



2025

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, 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 the narrative 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 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 economist and dedicated advocate for free-market efforts that promote economic growth, opportunity, and fiscal responsibility. As founder of Ginn Economic Consulting and host of the Let People Prosper Show podcast starting in 2022, Vance collaborates with more than 20 influential organizations across America to advance a pro-growth approach that lets people prosper. His expertise spans across sustainable budgeting, tax relief, labor markets, education freedom, patient empowerment, and more, crafting key local, state, and federal reforms.

From June 2019 to May 2020, he served as the associate director of economic policy, also known as the chief economist, at the Office of Management and Budget of the first Trump White House, where he worked on key policy initiatives. Frequently featured in major outlets such as Fox Business and The Wall Street Journal, 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 family 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, 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

Breakdown 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, turning 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 data into compelling insights that drive real-world results.

Ginn Economic Consulting provides tailored economic research and policy analysis rooted in free-market principles, helping leaders make informed, strategic decisions. Led by Dr. Vance Ginn, GEC offers high-quality, customized economic research and policy analysis through whitepapers, briefs, and specialized studies. His research has influenced major policy reforms nationwide and is trusted by over 20 leading think tanks and numerous public officials.

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 the key ideas of the research and reach important audiences through his platform.

Recent Samples

- [Trump's Opportunity to Unleash Technology By Replacing Biden's Antitrust Agenda](#)
- [Let People Prosper Policy Agenda](#)
- [Pro-Growth Strategies for Construction Industry Prosperity](#)

Research Packages

01. Research Creation

starting at \$25,000

A custom whitepaper or policy brief written by Vance Ginn, Ph.D., 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

02. Research Design & Layout

\$5,000

A beautifully designed report formatted by the GEC team to engage your audience and reflect your brand. Includes:

- Clean, modern layout optimized for digital and print
- Data visualizations and graphics, where applicable
- Executive summary and highlights

03. Custom Retainer

starting at \$5,000/month

Partner with Ginn Economic Consulting for reliable monthly work.

Research Promotion Packages

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

01. Starter Package

\$5,000

Ideal for smaller organizations or basic promotion. Includes:

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

02. Spotlight Package

\$12,000

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
- 4 reels + 1 scripted standalone short video
- Custom commentary piece for earned media placement
- Standalone newsletter feature
- Full organic + paid promotion across X, Facebook, Instagram, and YouTube

03. Premiere Package

\$20,000

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 for 4–6 weeks



✓ Why Choose GEC for Policy Research?

- Trusted by policy leaders from the White House to think tanks to state capitals
- 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 a trusted, free-market voice on the economy, public policy, and related topics. With a growing national platform and a robust media presence, 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.

01. **Starter Package** \$3,000

Quick visibility for timely messages and rapid response.

This package leverages Vance's platform to reach his strong and growing audience base. Includes:

- Custom article on X and a dedicated post on Substack newsletter
- Brief segment (≈2 min) on This Week's Economy podcast episode
- Substack newsletter mention to more than 1,200 high-quality subscribers
- Social media promotion (X, LinkedIn, Facebook)

02. **Spotlight Package** \$6,000

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)
- Full organic + paid promotion across X, Facebook, Instagram, YouTube (+LinkedIn share)

03. **Premiere Package** \$12,000

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

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



Add-On Menu

- Additional Short-Form Reels: **\$500 each**
- Host a Live X Spaces Event (30–45 min): **\$2,000**
- One-Pager Issue Guide: **\$2,000**
- Op-Ed Pitching for Client Placement: **\$1,500**

✓ Why Media with GEC?

- Trusted voice in national 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 insight-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, focusing on defining the narrative of the problem, tradeoffs, and solutions from a free-market perspective. As an accomplished economist and speaker, he delivers compelling and engaging presentations that inform and spark important conversations.

01. **Small Groups or Virtual Talks**

\$5,000

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

- 30–60 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

02. **Workshops and Breakout Sessions**

\$10,000

Best for conferences, panels, and breakout sessions.

- 60-90 minute workshop or panel moderator
- Hands-on activities or frameworks
- Materials/slides provided
- Pre-session planning call
- Includes travel expenses

03. **Keynote Speaker**

\$15,000

High-impact visibility with multi-platform coverage.

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

✓ 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



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** \$5,000

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** \$8,000

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 + paid promotion across Meta and YouTube
- 1 strategic consulting call to align messaging and targeting

03. **Premiere Package** \$12,000

Designed for high-visibility campaigns and strategic partnerships.

- Co-branded episode visuals and promotional graphics
- Paid ad campaigns across platforms (included in cost)
- 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): **\$500 each**
- Ad Budget Management (Meta/Google): **15% of spend**
- Op-Ed Writing + Substack Hosting: **\$2,000**
- Newsletter Sponsorship Only: **\$1,000**
- Dr. Ginn Virtual Speaking Appearance: **\$3,000**

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** \$1,000

Best for those exploring the field or testing the waters.

- One 60-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** \$3,000

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

- Two 60-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** \$5,000

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

- Three 60-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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