statistics, in-depth research Original interviews Following best SEO practices Includes two rounds of edits 	<p>£600</p>
<p>500 – 1,500 word article or blog, plus LinkedIn post</p> <ul style="list-style-type: none"> Custom-made article (see above) Plus a personally written LinkedIn post, containing the most strategic language, hashtags and mentions 	<p>£650</p>

Whitepapers	Price
<p>3,500+ word academic or corporate whitepaper</p> <ul style="list-style-type: none"> • Bespoke foreword by your CEO • Executive Summary • Dedicated in-depth research (plenty of statistics) • Where needed, original interviews conducted by a journalist • Conclusion • Key takeaway points • Suggestions for graphics and design 	<p>Negotiable</p> <p>(Past prices range from £1,500 to £7,000)</p>
<p>3,500+ word whitepaper plus LinkedIn post</p> <ul style="list-style-type: none"> • Custom-made academic or corporate whitepaper (see above) • Plus a personally written LinkedIn post, containing the most strategic language, hashtags and mentions. 	<p>Negotiable + £50</p> <p>(Past prices range from £1,500 to £7,000)</p>
<p>3,500+ word whitepaper plus LinkedIn post and three blogs</p> <ul style="list-style-type: none"> • Custom-made academic or corporate whitepaper (see above) • Personally written LinkedIn post, containing the most strategic language, hashtags and mentions • Three dedicated blogs about key topics uncovered in the whitepaper, to promote the paper and encourage downloads 	<p>Negotiable + £1,250</p> <p>(Past prices range from £1,500 to £7,000)</p>

Packages

Bundles	Price
<p>Pack of five articles or blogs</p> <ul style="list-style-type: none"> • Five custom-made articles • Written by award-winning financial journalist • Including statistics, in-depth research • Original interviews • Following best SEO practices • Includes two rounds of edits per article 	<div style="text-align: right;"> <p>£3,000 £2,700</p> </div> <div style="position: absolute; top: 0; right: 0; transform: rotate(-45deg); background-color: #4CAF50; color: white; padding: 5px; font-weight: bold;">10% off</div>
<p>Pack of five articles or blogs, plus LinkedIn posts</p> <ul style="list-style-type: none"> • All of the above • Plus five personally written LinkedIn posts, each containing the most strategic language, hashtags and mentions. 	<div style="text-align: right;"> <p>£3,250 £2,925</p> </div>
<p>Pack of ten articles or blogs</p> <ul style="list-style-type: none"> • Ten custom-made articles • Written by award-winning financial journalist • Including statistics, in-depth research • Original interviews • Following best SEO practices • Includes two rounds of edits per article 	<div style="text-align: right;"> <p>£6,000 £5,100</p> </div> <div style="position: absolute; top: 0; right: 0; transform: rotate(-45deg); background-color: #4CAF50; color: white; padding: 5px; font-weight: bold;">15% off</div>
<p>Pack of ten articles or blogs, plus LinkedIn posts</p> <ul style="list-style-type: none"> • All of the above • Plus ten personally written LinkedIn posts, each containing the most strategic language, hashtags and mentions 	<div style="text-align: right;"> <p>£6,500 £5,525</p> </div>

Bundles	Price
<p>Pack of fifteen articles or blogs</p> <ul style="list-style-type: none"> • Fifteen custom-made articles • Written by award-winning financial journalist • Including statistics, in-depth research • Original interviews • Following best SEO practices • Includes two rounds of edits per article 	<div style="text-align: right;"> <p>£9,000 £7,200</p> </div> <div style="position: absolute; top: 0; right: 0; transform: rotate(-45deg); background-color: #4CAF50; color: white; padding: 5px; font-weight: bold;">20% off</div>
<p>Pack of fifteen articles or blogs, plus LinkedIn posts</p> <ul style="list-style-type: none"> • All of the above • Plus fifteen personally written LinkedIn posts, containing the most strategic language, hashtags and mentions 	<div style="text-align: right;"> <p>£9,750 £7,200</p> </div>
<p>Pack of twenty articles or blogs</p> <ul style="list-style-type: none"> • Twenty custom-made articles • Written by award-winning financial journalist • Including statistics, in-depth research • Original interviews • Following best SEO practices • Includes two rounds of edits per article 	<div style="text-align: right;"> <p>£12,000 £9,600</p> </div>
<p>Pack of twenty articles or blogs, plus LinkedIn posts</p> <ul style="list-style-type: none"> • All of the above • Plus twenty personally written LinkedIn posts, containing the most strategic language, hashtags and mentions 	<div style="text-align: right;"> <p>£13,800 £11,040</p> </div>

Award-winning content

I never use artificial intelligence like ChatGPT to create content. You can rest assured every word has been typed by me, and me alone. My work has won two major industry awards for my blogs and articles. In 2024, I was also awarded the prestigious title of Highly Commended, Fintech Journalist of the Year by Headlinemoney.

I've written for a range of leading publications including FT's The Banker, Wall Street Journal's Barrons, Altfi, Fintech Finance, Forbes, Capital Monitor and Bridging Loan Directory.

My specialities are B2B thought leadership around sustainable investment management and fintech.

