PRICING MODELS

For Questions, Please Contact:

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fallenapple
DESIGN & EDITING STUDIO

Frequently Asked Questions

► *Why Should I Choose Fallen Apple for My Design and/or Editing Needs?*

Fallen Apple's primary advantages are three-fold:

- Experience: Lead Designer and Editor Shawn White has a decade of experience in professional-level design and editing, having worked in a range of fields including journalism, creative writing, commercial product review, corporate marketing, and scholarly analysis. He also possesses a Bachelor's Degree in English with Creative Writing Specialization, a Bachelor's Degree in Psychology, and a Master's Degree in English Studies. With this background, he is able to easily assess and respond to a range of client needs.
- Affordability: Fallen Apple offers tiered pricing schemes that consider clients' individual needs and budgets without shortchanging the quality of services rendered. The studio also provides several discount programs (see "Payment" section) that reward customers for referrals and repeat visits.
- Flexibility: Because Fallen Apple is a small, independent studio, communication is swift, thorough and personalized. Clients can freely ask questions, request clarification, or offer mid-development suggestions, all of which will be met with a quick response and fair consideration. Fallen Apple is also flexible about schedules and payment options so as to accommodate the needs and means of individual clients.

► *What Am I Guaranteed with Each Service?*

For all services, Fallen Apple offers the following guarantees:

- Respect for client confidentiality: Fallen Apple will not share personal or non-public professional information about the client or the client's work with third parties unless given express permission. Also, Fallen Apple will always seek the clients' permission to reference them or their work in company materials.
- Invoice clarity and certainty: All clients will receive an invoice that clearly details the service(s) rendered and the corresponding pricing structure(s). There are no hidden fees and Fallen Apple does not charge for services that it fails to completely render. Furthermore, Fallen Apple will answer any question the client may have about the pricing.
- Clear and consistent communication: Fallen Apple will make clear the expected pricing and timing of all services, as well as update the client on all significant developments. If issues arise that cause the project to be delayed or suspended, the client will be informed immediately.

For editing services specifically, Fallen Apple offers the following guarantees:

- **Tracked Changes:** Unless the client specifically requests a "clean" copy, Fallen Apple uses Microsoft Word's "Track Changes" feature by default so that clients can see all edits and either approve or reject them. The volume of edits recorded in Track Changes is typically used as an indicator of the service level that clients will see on their invoice.
- **Post-Editing Report:** For long articles and books, Fallen Apple provides a post-editing report, which is a brief summary of the editor's changes and thoughts, as well as a helpful list of major revision suggestions (if necessary). The report is offered free of charge.
- **Best Editing Possible:** Fallen Apple always allows clients to decide their level of editing upfront and will typically adhere to that request. However, if Fallen Apple determines that higher-level editing is needed to produce a stronger manuscript, clients will be advised of this need and allowed to decide the preferred course of action. In cases where clients do not specify a level of editing upfront, Fallen Apple will make a judgment based on the final volume of changes.
- **Two Rounds and a Follow Up:** In cases where time allows, Fallen Apple will always strive to read the document twice in its entirety (this may not be feasible in cases of fast turnaround on long manuscripts or books). For materials that are not books or dissertations, Fallen Apple also offers to quickly review the document again after clients finish making changes (please note that clients must specifically request this review). This extra reading is offered free of charge.

► *How Do Fallen Apple's Prices Compare with Competitors?*

As a small, independent studio with low overhead, Fallen Apple is able to offer clients high-quality editing at below-average prices. According to the [Editorial Freelancing Association](#), the typical **hourly rate** for an editor is $30-60. Fallen Apple's hourly rate for services (e.g., references checks, graphic design, etc.) falls on the lower end of this spectrum in most cases.

However, Fallen Apple generally relies on a **flat rate** for most editing projects, whether that be based on word or page count. The flat rate assures clients that their costs are transparent and immediately calculable, as they depend on objective factors rather than the editor's hourly investment (which could end up being inflated for various reasons). This flat rate is in line with the market average, according to [The Writer's Market](#), and in some cases below it (e.g., when choosing a "Standard" time frame on an "Advanced"-level editing).

