

Storytold™

How much does business growth cost in 2026?

An honest breakdown of service prices.

About Storytold™

In January 2024, I had nothing. 740 followers on LinkedIn. I worked a 9-5 job. I was nobody.

Now, I'm a CEO with an active audience of 52,000 followers & counting. I lead a team of 6. We have clients from the USA to Dubai.

That's the power of leveraging your LinkedIn authority into opportunities. And that's what my team will do for you.

We're not service providers. **We're a strategic partnership, fully invested in your success.**

Jack Dyer
CEO of Storytold™



An honest look at prices.

An honest look at prices.

When I was pricing our services, I struggled. We deliver a LOT of value. But I heard from a few people recently, that we're more than they expected.

The Problem:

AI has thrown everything out of balance. Some people offer premium services, but use AI to do everything, and pocket the difference, with the client none the wiser.

The Consequence:

The client gets a shoddy result. Trust is damaged. They assume the next partnership will be the same: high price, low quality.

The Solution:

Humans. Human-made services and honest work that reinvigorates clients with quality and results.

**So let's look
at the facts.**

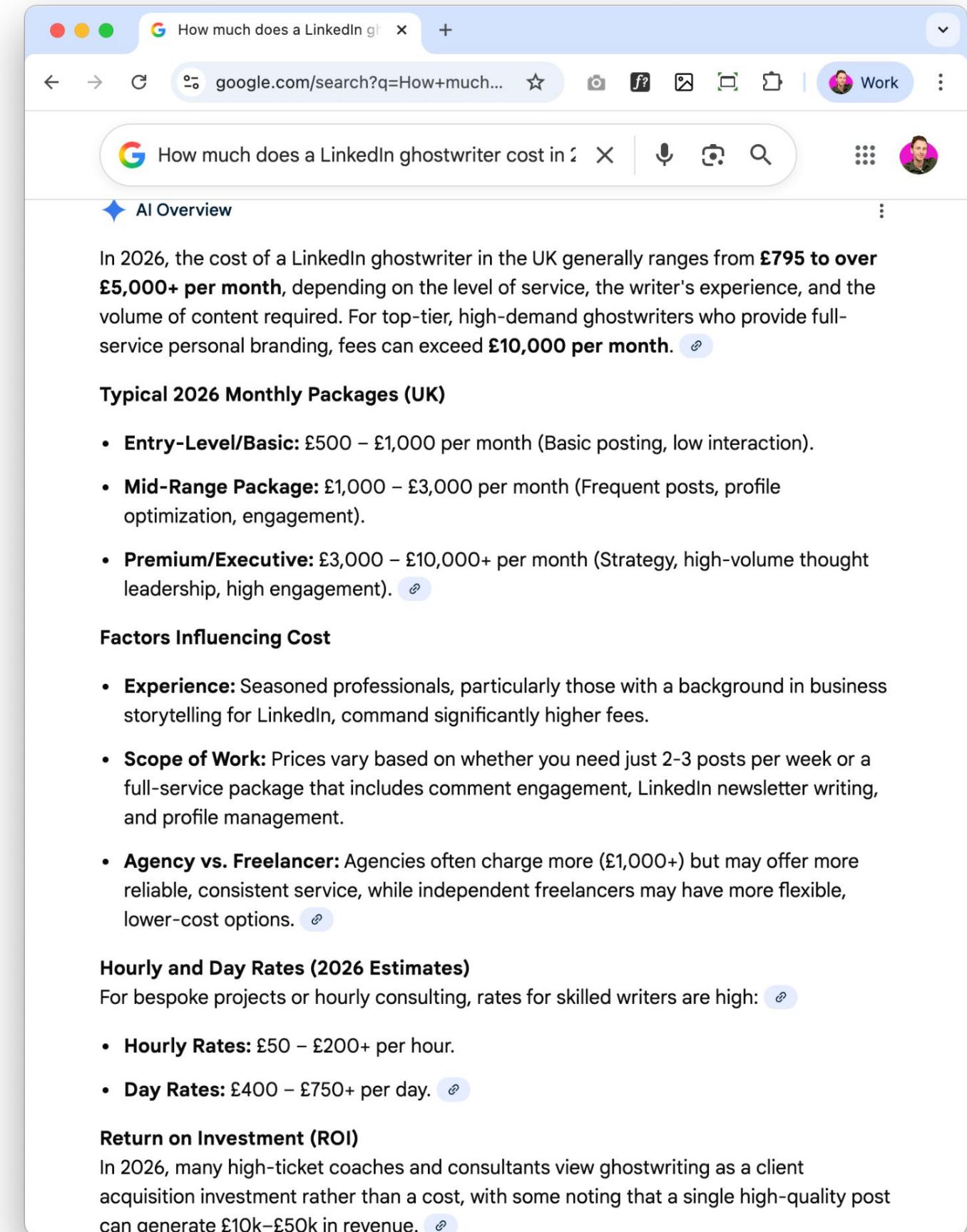
How much does **LinkedIn Management** cost in 2026?

Basic freelancer or ChatGPT “writer”: £500 – £1,000 per month

3 posts per week, light engagement: £1,000 – £3,000 per month

Premium / Executive Strategist: £3,000 – £10,000+ per month

Wrong. Not with Storytold™



How much does a LinkedIn ghostwriter cost in 2026? (AI Overview)

In 2026, the cost of a LinkedIn ghostwriter in the UK generally ranges from £795 to over £5,000+ per month, depending on the level of service, the writer's experience, and the volume of content required. For top-tier, high-demand ghostwriters who provide full-service personal branding, fees can exceed £10,000 per month.

