



Word Bird

Helping stories take flight

Brand messaging
& marketing
services for
mission-driven
changemakers

What does WordBird offer?

How much will it cost me?

Why should I choose WordBird?

What *is* a “WordBird,” anyway?

1 SERVICES

2 FEES

3 SUMMARY OF
EXPERTISE

4 ABOUT
WORDBIRD

5 NEXT STEPS





WRITING

Highly experienced in weaving storytelling into copywriting and content writing initiatives.

Always able to create an engaging story or narrative flow to meet your need.

Including, but not limited to:

- Articles* (blogs, contributed bylines, LinkedIn)
- Grant narratives
- Success stories
- Audio and video scripts
- Website copy
- Manuals/handbooks/SOPs

*Depending on the article type and agreement, may require recurring interviews. All articles include supporting research.



EDITING

Greatly skilled in helping you find and share your voice.

Partnering with you to refine what you have and make sure your story shines through.

Including:

- Copy editing (Review for logic, flow, grammar, readability, accuracy as applicable)
- Proofreading (Final scan for correct spacing, punctuation, text breaks, numbering, formatting)



STRATEGY

Significant expertise in advancing your brand through planning.

A consistent, comprehensive approach ensures you remain top of mind with your audience.

Including, but not limited to:

- Brand playbook
- Messaging & planning
- Thought leadership platform

See a breakout of these on the next page

SERVICES OFFERED





STRATEGY

- **Brand playbook.** A WordBird original. This focuses on the messaging piece typically found in brand guidelines, but expands it to serve as a one-stop shop for everything related to words and comms strategy: voice, tone, vocabulary, vision, mission, red thread, USP, audience summary, product/service summary, content framework, bios – you choose the components that work for where you are as a brand.
- **Messaging & planning.** Need to wordsmith vision or mission statements? Struggling with your strategic plan? Trying to create impactful stakeholder outreach communications? Need to draft boilerplate language for consistency across your organization? Help is here.
- **Thought leadership platform.** Thought leadership is proactive, not reactive. That means you need to start from a base—a foundation that defines what you stand for so your message is consistent and clear and you don't waste time chasing trends. Following a thorough interview, you'll receive a matrix with your overarching theme, your supporting platform “pillars” and content ideas for each.

SERVICES OFFERED



Value Promise & Proposition

The work created by WordBird is **100% human** in its approach and execution.

That means it has **relevance and resonance** for your target human audience with the **creativity and originality** needed to break through the noise and be memorable.

It also means **fewer resources expended** trying to make something artificial sound authentic.

We believe respecting and centering the sensibilities of stakeholders, especially in volatile times, leads to incalculable rewards in **brand loyalty and advocacy**.

Fee Options

▶ **Retainer rate: \$900-\$2500 / month**

Negotiated per desired availability and anticipated project volume.

▶ **Standard project rate: *See next page for fee schedule.***

▶ **Rapid-response project rate: \$100 / hour**

For requests made and due within 48 hours or less when there's no retainer.

2026 FEE OPTIONS



Writing Services

Blog & LinkedIn articles, grant narratives:

500-750 words, \$200 / 751-1,000 words, \$325 / 1,000+ words, \$0.25 / word

Contributed byline articles: \$1 / word

Manuals & handbooks: \$250 minimum; negotiated per length/ complexity

Scripts: \$80 minimum; negotiated per length

Success stories: \$90 minimum; negotiated per length or #

Websites - \$100 / page

Editing Services

Copy editing: \$12/ page

Proofreading: \$5 / page

Strategic Services

Brand playbook: \$250-\$750; negotiated per components

Messaging/foundational content: \$250 minimum; negotiated per volume or complexity

Thought leadership platform: \$350

Auxiliary Services

Voiceover: \$70 minimum; negotiated per length and scriptwriting

PR content (press releases, pitches, press kits): \$75 minimum; negotiated per number/length/ complexity

2026 PROJECT FEE SCHEDULE





Michelle Mellon has over 30 years of experience as a professional storyteller with over 25 years working in marketing and communications, specializing in strategic copywriting and content creation.

