



Analysis of Pricing Trends: 2008 – 2020

The *Résumé Writers’ Digest Annual Industry Survey* asks *résumé* writers about their pricing strategies, including an hourly charge (whether that’s a rate they publicly quote to clients for updates and new projects — or whether they use that rate only for internal use when quoting projects).

The *most common* hourly charge cited in responses from 2008 to 2020 ranged from a low of \$50 in 2008 to \$150 an hour in the 2015 *Résumé Writers’ Digest Annual Industry Survey*. Hourly rates ranged from a low of \$18 an hour to \$600 an hour in the 2019 *Resume Writers’ Digest Annual Industry Survey*.

In a separate question, respondents were asked to provide a dollar amount for their “average” *résumé* and cover letter package.

While the hourly rate you base your prices on — and what you ultimately charge for a *résumé* and cover letter — will depend on many factors (including the type of clients you work with, your experience/certifications, level of personalization you offer, etc.), my recommendation is that your hourly rate should be a minimum of \$50 per hour (and probably closer to \$90-\$100/hour), and your average charge for a *résumé* and cover letter should be a minimum of \$450, considering the average *résumé* project takes 8 hours.

Survey Year	Most Common Hourly Charge	Average Hourly Rate	Average <i>Résumé</i> Charge
July 2020	—	—	\$501-\$1000
2019 (AIS)	\$100	\$109.38	\$658.88
2016 (AIS)	\$100	\$90.53	\$529.31
Nov. 2016	\$105	—	\$501-\$1000
2015 (AIS)	\$150	\$105.64	\$603.82
Sept. 2014	—	—	\$200-\$350
2012 (AIS)	\$75	\$90.87	\$478
2011 (AIS)	\$50	\$83	\$511
2010 (AIS)	\$50	\$105	\$509.36
2009 (AIS)	\$100	\$96.48	\$553.24
2008 (AIS)	\$50	\$93.42	\$411.20

*The average *résumé* charge was self-reported data for average price for a *résumé* and cover letter package.*

Disclaimer: The *Résumé Writers’ Digest Annual Industry survey* is not a statistically valid analysis, but provides a guideline for career industry professionals in benchmarking themselves against their colleagues.