Typical 2026 Monthly Packages (UK)

- Entry-Level/Basic:** £500 – £1,000 per month (Basic posting, low interaction).
- Mid-Range Package:** £1,000 – £3,000 per month (Frequent posts, profile optimization, engagement).
- Premium/Executive:** £3,000 – £10,000+ per month (Strategy, high-volume thought leadership, high engagement).

Factors Influencing Cost

- Experience:** Seasoned professionals, particularly those with a background in business storytelling for LinkedIn, command significantly higher fees.
- Scope of Work:** Prices vary based on whether you need just 2-3 posts per week or a full-service package that includes comment engagement, LinkedIn newsletter writing, and profile management.
- Agency vs. Freelancer:** Agencies often charge more (£1,000+) but may offer more reliable, consistent service, while independent freelancers may have more flexible, lower-cost options.

Hourly and Day Rates (2026 Estimates)

For bespoke projects or hourly consulting, rates for skilled writers are high:

- Hourly Rates:** £50 – £200+ per hour.
- Day Rates:** £400 – £750+ per day.

Return on Investment (ROI)

In 2026, many high-ticket coaches and consultants view ghostwriting as a client acquisition investment rather than a cost, with some noting that a single high-quality post can generate £10k–£50k in revenue.

How much does a **newsletter** cost in 2026?

Copywriting each month:

£150 – £500 per month

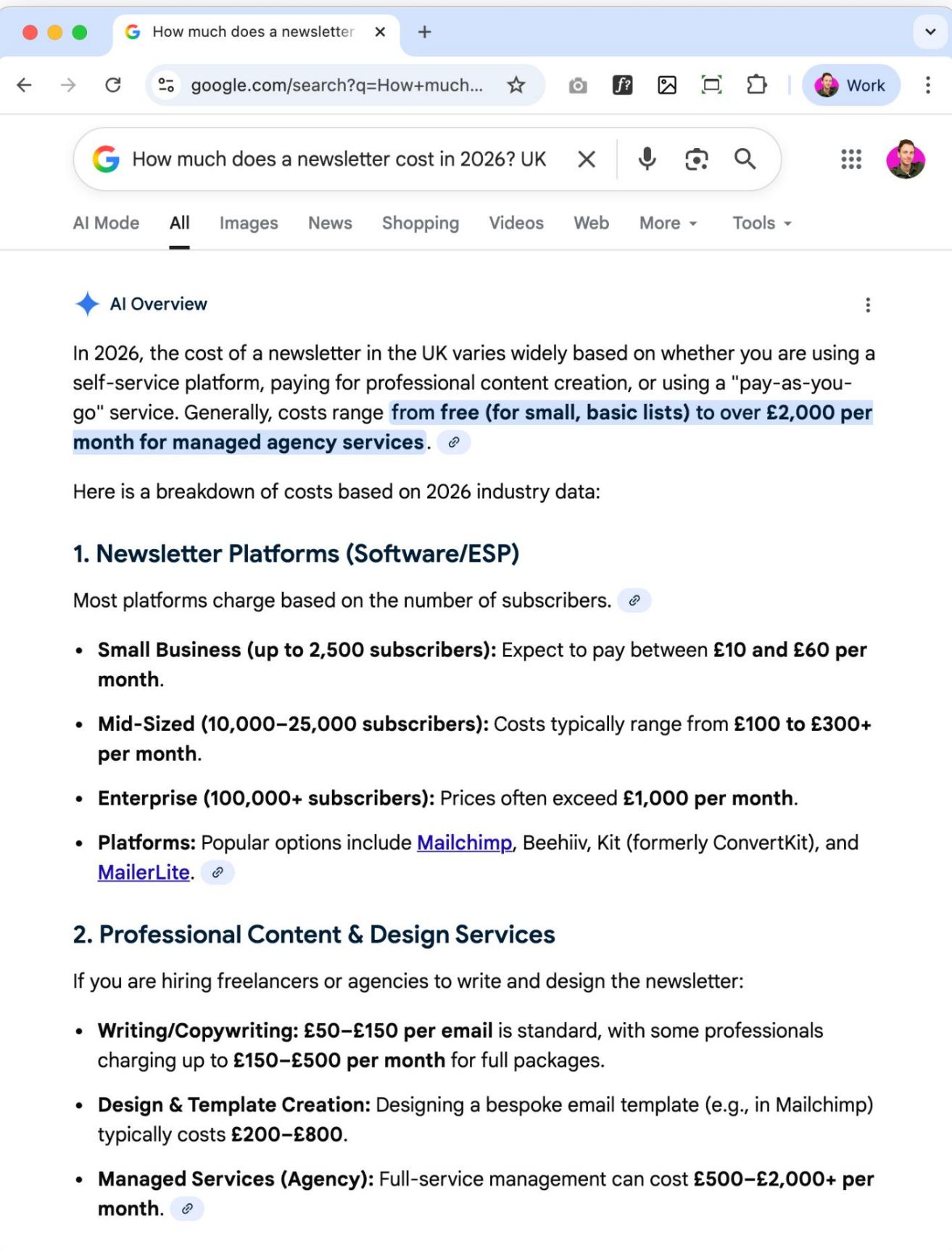
Design and template editing:

£200 – £800 per month

Full service writing, designing, publishing, analysing results:

£500 – £2,000+ per month

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The screenshot shows a Google search results page with the query "How much does a newsletter cost in 2026? UK". The top result is an AI-generated overview stating that costs range from free to over £2,000 per month. Below this, a breakdown of costs is provided for different service types, including newsletter platforms, professional content & design services, and managed agency services.