Her expertise spans individuals, startups, nonprofits, corporations, and public agencies across areas as diverse as environmental justice, performing arts, refugee assistance, animal rescue, SaaS, housing, crisis response, and professional development.

Read her full bio in [Appendix A](#).

Review links to work samples in [Appendix B](#). Additional samples can be found at www.wordbird.pro or by request.

FOUNDER / CEO / CHIEF STORYTELLER



WORDBIRD ORIGIN AND PHILOSOPHY

WordBird is born of the mind of a natural-born storyteller. Our consultancy recognizes and respects that we crave stories as humans—they help us relate to each other.

There is science behind this; how stories effect changes in the brain. There's also an art to creating a story that not only connects but compels people to take action.

Our philosophy at WordBird is that every opportunity for outreach is an opportunity to tell a story. Your story.

Which means we approach each project as a partnership, because that's what yields the most authentic story of YOU.

WordBird is the confluence of modern marketing, creative flight, old-school flair, and meticulous attention to detail.

We firmly believe in investing the time upfront to ask the right questions, conduct the necessary research, and do top-notch work so there's more time to sit back, relax, and enjoy the ride of a well-told story.



THE PROCESS

Questions or concerns?

Ready to move forward?

Please contact Michelle:

michelle@wordbird.pro

Looking forward to hearing from you!

STEP 4:

Monitor, measure, and manage progress

STEP 3:

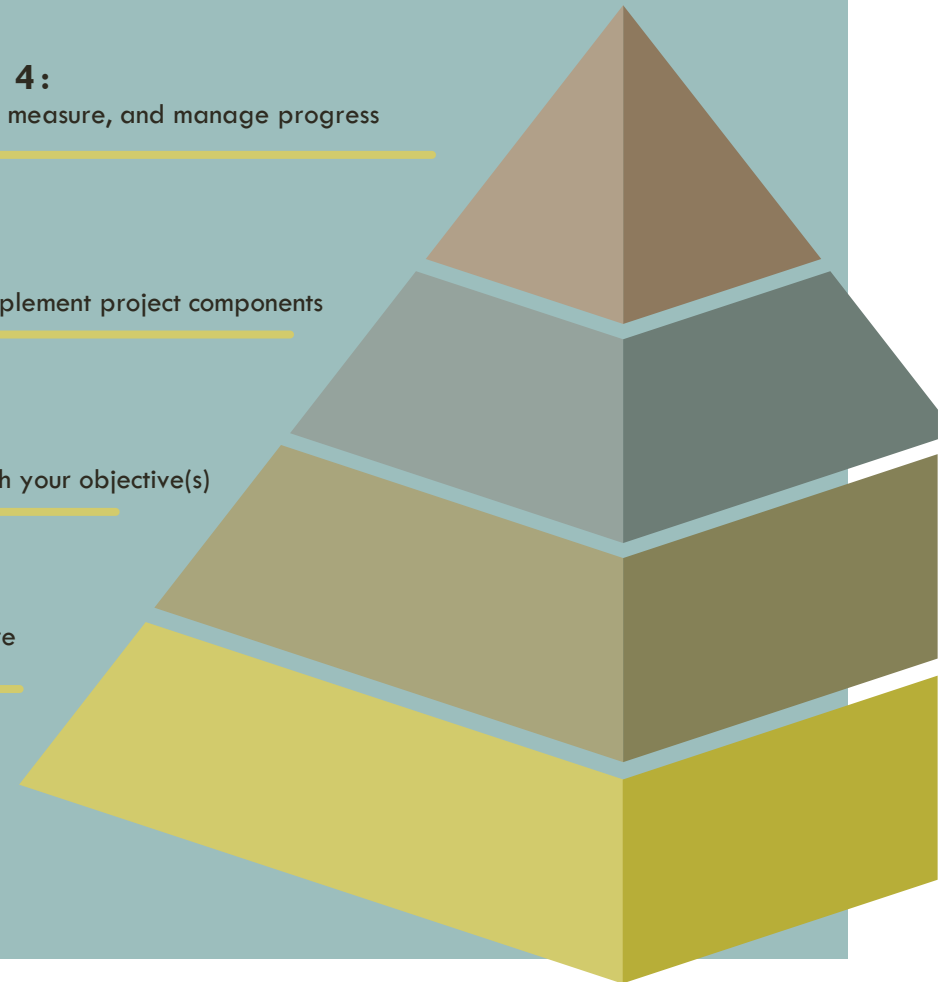
Finalize SOW and implement project components