Additionally, some professional editing companies charge "setup fees" on new submissions, which can add $20-30 to the final price. **Fallen Apple has no setup fees or hidden fees.** Furthermore, some editors differentiate per-page prices based on certain thresholds (e.g., under or over 30 pages); Fallen Apple applies a consistent rate that is simply based on timing and edit volume, which is overall cheaper for the client. Moreover, Fallen Apple offers several discount programs that reward referrals and repeat visits.

► *How Does Fallen Apple Determine the Editing Level?*

Fallen Apple mainly uses a metric called the "total edit volume," which is simply the number of changes tracked by Word divided by the original word count. After being applied to hundreds of articles, this method has proven to be a reasonably accurate and objective indication of the editing level required by a manuscript. Fallen Apple distinguishes between three general editing levels based on total edit volume:

Editing Level	Edits Generally Covered	Edit Volume
Proofing	**Basic** issues such as spelling, grammar, capitalization, formatting, etc.	**1-10%**
Critical	**Proofing** + **Intermediate** issues such as syntax, active voice, tense usage, diction, etc.	**11-20%**
Advanced	**Critical** + **Advanced** issues such as clarity, structure, missing content, etc.	**>20%**

The other major benefit of this approach, aside from its objectivity, is that Fallen Apple can edit the document more flexibly. For example, if a client asked another editing company for a "copy editing," this might only cover basic issues, while any other issues present in the document (awkward syntax, lacking transitions, etc.) would be overlooked. However, there are times when even a generally sound manuscript features an "advanced" problem, like a leap in logic. Fallen Apple can address such concerns, even when adhering to a "proofing" level of editing, so long as the edit volume stays in that particular range.

Academic Articles

NOTE: *Academic articles are understood as manuscripts written by scholars in a particular field who intend to submit said manuscripts to scholarly journals.*

Editing Services

Fallen Apple can help you polish your journal articles prior to or after submission with a range of services tailored to specific needs. All changes are tracked and each article is read twice in its entirety before return (if possible given delivery time frame). Please note that word count applies only to the material you want to be read, so please indicate excluded material upfront.

Category	Description	Type	Return	Price
Proofing	Offers a thorough review of **basic** issues (e.g., spelling, grammar, capitalization, formatting)	**Rush:**	<48 hours	$0.04/word
		Express:	3-5 days	$0.03/word
		Standard:	6-14 days	$0.02/word
Critical	Offers a thorough review of **basic** and **structural** issues (e.g., syntax, transitions, concision)	**Rush:**	<48 hours	$0.05/word
		Express:	3-5 days	$0.04/word
		Standard:	6-14 days	$0.03/word
Advanced	Offers a thorough review of **basic**, **structural**, **tonal** and **format** issues (e.g., diction, style, clarity)	**Rush:**	<48 hours	$0.06/word
		Express:	3-5 days	$0.05/word
		Standard:	6-14 days	$0.04/word

Abstract Development

Fallen Apple can review your manuscript and prepare an abstract that encapsulates your research for a specific target journal or journals. Please note that costs apply to each abstract.

		Type	Return	Price
<250 words	Thoroughly reviews manuscript and prepares journal-appropriate abstract	**Rush:**	<48 hours	$100
		Express:	3-5 days	$75
		Standard:	6-14 days	$50
>250 words	Thoroughly reviews manuscript and prepares journal-appropriate abstract	**Rush:**	<48 hours	$125
		Express:	3-5 days	$100
		Standard:	6-14 days	$75

Cover Letter Development

Fallen Apple can prepare a clear, stylish and persuasive cover letter that highlights the strengths of your research and provides the reasons for its acceptance to the appropriate journal(s). Please note that costs apply to each cover letter.

Cover letter(s)	Thoroughly reviews manuscript and prepares journal-appropriate letter	**Rush:**	<48 hours	$100
		Express:	3-5 days	$75
		Standard:	5-10 days	$50

References Check

Let Fallen Apple save you the trouble of tediously combing through your references for correct and consistent formatting. All changes are tracked and all materials are reviewed twice in their entirety (if possible given delivery time frame).