AI Overview

In 2026, the cost of a newsletter in the UK varies widely based on whether you are using a self-service platform, paying for professional content creation, or using a "pay-as-you-go" service. Generally, costs range from **free (for small, basic lists)** to over **£2,000 per month for managed agency services**.

Here is a breakdown of costs based on 2026 industry data:

1. Newsletter Platforms (Software/ESP)

Most platforms charge based on the number of subscribers.

- Small Business (up to 2,500 subscribers):** Expect to pay between **£10 and £60 per month**.
- Mid-Sized (10,000–25,000 subscribers):** Costs typically range from **£100 to £300+ per month**.
- Enterprise (100,000+ subscribers):** Prices often exceed **£1,000 per month**.
- Platforms:** Popular options include [Mailchimp](#), Beehiiv, Kit (formerly ConvertKit), and [MailerLite](#).

2. Professional Content & Design Services

If you are hiring freelancers or agencies to write and design the newsletter:

- Writing/Copywriting:** £50–£150 per email is standard, with some professionals charging up to £150–£500 per month for full packages.
- Design & Template Creation:** Designing a bespoke email template (e.g., in Mailchimp) typically costs £200–£800.
- Managed Services (Agency):** Full-service management can cost £500–£2,000+ per month.

How much does **video editing** cost in 2026?

3–5 Shorts / small videos:

£125 – £500 per month

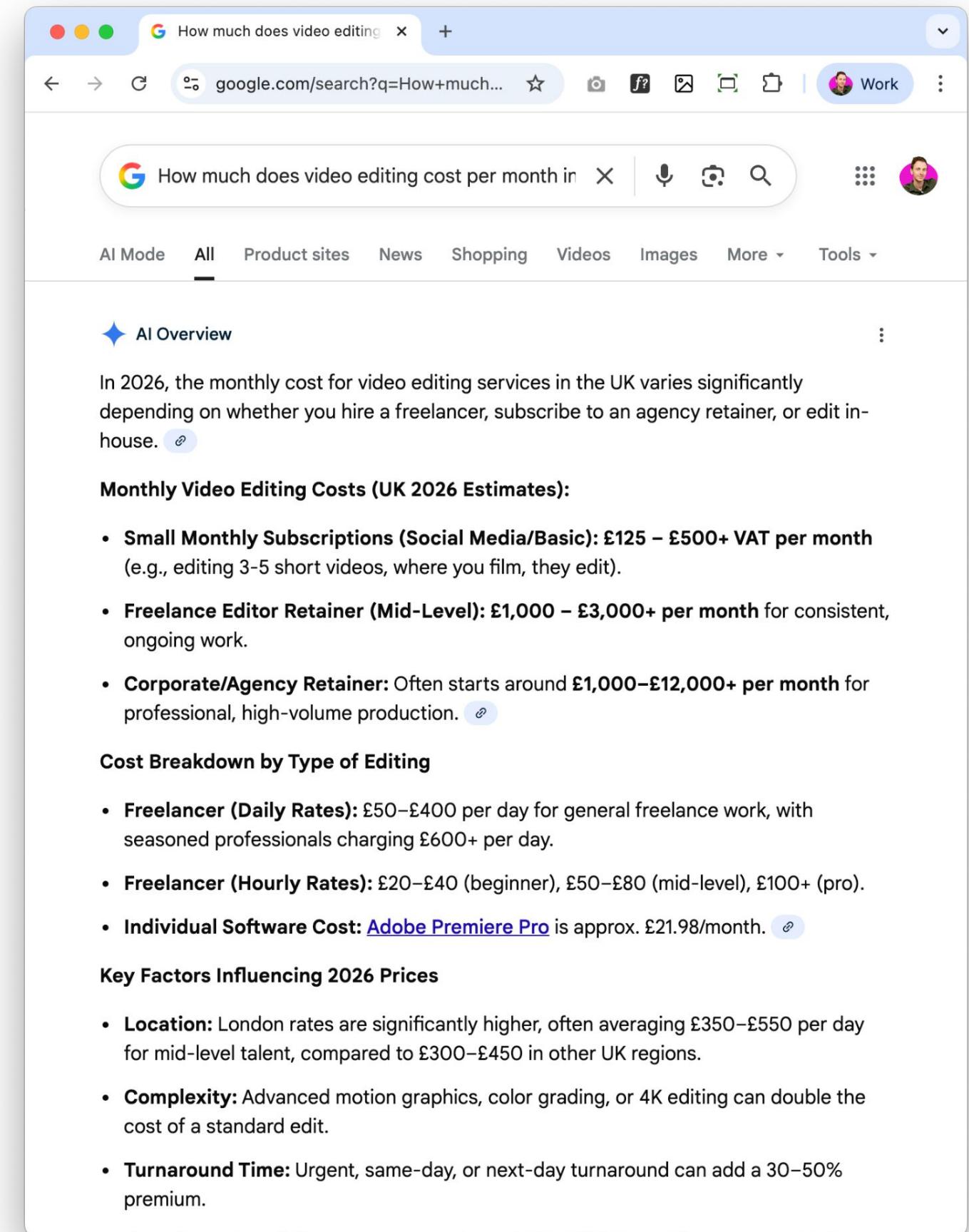
10+ Freelance / mid-level:

£1,000 – £2,000+ per month

**Corporate or agency retainer
(including full shoot days):**

£1,000 – £12,000+ per month

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The screenshot shows a Google search results page with the query "How much does video editing cost per month in 2026?". The top result is from Storytold, providing a breakdown of costs for different types of video editing services. The page includes sections for AI Overview, Monthly Video Editing Costs (UK 2026 Estimates), Cost Breakdown by Type of Editing, and Key Factors Influencing 2026 Prices.

