

Pricing Work, Before And After

☛ REMEMBER THIS QUOTE

"As you start
to walk out on the way,
the way appears."

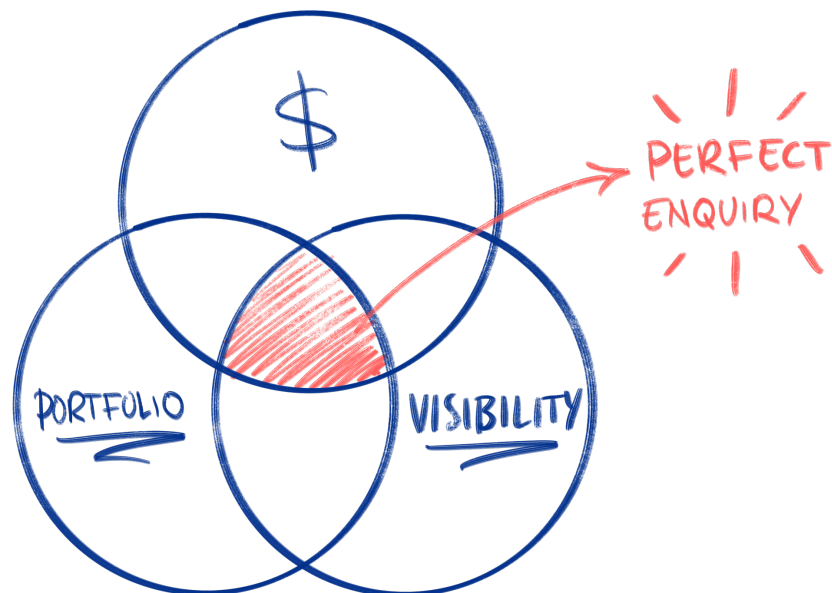
RUMI

Receiving An Inquiry

☛ REMEMBER THIS!

Before you accept or decline an inquiry, make sure that you answer to yourself these three important questions:

1. Can I work with the proposed schedule?
2. Am I interested in the work?
3. Can I do the job competently?



☛ CREATE SOME REPLY TEMPLATES

Customize the reply template in this lesson and have it handy.
This will save you a lot of time in the future.

ACCEPTING THE ASSIGNMENT

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DECLINING THE ASSIGNMENT

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Types Of Assignments

☛ YOUR PREFERRED TYPE OF ASSIGNMENT

Write down which assignments are more appealing to you at the moment. It'll help you focus your search.

	Money	Visibility	Portfolio
Editorial	★	★ ★ ★	★ ★
Publishing Houses	★ ★	★ ★ ★	★ ★ ★
Branding	★ ★	★ ★	★ ★ ★
Advertising	★ ★ ★	★ ★ ★	★ ★
Packaging	★ ★ ★	★ ★	★ ★

YOUR PRIORITIES

1.
2.
3.

Pricing Your Work

☛ CALCULATE YOUR HOURLY RATE

Take this formula and apply it to calculate how much will you charge per hour of work.

$$\frac{\text{YEAR SALARY}}{\text{HOURS YEAR}} = \text{HOURLY RATE}$$

YOUR HOURLY RATE

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Other Factors To Take Into Account When Pricing Your Work

☛ CHECK THESE BULLETPPOINTS

These are other factors that you might want to have into account when pricing a project.

- ♦ The Client factor
- ♦ Project Details
- ♦ Timing
- ♦ Complexity
- ♦ Usage
- ♦ Exclusivity
- ♦ Applications
- ♦ Your Reputation

Quotes And Estimates

☛ CREATE YOUR OWN QUOTE TEMPLATE

Take a look at the quote in the provided resources.
Taking that as a reference, create your own.

☛ YOUR TERMS AND CONDITIONS

Prepare your terms and conditions of business. Use the resources provided to create a custom version.

Sending A Quote

☛ WRITE AN EMAIL TEMPLATE

Open the provided e-mail template and customize it. This will save you a lot of time in the future.

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First Assignment

"Champions keep playing until they get it right."

BILLIE JEAN KING

The Client Brief

☛ WHAT YOU NEED IN A BRIEFING

Basic information you need to collect in order to create a quote and execute the assignment.

- What is the problem?
- Who is the target audience?
- Timeline/Schedule
- Deliverables
- Concept/Guideline
- References from your portfolio
- Usage
- Budget

A Professional Work Process

☛ DEFINE YOUR PROCESS

Take a sample project of yours and break it down in phases, from start to finish.

(I.E, ROUGH SKETCHES → REVISED SKETCHES → DIGITAL DRAWING → FINAL ART MAKING → DELIVERY).

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☛ CLIENT PRESENTATIONS

Create a template for your presentation slides template or customize the one provided. Make sure they align with your brand.

Delivering The Project And Getting Paid

☛ CHECKLIST FOR YOUR INVOICE

Create your invoice template or customize the one provided. Here is a checklist of things that you should include in it.

- Invoice number
- Client name
- Client address
- Client tax number
- Your name or the name of your business
- Your tax number
- Your bank account details
- You contact information
- Description of the work delivered
- Payment deadline
- Optionals: Your signature and a thank you sentence.

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Avoid The Burned-Out Freelancer

☛ REMEMBER THIS QUOTE

*"Seduce the Big Magic
and it'll always
come back to you."*

ELIZABETH GILBERT

Taking Care Of Your Most Important Tool: Yourself

☛ PLAN YOUR WORK SCHEDULE

How much would you like to work? Set yourself a work schedule that helps you being productive without working overtime.

☛ EXERCISE AND FREE TIME

Stay healthy! Plan exercise dates throughout the week.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
06:00 - 08:00							
08:00 - 10:00							
10:00 - 12:00							
12:00 - 14:00							
14:00 - 16:00							
16:00 - 18:00							
18:00 - 20:00							
20:00 - 00:00							

☛ HOLIDAYS

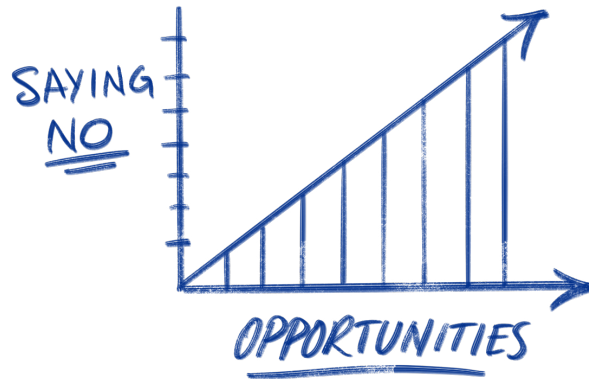
How many holidays would you like to have? Plan it into your calendar. If possible, try to distribute them in small chunks so that you can make breaks more often and recharge.

☛ BACK UP PROFESSIONALS

List some colleagues that you could reach out to when in the need of help.
Like sick leave or parental leave.

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| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

Learning To Say No And Focus



Up Your Game

☛ DREAM BIGGER

Take a glimpse into the future. What do you see? Here are some questions for you!

HOW MUCH INCOME WOULD YOU LIKE TO MAKE IN FIVE YEARS FROM NOW?

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WHICH SKILLS WOULD YOU LIKE TO LEARN IN THE NEXT FIVE YEARS?

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LIST THE CLIENTS YOU COULD CHARGE MORE TO IN THE FUTURE

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WHAT ARE YOUR LONG TERM GOALS WITH YOUR FREELANCE BUSINESS?

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