



2026



Ginn Economic CONSULTING

Service Summary and Pricing Guide

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Propel Your Prosperity with GEC!

Ginn Economic Consulting (GEC) empowers leaders, organizations, and policymakers to develop effective approaches and policies by providing actionable economic insights grounded in free-market principles. We advise influential think tanks and policy leaders nationwide, with a proven record of crafting innovative ideas and policies that promote economic growth, individual liberty, and long-term prosperity.

Our mission is to equip leaders with the tools and strategies that let people prosper.

GEC was established in 2022 near Austin, Texas, as a boutique firm specializing in high-impact, results-driven policy consulting. GEC President Vance Ginn, Ph.D., brings decades of experience lecturing at multiple universities, working at the Texas Public Policy Foundation for a decade, serving as chief economist in the first Trump White House's Office of Management and Budget from June 2019 to May 2020, and contributing to more than 20 free-market think tanks nationwide. GEC guides clients in defining narratives for key policy areas at the federal, state, and local government levels, with a focus on developing sound policies for top issues.

Clients trust GEC as a valuable, principled resource for conducting high-quality research, driving meaningful reform, and fostering innovative ideas.

About GEC's President, Vance Ginn



Vance Ginn, Ph.D., is a nationally recognized, award-winning economist and dedicated advocate for free-market principles that promote economic growth, opportunity, and fiscal responsibility. As the founder of Ginn Economic Consulting and host of the Let People Prosper and This Week's Economy podcast shows, Vance collaborates with more than 20 influential organizations across America to advance proven pro-growth approaches that let people prosper. His expertise spans sustainable budgeting, tax relief, improved labor markets, education freedom, patient empowerment, technological innovation, antitrust issues, and more. He researches and crafts key reforms at the local, state, and federal levels.

From June 2019 to May 2020, he served as the associate director for economic policy, also known as the "chief economist," at the Office of Management and Budget of the Trump 45 White House, where he worked on key budget and policy initiatives. Frequently featured in major outlets such as Fox Business, NTD News, and *The Wall Street Journal* along with his Substack newsletter and podcast Dr. Ginn's insights translate complex economic topics into simple, actionable paths to alleviate poverty.

Raised in a lower-income, single-mother household in South Houston, Texas, he is a first-generation college graduate who earned his doctorate in economics from Texas Tech University. He resides near Austin, Texas, with his wife and three kids and is dedicated to promoting prosperity and freedom for all.

Ginn Economic Consulting's Expertise

01 Policy Analysis

Dive deep into the complexities of fiscal, monetary, trade, poverty, healthcare, technology, and education policies with expert analysis. Understand how these policies impact growth, prosperity, and individual freedom.

02 Fiscal Policy Evaluation

Analysis of budget process and tax structures that promote economic vitality and fiscal sustainability, ensuring financial priorities align with robust growth.

03 Customized Research

Whether it's comprehensive whitepapers, targeted policy briefs, or specialized economic studies, receive tailored insights that address your specific challenges and opportunities.

04 Public Speaking and Advisory

Break down complex economic concepts into clear, actionable insights through engaging speeches and expert advisory services, making economics accessible and impactful.

05 Workshops and Training

Get equipped with tools and frameworks to navigate economic challenges with confidence, and turn knowledge into real-world results.



Why Choose Ginn Economic Consulting?

Partnering with Ginn Economic Consulting means accessing high-quality, principles-driven analysis that fosters freedom, innovation, and growth. Our commitment to free-market principles ensures that insights support your objectives and promote long-term prosperity.

Are you ready to take your policy strategy to the next level?

Let's Work Together

Connect with GEC today and unlock the full potential of your economic strategies. **Together, we can pave the way for a more prosperous future.**

Research

Turn complex information into compelling insights that drive real-world results.

Ginn Economic Consulting offers high-quality, customized economic research and policy analysis, empowering organizations, legislators, and thought leaders to make informed decisions grounded in free-market principles. Whether you're advancing a specific policy initiative or need expert analysis on broader economic trends, GEC delivers the insight and clarity to shape effective strategies.

GEC's President Vance Ginn, Ph.D., conducts research that influences major policy reforms nationwide and is trusted by more than 20 leading think tanks, and many public officials. From comprehensive policy briefs to targeted economic studies, GEC delivers tailored insights that address your unique challenges and opportunities.

Our team is equipped to manage the full research process—from concept to completion—ensuring your work is accurate, persuasive, and impactful.

Discover how GEC can meet your research needs and advance your mission.

Research Services

From concept to results, GEC delivers research that drives change.

Clients rely on GEC for in-depth policy expertise, clear and compelling presentation of complex ideas, and effective promotion of these insights across multiple platforms.

- **Research:** Clients trust GEC as a valuable resource for conducting high-quality research and fostering innovative ideas on many topics.
- **Writing:** GEC publishes and promotes writings across multiple platforms.
- **Format and Design:** GEC can present the information in an appealing, easy-to-understand format that meets clients' needs.
- **Launch and Promotion:** With a growing platform, GEC President Vance Ginn can communicate key research ideas and reach important audiences across multiple platforms.