AI Overview

In 2026, the monthly cost for video editing services in the UK varies significantly depending on whether you hire a freelancer, subscribe to an agency retainer, or edit in-house.

Monthly Video Editing Costs (UK 2026 Estimates):

- Small Monthly Subscriptions (Social Media/Basic):** £125 – £500+ VAT per month (e.g., editing 3-5 short videos, where you film, they edit).
- Freelance Editor Retainer (Mid-Level):** £1,000 – £3,000+ per month for consistent, ongoing work.
- Corporate/Agency Retainer:** Often starts around £1,000–£12,000+ per month for professional, high-volume production.

Cost Breakdown by Type of Editing

- Freelancer (Daily Rates):** £50–£400 per day for general freelance work, with seasoned professionals charging £600+ per day.
- Freelancer (Hourly Rates):** £20–£40 (beginner), £50–£80 (mid-level), £100+ (pro).
- Individual Software Cost:** [Adobe Premiere Pro](#) is approx. £21.98/month.

Key Factors Influencing 2026 Prices

- Location:** London rates are significantly higher, often averaging £350–£550 per day for mid-level talent, compared to £300–£450 in other UK regions.
- Complexity:** Advanced motion graphics, color grading, or 4K editing can double the cost of a standard edit.
- Turnaround Time:** Urgent, same-day, or next-day turnaround can add a 30–50% premium.

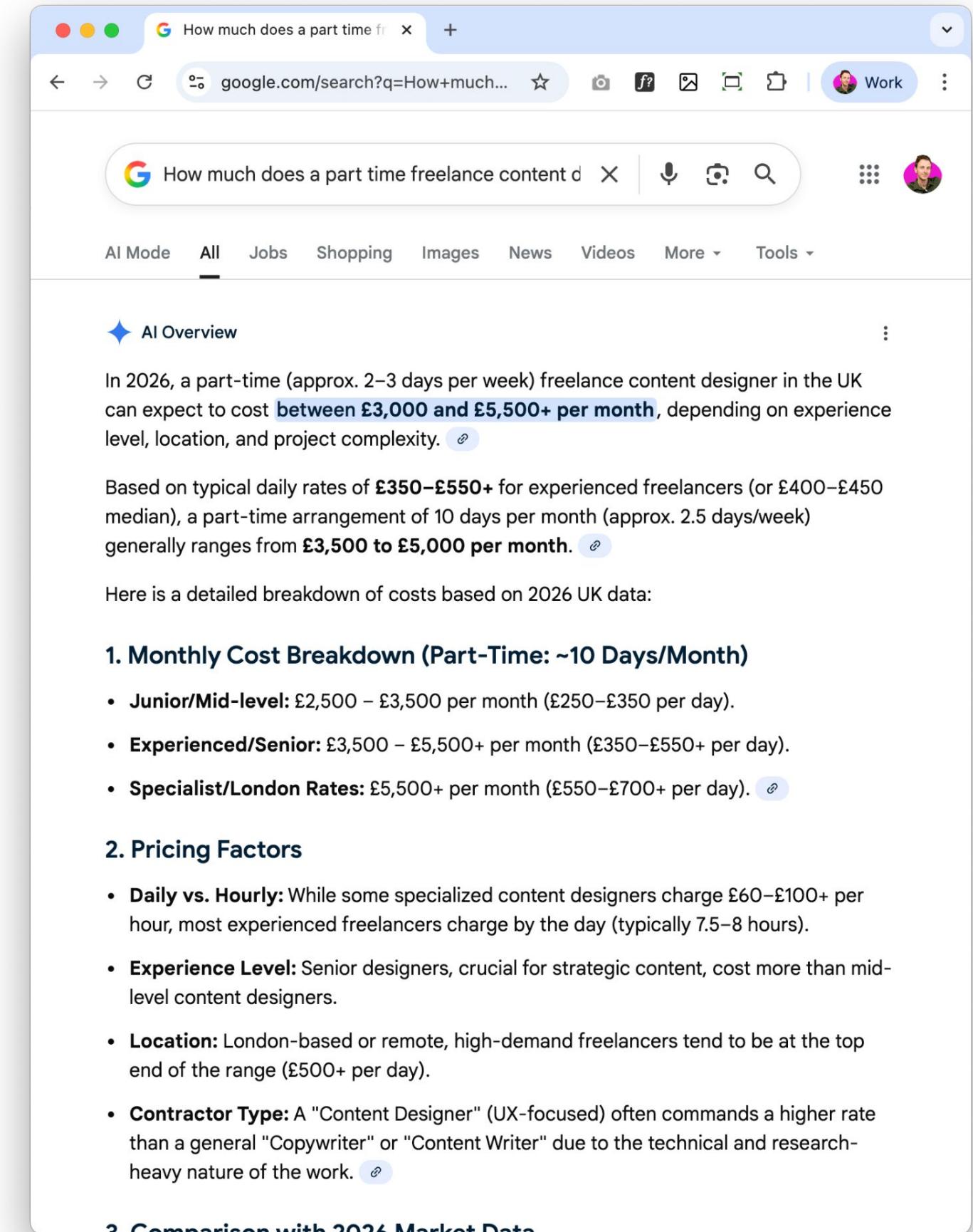
How much does a **Content Designer** cost in 2026?

Junior Designer (part time): £2,500 – £3,500 per month

Senior Designer (part time): £3,500 – £5,500+ per month

Specialist (part time): £5,500+ per month

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How much does a part time freelance content designer cost in 2026?