Standard	Thoroughly reviews citations and ensures proper formatting	**$30/hour**

Books

NOTE: *Books are understood as long documents (more than 80 pages) that a writer (who is not necessarily a scholar) intends to publish, either by themselves or through a publishing house.*

Editing Services

Fallen Apple can help you polish your book with a range of tailored services. All changes are tracked by default unless clients request otherwise. The document will be reviewed only once unless the client requests a second review, which will be charged as a separate reading, but at half the price of the original reading.

Category	Description	Type	Timing	Price
Light	Offers a thorough review of **basic** issues (e.g., spelling, grammar, capitalization, formatting)	**Rush:** **Express:** **Standard:**	20p/day 15p/day 10p/day	$6/page $5/page $4/page
Medium	Offers a thorough review of **basic** and **structural** issues (e.g., syntax, transitions, concision)	**Rush:** **Express:** **Standard:**	20p/day 15p/day 10p/day	$7/page $6/page $5/page
Heavy	Offers a thorough review of **basic**, **structural**, **tonal** and **content** issues (e.g., diction, style, clarity, facts)	**Rush:** **Express:** **Standard:**	15p/day 10p/day 5p/day	$8/page $7/page $6/page

Formatting Services

Fallen Apple can help you create a stylish and attractive book with our formatting and graphical assistance. Assistance can include text formatting, logo development, graphics creation and insertion, book cover creation, etc.

Standard	Includes all formatting and graphical requests made by the client; all work is documented for and approved by the client	$30/hour

Dissertations

NOTE: *Dissertations are understood as long documents (more than 80 pages) that a graduate degree-seeking scholar intends to submit in order to fulfill degree requirements.*

Editing Services

Fallen Apple can help you polish your dissertation prior to submission with a range of services tailored to specific needs. All changes are tracked by default unless clients request otherwise. The document will be reviewed only once unless the client requests a second review, which will be charged as a separate reading, but at half the price of the original reading. If the client would like Fallen Apple to only review sections of the dissertation, then the pricing and timing of Academic Articles may be used.

Please note that "page count" is based on the ***final formatting requirements*** of the client's graduate school. Thus, if a dissertation will be submitted as a double-spaced document, then Fallen Apple will alter the formatting accordingly to determine the proper page count.

Category	Description	Type	Timing	Price
Proofing	Offers a thorough review of **basic** issues (e.g., spelling, grammar, capitalization, formatting)	**Rush:** **Express:** **Standard:**	15p/day 10p/day 5p/day	$6/page $5/page $4/page
Critical	Offers a thorough review of **basic** and **structural** issues (e.g., syntax, transitions, concision)	**Rush:** **Express:** **Standard:**	15p/day 10p/day 5p/day	$7/page $6/page $5/page
Advanced	Offers a thorough review of **basic**, **structural**, **tonal** and **content** issues (e.g., diction, style, clarity, facts)	**Rush:** **Express:** **Standard:**	15p/day 10p/day 5p/day	$8/page $7/page $6/page

References Check

Let Fallen Apple save you the trouble of tediously combing through your references for correct and consistent formatting. All changes are tracked and all materials are reviewed twice in their entirety (if possible given delivery time frame).

Standard	Thoroughly reviews citations and ensures proper formatting	$30/hour

Formatting Services

Fallen Apple can help you create a polished and cohesive dissertation with our formatting and graphical assistance. Assistance can include formatting text to meet graduate school requirements, creating an auto-generated Table of Contents, preparing attractive tables and figures, etc.

Standard	Includes all formatting and graphical requests made by the client; all work is documented for and approved by the client	**$30/hour**

Student Essays

NOTE: *Student essays are understood as shorter documents (less than 30 pages) that an Associate's or Bachelor's degree-seeking individual intends to submit for a class.*

Editing Services

Fallen Apple can help you polish your essay(s) with a range of services tailored to your specific needs. All changes are tracked and each article is read twice in its entirety before return (if possible given delivery time frame). Please note that word count applies only to the material you want to be read, so indicate excluded material upfront.