STEP 2:

Proposal to clarify the steps to reach your objective(s)

STEP 1:

Intake call to establish a foundation -- where you are now & where you want to be



APPENDIX A:

Michelle Mellon Bio

Michelle Mellon has over 30 years of experience as a **professional storyteller** with over 25 years working in **marketing and communications** as a copywriter, content writer, ghostwriter, and editor. She founded WordBird to formalize over a decade of freelance work creating strategies and content for individuals, startups, nonprofits, and agencies across areas as diverse as education, environmental justice, performing arts, refugee assistance, SaaS, housing, professional development, crisis response, and healthcare.

Concurrent with most of her freelance experiences, Michelle held in-house roles in a variety of organizations. She is the former Thought Leadership Director for **SalientMG**, where she built and managed the agency's Executive Thought Leadership Program, operating as strategist and ghostwriter for C-suite clients in technology B2B and DTC startup organizations.

Prior to SalientMG, Michelle worked as the English-language content writer and blog editor in the Munich, Germany headquarters of process mining software unicorn **Celonis**. Before Celonis Michelle managed marketing content and public relations for San Francisco Bay area land conservation nonprofit **Peninsula Open Space Trust** while also managing content and public relations for the **San Francisco Dogfish**, a semi-professional ultimate frisbee team.

She held previous positions as the senior copywriter for electronic educational toy manufacturer **LeapFrog** Enterprises, Inc., communications associate for **Phillips Graduate Institute**, and project manager at consulting firm **Marasco Newton, Ltd.** She began her career with administrative, event planning, membership, and webmaster roles at the **American Association of Colleges of Nursing**.

Michelle earned a **B.A. in English from The College of William & Mary** and an **M.A. in Liberal Studies from Georgetown University**. Since 2021 she has served on the Board of Trustees for **MFCF**, a nonprofit dedicated to improving the lives of African Americans through economic support, social programs, and holistic wellness. In 2025 she became a volunteer copywriter for **Womenful Voice**, a nonprofit empowering women and girls in Haiti through education, health, and sustainability programs. She is a lifetime member of **Alpha Phi Omega** co-educational service fraternity.

In addition to her marketing and communications work, Michelle is a **speculative short fiction author**, including two short story collections and dozens of story publications in anthologies, magazines, and a podcast. She has received recognition for her fiction, professional, and volunteer achievements, and in 2024 was designated "**America's Greatest Thinker**" as the winner of the Great American Think-Off annual essay and debate competition.



APPENDIX B: SELECT PROJECT SAMPLES



BLOG ARTICLE: [“How to Temper Your ‘Chocolate Conversations’ to Avoid Conflict”](#)

CONTRIBUTED BYLINE: [“How AI could help develop a new generation of diverse leaders”](#)

SUCCESS STORY: [Health and wellness feature](#)

VIDEO SERIES FOR SUCCESSFUL \$50M FUNDRAISING CAMPAIGN:

[Overview](#)

[Trees](#)

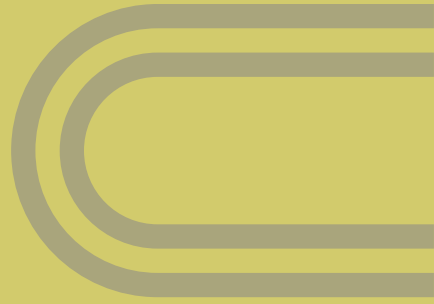
[Water](#)

[Wildlife](#)

[People](#)

WEBSITE COPY: [Business consultant and coach](#)

If there is a specific project type you don't see here or on our website [About](#) page, please ask to see if we have an example to share



COMPANY INFORMATION

NAME

WordBird LLC

CONTACT

inquiry@wordbird.pro

(575) 694-9131

MANAGEMENT

Michelle Mellon,
Founder/CEO/Chief Storyteller

ONLINE

www.wordbird.pro