AI Overview

In 2026, a part-time (approx. 2-3 days per week) freelance content designer in the UK can expect to cost **between £3,000 and £5,500+ per month**, depending on experience level, location, and project complexity.

Based on typical daily rates of **£350–£550+** for experienced freelancers (or £400–£450 median), a part-time arrangement of 10 days per month (approx. 2.5 days/week) generally ranges from **£3,500 to £5,000 per month**.

Here is a detailed breakdown of costs based on 2026 UK data:

- 1. Monthly Cost Breakdown (Part-Time: ~10 Days/Month)**
 - Junior/Mid-level:** £2,500 – £3,500 per month (£250–£350 per day).
 - Experienced/Senior:** £3,500 – £5,500+ per month (£350–£550+ per day).
 - Specialist/London Rates:** £5,500+ per month (£550–£700+ per day).
- 2. Pricing Factors**
 - Daily vs. Hourly:** While some specialized content designers charge £60–£100+ per hour, most experienced freelancers charge by the day (typically 7.5–8 hours).
 - Experience Level:** Senior designers, crucial for strategic content, cost more than mid-level content designers.
 - Location:** London-based or remote, high-demand freelancers tend to be at the top end of the range (£500+ per day).
 - Contractor Type:** A "Content Designer" (UX-focused) often commands a higher rate than a general "Copywriter" or "Content Writer" due to the technical and research-heavy nature of the work.
- 3. Comparison with 2026 Market Data**

How much does a **new website** cost in 2026?

A high-end Portfolio site:

£10,000 – £25,000+

A complex online store:

£15,000 – £60,000+

A custom web-app/portal:

£20,000 – £100,000+

Wrong. Not with Storytold™

AI Mode All Images Shopping Videos Short videos News More Tools

AI Overview

In 2026, a high-end, bespoke, or complex custom website is expected to cost anywhere from £10,000 to over £100,000+ (\$12,000–\$150,000+). Costs vary significantly based on complexity, with agency-built, feature-rich, or custom e-commerce solutions requiring substantial investment in strategy, design, and development.

Key Pricing Drivers for High-End Sites in 2026:

- **Bespoke Development:** Custom-coded, unique designs rather than templates increase costs significantly.
- **Agency vs. Freelancer:** Larger agencies (10+ staff) typically charge over £12,000 for bespoke projects.
- **Complexity & Functionality:** Advanced e-commerce (multiple gateways, complex catalogs) can exceed £15,000+.
- **Web Apps & Portals:** Highly specialized, feature-rich web applications can range from £20,000 to £100,000+.
- **Advanced Features:** Integration of AI, complex databases, or high-level security features adds to the total investment.

Estimated 2026 Price Ranges:

- **High-End Agency Site:** £10,000–£25,000+
- **Complex E-commerce:** £15,000–£60,000+
- **Custom Web Application:** £20,000–£100,000+ ⓘ

For large-scale, enterprise-level, or highly specialized platforms, costs can extend well into the hundreds of thousands, driven by the need for strategic, ongoing development rather than a one-time, fixed-cost project. ⓘ

The total is shocking.

That's **£7,833** (\$10,640).
Every month.

LinkedIn Management:	3 posts per week, no strategy or reporting, light engagement,	£2,000
Weekly Newsletter:	Writing, designing, publishing (mid-level):	£1,500
Video editing:	3-5 Shorts / small videos:	£500
Content Designer:	Junior Designer (part time):	£3,000
New website:	Basic website (copywritten, designed and developed):	£833 (£10,000/12)

And I've found these prices for the low-mid level deliverables.

HOW THE HELL
is a small business owner supposed to afford that?

**Thankfully, there
are better options.**

(phew)

You could do it all yourself

Honestly, not a bad option!
Many do this and are fairly
good at it. But the learning
curve is steep, and success
takes decades.

Or partner with Storytold.

**Partner with the team who
compound your reputation
and gain you more inbound
opportunities, while you focus
on running your business.**

That's why I created Storytold.

Our multi-discipline partnerships start from a very low (by comparison) £1,830 (\$2,380) per month. We do it all for you, while you attend events and run your business:

Leverage your authority with 1: Executive Presence

Reactions	✓
Stories (posts)	16
Newsletters	2
Revision Rounds	2
Meetings per month	4
Comments	-

Director's Note:

This is how successful Leaders stand out. We do it all for you, with strategic reporting and opportunities shared with you every week. A valuable partnership.

Replies to Direct Messages	-
Narrative-Aligned Video Editing	-
24/7 Top-Performing Authority Vault	✓
Weekly Analytics & Opportunities Report	✓
Monthly Reputation & Network Audit	-
New website designed and developed	-

Your Return on Investment:

Guaranteed follower & audience growth.
Semi hands-off LinkedIn management.
Higher visibility and opportunities.
Essential reporting and analytics.



Most Leaders invest
£1,830
per month

£1,750 per month on a 6 month term

Leverage your authority with 2: Thought Leadership

Reactions	✓
Stories (posts)	20
Newsletters	3
Revision Rounds	3
Meetings per month	4
Comments (own posts)	✓

Director's Note:

Leaders focused on long-term growth require a team for this, costing upwards of \$10,000 every month for this level of bespoke quality at 2026 market rates.

Replies to Direct Messages (light)	✓
Narrative-Aligned Video Editing	1
24/7 Top-Performing Authority Vault	✓
Weekly Analytics & Opportunities Report	✓
Monthly Reputation & Network Audit	✓
New website designed and developed	✓

Your Return on Investment:

Guaranteed follower & audience growth.
Mostly hands-off LinkedIn management.
Increased visibility and opportunities.
Detailed reporting and analytics.