Recent Samples

- [Innovation Over Intervention: Restoring First Principles To American Antitrust](#)
- [Sustainable Budgeting for a More Prosperous Economy Guide](#)
- [Educational Freedom: A Path to Innovation and Excellence](#)
- [ECON 101 Guide: 20 Principles that Build Prosperity](#)
- [Securing America's Energy Future Guide](#)
- [Empower Patients and Doctors to Heal America's Healthcare System Policy Guide](#)

Research Packages

01. **Research Creation**

A custom whitepaper or policy brief written by Vance Ginn, Ph.D., and staff tailored to communicate key insights, support strategic goals, and address your unique policy challenges. Includes:

- Original research and data analysis
- Straightforward narrative and free-market framing
- Fully cited and publication-ready draft that the GEC team can layout as desired.

02. **Custom Retainer**

Partner with GEC for reliable monthly work, including blog posts, commentaries, policy briefs, media interviews, etc. on a case-by-case basis

Research Promotion Packages

Get your research to the right audience with strategic promotion through GEC's growing platform & beyond.

01. **Starter Package**

Ideal for smaller organizations or basic promotion. Includes:

- Social media posts (X, LinkedIn, Facebook)
- Featured article in Substack newsletter
- Brief highlight (≈2 min) on *This Week's Economy* podcast
- 1 short-form reel (30–60 sec)



02. **Spotlight Package**

Perfect for mid-sized campaigns seeking greater exposure. Includes everything in Starter, plus:

- 1 consulting call to align messaging and targeting
- Featured segment on *This Week's Economy* or guest spot on *Let People Prosper Show* podcast
- 4 reels + 1 scripted standalone short video
- Custom commentary piece for earned media placement
- Full organic promotion across X, Facebook, Instagram, and YouTube

03. **Premiere Package**

Best for high-visibility campaigns with broad outreach goals. Includes everything in Spotlight, plus:

- 1-page research brief for distribution
- Dedicated media pitching to targeted outlets
- Paid ad campaigns across platforms
- Guaranteed promotion across GEC channels

✓ Why Choose GEC for Policy Research?

- Trusted by leaders from the White House to think tanks to businesses to state capitols
- Research that persuades — not just informs
- Combines academic rigor with strategic clarity
- Message-tested, principled narratives that resonate with policymakers, media, and the public

Media and Commentary

Amplify your message. Influence the debate.

Ginn Economic Consulting offers direct access to trusted, free-market voices on the economy, public policy, and related topics. With a growing national platform and a robust media presence, the founder and president Vance Ginn helps partners promote their ideas to the right audiences through earned media, custom commentary, and strategic platform amplification. Work directly with Vance or collaborate through your firm to elevate your message across GEC's media network and beyond. With experience in national media and deep policy expertise, Vance is a powerful advocate for freedom-oriented policy ideas that let people prosper.

01. Starter Package

Quick visibility for timely messages and rapid response.

This package leverages Vance's platform to reach his high-quality and growing audience across multiple social platforms.* Includes:

- Dedicated post on Substack newsletter with more than 1,300 high-quality, influential subscribers
- Brief segment (≈2 min) on This Week's Economy podcast episode
- Social media promotion to 50,000 followers and subscribers (X, LinkedIn, Facebook, Instagram, TikTok, Substack)

02. Spotlight Package

Expanded reach and strategic narrative shaping. Includes:

- Custom commentary/op-ed for earned media placement
- Brief segment (≈2 min) on This Week's Economy
- Mentions in 2 newsletters
- 1 short-form reel (30–60 sec)
- Social Media promotion across X, Facebook, Instagram, TikTok, and LinkedIn

03. Premiere Package

High-impact visibility with multi-platform coverage. Includes:

- Custom commentary piece for media placement
- Broadcast media pitching for Vance to speak on your behalf
- Dedicated Substack post
- Exclusive *This Week's Economy* episode (10+ minutes)
- Mentions in 3 newsletters
- 4 short-form reels + 1 direct-to-camera video
- Full organic promotion across all GEC channels
- Guaranteed coverage over 4–6 weeks with reporting



Add-On Menu

- Additional Short-Form Reels
- One-Pager Issue Guide
- Op-Ed Pitching for Client Placement

✓ Why Media with GEC?

- Trusted voice in national and state media and top policy circles
- Rapid response and flexible collaboration with client PR teams
- Proven reach through podcast, newsletter, social platforms, and earned media

Public Speaking

Make economic concepts relatable and impactful.

Ginn Economic Consulting offers principles-driven public speaking and advisory services that educate, inspire, and empower. Whether you're organizing a major conference, policy panel, or boardroom briefing, Vance Ginn brings clarity to complex economic and policy issues by defining the narrative of the problem, trade-offs and solutions from a free-market perspective. As an accomplished entrepreneur, economist, and speaker, he delivers compelling and engaging presentations that inform and spark important conversations.