Category	Description	Type	Return	Price
Proofing	Offers a thorough review of **basic** issues (e.g., spelling, grammar, capitalization, formatting)	**Rush:** **Express:** **Standard:**	<48 hours 3-5 days 5-10 days	$0.02/word $0.015/word $0.01/word
Critical	Offers a thorough review of **basic** and **structural** issues (e.g., syntax, transitions, concision)	**Rush:** **Express:** **Standard:**	<48 hours 3-5 days 5-10 days	$0.025/word $0.02/word $0.015/word
Advanced	Offers a thorough review of **basic**, **structural**, **tonal** and **format** issues (e.g., diction, style, clarity)	**Rush:** **Express:** **Standard:**	<48 hours 3-5 days 5-10 days	$0.03/word $0.025/word $0.02/word

Consultation

If you would like Fallen Apple to help you understand certain concepts of reading, writing, research or rhetoric, or otherwise offer advice on your essay, then consider a consultation, either in person (if possible) or via phone or email.

Standard	Includes all time spent on communication, collaboration and/or commentary	$25/hour

Organizations

NOTE: *Organizations are understood as either for-profit or non-profit groups seeking assistance with a range of projects, including non-traditional writing.*

Rhetorical Consultation

Fallen Apple can help your managers and executives understand and utilize rhetorical strategies in order to bolster their communicative effectiveness. Sessions can be scheduled to meet the organization's timing and needs. A lesson plan and itinerary will be provided to the organization based on the decided scheduling.

Standard	Includes all time spent on preparation, execution, communication and travel	**$75/hour**

Document Formatting

Fallen Apple can help polish and enliven your organizational documents and presentations with our expertise in typography, graphic design and illustration. Please see our Company Presentation for work samples.

Standard	Includes all time spent on material drafting and creation	**$40/hour**

Copywriting

Fallen Apple can prepare various types of written material for your organization, including reports, letters, ad copy, etc. Clients are expected to adequately convey the intended tone, length, style, content and other relevant information prior to drafting stages.

Standard	Includes all time spent on material gathering, drafting and preparation	**$50/hour**

Design Services

Web Design

Fallen Apple can create custom websites for individuals or organizations that are easy to navigate and update, as well as clearly reflect the client's message(s), service(s), etc. After a free initial consultation, in which the client can detail the purpose, tonality and content of the site, Fallen Apple prepares a Scope of Work that outlines the pricing, timing and terms (these factors will vary with the project, of course). Fallen Apple strives to maintain close communication with the client throughout the process, seeking discrete feedback, offering suggestions, and allowing the client access to all in-progress and finished materials. Please see our Company Presentation for work samples.

Logo Design

Fallen Apple can create custom logos for individuals or organizations that capture the client's intended tonality, message and spirit. Fallen Apple provides an initial free consultation, in which the client can provide ideas and materials that might aid in the drafting process, as well as indicate the number of initial concepts they would like to see. Once these concepts are complete, Fallen Apple seeks the client's feedback and proceeds to polish accepted designs. Please see our Company Presentation for work samples.

Standard	Includes all time spent on material drafting and polishing	**$40/hour**

Graphic Design

Fallen Apple can create a range of custom graphics and documents for individuals, including business cards, posters, charts, etc. Each client has a free initial consultation in which to clearly explain their needs and wants. After the graphics are developed, Fallen Apple seeks the client's feedback and proceeds to polish accepted designs.

Standard	Includes all time spent on material drafting and polishing	**$40/hour**

Payment

Discount Programs

To show appreciation for its customers, Fallen Apple offers several discount programs. Please note that discounts apply to *whole invoices*; also, referral discounts do stack with others, up to a maximum 20% discount on one invoice (unused referral discounts will be applied to subsequent invoices).

Referral Discount	Applies to both the referrer and the referee on their subsequent invoices	**5%**
Returning Customer	Applies to all clients starting on their 5th invoice	**5%**
Loyal Customer	Applies to all clients starting on their 10th invoice	**10%**
Esteemed Customer	Applies to all clients starting on their 15th invoice	**15%**

Methods of Payment

Fallen Apple accepts the following payment methods: PayPal (to shawn@fallenapple.biz), cash, check, direct deposit or wire transfer. All payments must be in USD.