Most Leaders invest
£2,430
per month

£2,300 per month on a 6 month term

Leverage your authority with 3: Authority & Influence

Reactions	✓
Stories (posts)	24
Newsletters	4
Revision Rounds	4
Meetings per month	8
Comments (own & outbound)	✓

Replies to Direct Messages (detailed)	✓
Narrative-Aligned Video Editing	3
24/7 Top-Performing Authority Vault	✓
Weekly Analytics & Opportunities Report	✓
Monthly Reputation & Network Audit	✓
Bespoke website designed & developed	✓

Director's Note:

The most successful Leaders see this partnership as a long-term, strategic way to leverage their authority, grow their net worth, and build their legacy.

Your Return on Investment:

Guaranteed follower & audience growth.
Completely hands-off LinkedIn management.
Far-reaching visibility and many opportunities.
Comprehensive reporting & in-depth analytics.
Bespoke website, fully aligned with your brand.
[BONUS] 2 Photoshoots / 1 Videoshoot per year.



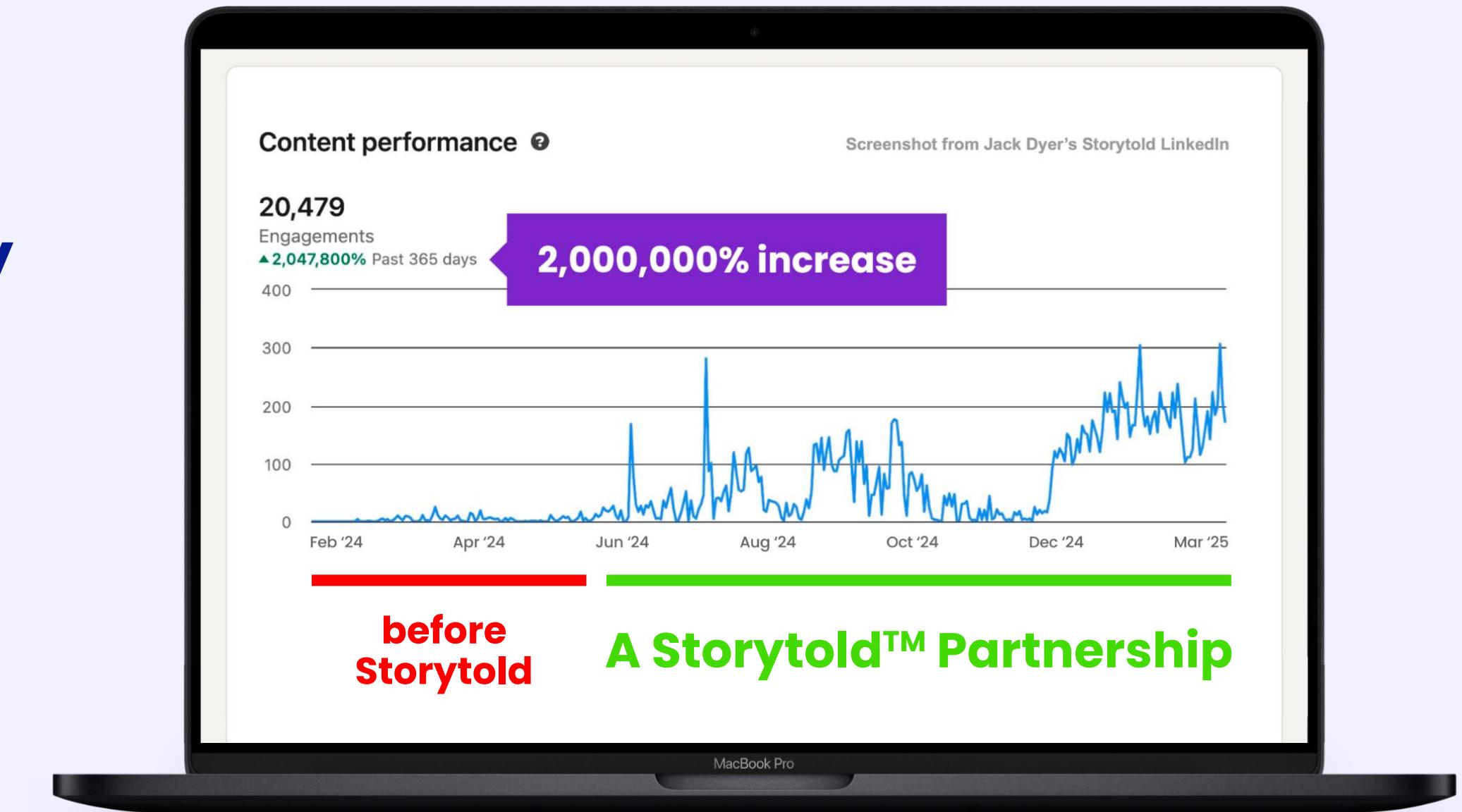
Most Leaders invest
£3,620
per month

£3,500 per month on a 12 month term

Our Partnership on a detailed level:

		Executive Presence	Thought Leadership	Authority & Influence
Storytold's strategic actions	Reactions	✓	✓	✓
	Story posts	16	20	24
	Newsletters	2	3	4
	Revision Rounds	2	3	4
Executive Assistance	Meetings per month	4	4	8
	Replies to comments	—	✓ own posts	✓ ICP outbound
	Replies to Direct Messages	—	✓ light replies	✓ in-depth replies
	Narrative-Aligned Video Editing	—	✓ 1 Short edited	✓ 3 Shorts edited
Goal-aligned Tactical Reporting	24/7 Top-Performing Authority Vault	✓	✓	✓
	Weekly Analytics & Opportunities Report	✓	✓	✓
	Monthly Reputation & Network Audit	—	✓	✓
New Website	New website designed and developed	—	✓ new website	✓ bespoke website
BONUS	2 Elite Photo (or 1 video) shoot per year	—	✓ 2 photo / 1 video	

Opportunities only
come to Leaders
who are **visible**.