01. **Small Groups or Virtual Talks**

Best for virtual events, classrooms, and small group meetups.

- 30–45 minute presentation or conversation-style talk
- Focused on 1-2 key topics
- Delivered via Zoom, a similar virtual platform, or in-person
- Audience Q&A
- Includes travel expenses (unless otherwise negotiated)

02. **Workshops and Breakout Sessions**

Best for conferences, panels, and breakout sessions.

- 45-60 minute workshop or panel moderator
- Hands-on activities or frameworks
- Materials/slides provided
- Pre-session planning call
- Includes travel expenses (unless otherwise negotiated)

03. **Keynote Speaker**

High-impact visibility with multi-platform coverage.

- Customized keynote tailored to your audience
- Up to 60-minute delivery with Q&A
- Pre-event consultation to align on theme and goals
- Includes travel expenses (unless otherwise negotiated)

Why Choose GEC At Your Speaking Events?

- Clear, compelling, tailored content on complex topics
- Decades of experience across academia, government, and public policy
- Trusted by 20+ organizations and think tanks nationwide

See sample speeches and topics at:

<https://www.vanceginn.com/speaking.html>



Issue Advocacy

Promote your message. Engage new audiences. Influence the conversation.

Ginn Economic Consulting helps mission-driven organizations communicate the value of free-market ideas in a clear, compelling way. With a growing digital platform, a strong media presence, and deep policy expertise, Vance Ginn is a powerful advocate for advancing your issue, research, or campaign.

Whether you're promoting a report, launching an initiative, or seeking to shift public opinion, our advocacy packages are designed to amplify your message through expert storytelling and targeted promotion.

01. Starter Package

Best for small organizations or single-issue promotion.

- 1 guest appearance on the Let People Prosper Show (20–30 min segment)
- 2 short-form reels (30–60 seconds)
- 1 featured article on Substack or blog-style placement
- Newsletter mention + social media shares (X, LinkedIn, Facebook)

02. Spotlight Package

Great for promoting a campaign, policy paper, or public event.

- 1 dedicated Let People Prosper Show episode (tailored full-length conversation)
- 4 short-form reels + 1 scripted standalone video
- Substack feature with key quotes and framing
- Standalone newsletter feature
- Full organic promotion across Meta and YouTube
- 1 strategic consulting call to align messaging and targeting

03. Premiere Package

Designed for high-visibility campaigns and strategic partnerships.

- Co-branded episode visuals and promotional graphics
- Full video asset license for the client's use
- Guaranteed platform promotion for 4–6 weeks
- Optional: Inclusion in Vance's media tour, pitching for earned media opportunities

Add-On Menu

- Additional Short/Reel (30–60 sec)
- Op-Ed Writing + Substack Hosting
- Newsletter Sponsorship Only
- Dr. Ginn Virtual Speaking Appearance

Why GEC for Issue Advocacy?

- Trusted voice in the national policy space with a platform aligned with free-market, pro-growth audiences
- Proven messaging that resonates with lawmakers, influencers, and everyday Americans
- Quality content production + built-in distribution — no need for multiple vendors

Policy Entrepreneurship Consulting

Turn your passion for policy into a thriving career.

Whether you're just starting or looking to scale your policy consulting work, Ginn Economic Consulting offers one-on-one guidance to help you succeed as a policy entrepreneur. Led by Vance Ginn, a seasoned economist, former White House advisor, and founder of a growing boutique consulting firm—this coaching series is designed for those ready to build influence, impact, and income. Founded in 2022, Ginn Economic Consulting has expanded its reach, revenue, and client base year over year. Now, Vance shares what he's learned with others looking to take their leap into policy entrepreneurship.

01. **Starter Package**

Best for those exploring the field or testing the waters.

- One 30-minute call with Vance
- Ask your biggest questions and get practical, honest insights
- Learn what it takes to launch a career in policy consulting

02. **Strategy Review Package**

Great for early-stage consultants looking for feedback and direction.

- Two 30-minute calls with Vance
- Personalized guidance on business model, branding, outreach, and focus
- In-depth review of your business plan or strategy document

03. **Premiere Package**

Ideal for those ready to go all-in on building or scaling their policy firm.

- Three 30-minute strategy sessions
- Full audit and refinement of your business model and positioning
- Customized growth plan tailored to your goals and target audience
- Ongoing support for 30 days via email or messaging

Why Learn from Vance?

- Founder of a successful, mission-driven policy consulting firm
- Deep experience working with 20+ think tanks, elected officials, and media
- Expertise in business development, branding, and platform growth
- Trusted voice with real-world experience in policy and entrepreneurship



Ready to build your own path in the world of ideas?

Let's chart your course and get you moving forward with clarity and confidence.

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