We make you the
most **visible** Leader
in your industry.



Hana Skomra-Budre
CEO of MutableFuture

It was a gloomy April day. The overcast sky promised storm and thunder when I met the dazzlingly dashing, daringly handsome Jack D. Little did I know my branding salvation awaited.

Our first call was surgical. Jack asked questions that would haunt me for months, each one peeling back layers of my professional facade. When I finally dared to press that "join meeting" button again in August, I was ready for the full consultation... Or so I thought.

"Your profile needs serious work," he stated, somehow making brutal honesty feel like a warm hug. This man doesn't dance around with corporate euphemisms. He serves truth. But behind that feedback lay a treasure trove of actionable insights.

In just one session, Jack delivered the kind of clarity that hits like your first coffee at dawn. His recommendations were as practical as they were powerful - each one a perfectly baked solution to problems I didn't even know I had. If you're tired of blending into the LinkedIn wallpaper, Jack's your guy.

He turned my professional narrative from "meh" to "memorable" faster than you can say "personal brand optimisation." Would recommend getting professionally roasted by Jack again. Best branding intervention I never knew I needed. May turnip power be with you!

★★★★★
25/08/25

Harry Ives
Councillor Harry Ives

Jack designed a poster for a small music festival I'm organising. Within 24 hours his poster had generated eight new stalls! Would thoroughly

★★★★★
24/04/25



Alex Beeching
Chief Videographer

Seldom have I met anyone as cool as **Jack Dyer**. Having met you in person, you are one of the most interesting people I know. Humble, witty, and highly creative. I'm so glad our paths have crossed.

★★★★★
09/10/25



Alicja Macudzinska
Designer, Interactive Schools

Jack is such a delight to work with. With all his knowledge and passion, he inspires people to do more and push harder for their goals in the best way possible. On top of everything, he is the kindest and most empathetic person who truly believes in his mission. He is without a single doubt a very knowledgeable and inspirational character.

★★★★★
15/04/25



Tania Friedlander, LL.B.
CEO of Higherwork

Working with Storytold has been the easiest and one of the most enjoyable experiences I've had. From our first meeting, they demonstrated an uncanny ability to anticipate exactly what our company needed, sometimes before we even realized it ourselves.

Their team consistently delivered and captured our vision perfectly. What truly sets Storytold apart is their comprehensive approach to support. They weren't just creating deliverables - they were genuine partners invested in our success. I've worked with numerous agencies over the years, but Storytold's level of professionalism, creativity, attentiveness and dedication is truly unique.

They've raised the bar for what a partnership should be. If you're looking for a team that combines exceptional talent with authentic care for your business outcomes, Storytold is the clear choice.

★★★★★
15/03/25



Harry Ives
Councillor Harry Ives

Jack designed a poster for a small music festival I'm organising. Within 24 hours his poster had generated eight new stalls! Would thoroughly



Hayley Porri
Executive at Willans LLP

What I love about Jack is his positive attitude and people-focused approach. He's a real expert in UX-led design, but he's also brilliant at getting to know his clients and their businesses.

Jack has the ideal combination of qualities - he's naturally relaxed and flexible, as well as thorough and professional. Once you've found him, you won't want to let him go!

★★★★★
29/05/25



James Flight
Co-Founder at Sail Homes

Jack has become our go-to UX guy. What makes Jack great to work with is his understanding of what is important to the business. This allows him to remain pragmatic and flexible, leaving you safe in the knowledge that what he produces will not only look great, but also fully address the business problem the design is trying to solve. I would recommend Jack without hesitation!

★★★★★
15/03/23



Jamie Cole
CEO of Sail Homes

I'm truly grateful for all the incredible work Jack does. It's top notch. Jack helped take a raw startup and contribute to it being a business capable of scale.

Thanks to Jack, we are way more customer-centric than we've ever been. And his hard work has a positive, never-ending ripple effect as more around us embrace customer centricity.

If it wasn't for his efforts, we wouldn't be where we are today!

★★★★★
15/03/25



Tracey Stones
Managing Director, Clearwater Financial

Jack designed a poster for a small music festival I'm organising. Within 24 hours his poster had generated eight new stalls! Would thoroughly



Cassandra Torolian
Co-Founder & CEO of Ruley, the E-Referee

Jack is a wonderful and creative partner to have in your camp. He listens, and has a great ability to then turn your conversations into meaningful messages and stories that actually have a soul. Hardworking and professional his new company is off to a great start because of his passion and commitment to his clients.

★★★★★
06/10/25



Natalia Gasior
Senior UI Designer, Interactive Schools

It was a pleasure working with Jack, and I'm not at all surprised he's moved on to bigger things - the entrepreneur he is! Jack's genuinely passionate about UX and always brings conversations back to what really matters: what the user needs and how to make their experience better.

He's not afraid to challenge the status quo, and he always backs it up with thoughtful reasoning. He is great to collaborate with and makes every workshop more creative and enjoyable, turning even the mundane topics into interactive exercises and passionate debates.

I'm excited to see his company grow - Jack is the kind of person who'll give everything to deliver great work for every single client.

★★★★★
12/05/25



Beth Molinari
Corporate Therapist In Canary Wharf

I really want to emphasise how happy I am about your work. I'm getting my dream LinkedIn profile, and I'm 100% happy with what you and your team have delivered so far, thank you! I loved everything Jack presented on Tuesday and the way you've managed

everything. You and your team have made the impossible possible. I can hardly wait to see the rest!



Katie Chambers
Director of Beacon Point LLC

Natasha is an excellent designer, helping you tell your story and stay on brand. And she's willing to work with you to get it right when you have feedback on the initial designs. She gave me three design choices for everything, and it was so hard to choose because they were all great! I need three profiles now so I can use them all. She gets your brand and tone right in the designs and really cares about ensuring they help tell your story.

★★★★★
2018



Gemma Helyer
Senior Product Designer

Jack has a passion for UX design and has a pixel-perfect eye for detail. He goes into firm detail about his target audience and delivers this towards his work. He's also very punny! (yes I did mean punny not funny, but he is also a very funny guy) & will go out of his way to make you laugh, very caring person who's willing to help with any problem you are facing.

★★★★★
29/08/2016



Leyla Holmes
Leading Founders to Identity Shifts

Working with Jack was an absolute joy. From the very first conversation, he listened so intently it felt like he could see the vision I hadn't even fully articulated yet. He has this rare ability to tune in, ask the right questions, and uncover the details that make all the difference, not just in design, but in how the whole story of your brand comes to life.

What struck me most was how deeply he focused on value. Every suggestion, every tweak, every idea was rooted in making it better for me and making sure it truly reflected my work and personality. There was zero ego in the process, just genuine care to deliver something exceptional.

★★★★★
03/06/25



Guillaume Jouvenel
Host of "Consulting Leaders", Top 10% Active Podcasts Globally

Had the pleasure of hosting Jack Dyer from Storytold™ on Consulting Leaders, where guests go through a thorough selection process. What stood out about Jack is how naturally he blends design, storytelling, and psychology. The way he pulls real human stories out of busy leaders and turns them into meaningful

And yes... thanks to Jack, I now have an emoji in my LinkedIn profile, something I never thought I'd do, and I absolutely love it. If you want someone who will not

★★★★★
07/10/25



Kate Fletcher
DIAL Global

Working with Jack at Storytold was a game-changer for me. I thought I needed to be corporate: polished, and "professional". Jack stopped me in my tracks.

He simply said, "No. Be YOU." He saw that I had stories to tell and a sense of humour that didn't need to be hidden behind corporate jargon.

★★★★★
2018



Suzanne Shrekast, MA, MS
Strategic Comms, Greenwich Country Day School

Worked with Jack before Storytold: "What an absolute pleasure and delight it is to work alongside Jack. When I was very new in my role at an independent school, Jack flew over to the States for a site visit and a week-long shoot on our campus where he was a producer on several different content gathering projects.

Whether it was working with students, gently directing them to make sure we got the soundbites and shots we needed, or even educating me on the types of content that work best for academic websites, Jack was a super professional and extremely insightful.

Among other things, what really stood out to me about working with Jack was his ability to keep considerations for all channels front and center. For example, when we were capturing still images of a student working with robotics, Jack was very cognizant of the school's web design and our style choice of right

★★★★★
10/08/25



Kate Harding
Midweight Designer, Interactive Schools

It was an absolute pleasure to work with Jack during his time at Interactive Schools. He always wanted the best for his coworkers by helping with projects whenever possible. He taught me it was okay to navigate professional life in a different, quieter way. He also taught me skills in UX and how to implement them, and always provided soft, constructive criticism when we worked on projects together. The team and company you are building Jack, are lucky to have you!

★★★★★
21/07/25



Gary Atkin
Head of Digital Transformation and Technology

Jack is excellent to work with. He takes the time to understand requirements and proactively challenges assumptions with new approaches. His work is of superb quality and always impresses - I'd absolutely recommend working with Jack for his positive attitude, excellent abilities, and high-quality designs.

★★★★★
2018

He encouraged me to write in my own voice, with my own style, and gave me the confidence to show up authentically. I left our conversation buzzing with ideas, unable to sleep because I was so inspired. I made a list of all the things I wanted to share, and for the first time in a long time, I felt excited to put myself out there.

Jack doesn't just give you advice; he gives you permission to be yourself, and the tools to do it well. If you're looking for someone who can cut through the noise, help you find your voice, and give you the confidence to use it, Jack is the person you need. Thanks Jack!!!

★★★★★
10/08/25

★★★★★
10/08/25



Katie Chambers
Director of Beacon Point LLC

Jack! Famous for his little dancing man and that vibrant pink, brings so much fun to every call. He's quick to compliment what's working and just as quick to tell you what's not. It's authentic and real. You never feel like he's buttering you up to sell you something; when he says something isn't working, you know it's true.

★★★★★
07/10/25

The dedicated team who get your Storytold:



Jack Dyer
Storytold™





Justin Kramm,
CEO

*CEO of Shitshow Creative,
Global Shit Stirrer and
Comedy Writer*

"Jack Dyer and the Storytold team helped me go from 3,500 followers to 15,000+ in just 5 months. He's warm, hilarious, and somehow also brutally honest in the exact way that makes you better instead of defensive."

**"The team's work is deeply strategic:
I recommend them wholeheartedly."**

★★★★★ August 2025 – January 2026

Storytold™

Ready to grow with the right support?
Partnerships start from £1,830 / \$2,380.
We'll turn your authority into opportunities.

[Request a Private Authority Call](#)