

Pricing, Payment, Budgeting, and Proposals

Presenter's Name





Content

01

Pricing

02

Payment

03

Budgeting

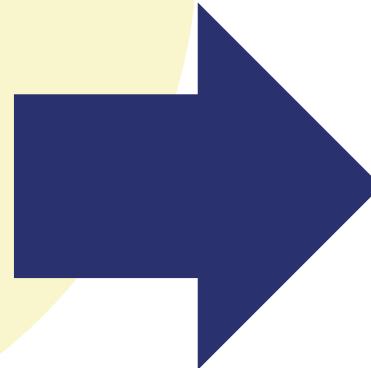
04

Proposal

05

Contract

Pricing



Pricing is



- The process of **determining the cost or rate** at which a freelancer **offers their services** to clients.
- It involves setting a monetary value for the work performed, taking into account factors such as **expertise**, **experience**, **market demand**, **project complexity**, and the freelancer's desired income.

Key factors to consider when determining pricing

1-Skills and Expertise

2- Market demand

3- Competition

4- Value provided to clients

5- The industry

6- Product/ service features and the value added

7- The local market or sector

8- Cost and profit margin

9- Economic and legal conditions

10- your time

Pricing Steps:

-1

Self-analysis

-2

**Customer
analysis**

-3

**Competitor
analysis**

-4

**Choosing
a pricing
strategy**

1

Self-Analysis

- Consider your experience and expertise.
- What skills and knowledge do you bring to the table?
- How does your experience compare to industry standards?



Activity : Self-Analysis

2

Customer Analysis

- Research your target market and their typical budget range.
- What are their priorities and pain points?
- What value proposition will resonate with them?



Activity : Customer Analysis

3

Competitor Analysis

- Research the rates charged by other freelancers in your niche.
- What are their strengths and weaknesses compared to yours?
- How can you differentiate yourself and justify your pricing?



Activity : Competitor Analysis

4

Choosing a Pricing Strategy

01

Per Hour

02

Per Day

03

Per Word

04

Per Project

05

Per Client

Per Hour .1

- The first pricing model is per hour. This is a popular pricing model for freelancers who are just beginning, and it's very easy to manage. Simply set an hourly rate, then track the time you spend on each client during the billing cycle.
- While this model works well for some freelancers, it can also have issues, especially if you are working on projects that require a lot of thought and strategic thinking but don't take that long to complete. That could mean that you aren't being paid according to your worth.

Per Day .2

The next method is to charge by the day. Rather than tracking every hour and minute you work for a client, you simply charge a daily rate for the days on which you work for them.

This model works well when you are completing short-term projects for clients that will take up a few days of your time to complete.

However, this model doesn't account for pricing if your service and time are worth more, and if you end up working more hours than a typical working day for the client

Per Word .3

- Charging by the word is another method that many beginner freelancers start with, as it is a simple way to track project pricing.
- This method ensures that you are compensated for the length of the work you do, but doesn't account for projects that might take a lot of time to complete but only use a few words, like social media posts or technical blogs and projects with short word counts but complicated subject material.

Per Project .4

- The next pricing model is to charge by the project. Rather than depending on the time or word count for your revenue, you create a set price for an individual project or request from a client.
- This allows you to charge a lump sum without needing to track every minute of work or word that you write, but there are still risks.
- You could underestimate the amount of work or time that a project is going to take you when you initially set the price, only to find out that you will end up losing money by the time the project is finished.

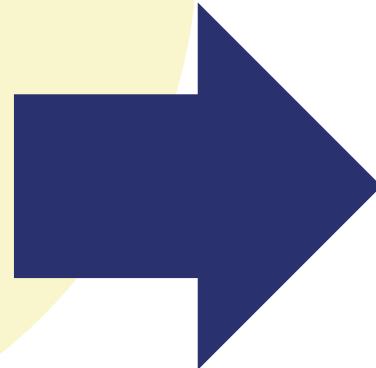
Per Client (Retainer Packages) .5

The next pricing method is to charge by the client, also known as retainer packaging.

- This method of pricing looks at each of your clients and creates a recurring monthly or annual cost for the use of your services, usually in the form of a set number of hours or specific types of projects that fall under the scope of the retainer agreement.

Activity : Choosing a Pricing Strategy

Budgeting



How To Set Freelancer Rates?

1

Ask yourself these basic questions before you start

- **How long will it take?**
- **How prestigious is the project?**
- **Will it tie up all of your time?**
- **What's the timeline?**
- **Is this client easy to work for?**
- **What is the client's budget?**
- **What do other freelancers charge for similar services?**



2

Estimate Your Time and Resources

- **Task Breakdown and Estimated Hours:**

- Task 1: (Description) – (Estimated hours)
- Task 2: (Description) – (Estimated hours)
- Task 3: (Description) – (Estimated hours)
- Additional Tasks/Buffer: (Description) – (Estimated hours)

- **Total Estimated Hours:** (Total hours)

3

Set Your Hourly Rate or Project Rate

- **Hourly Rate:** (Hourly Rate) \$
- **Total Projected Cost:** (Hourly Rate x Estimated Hours)= Estimated Cost

Incorporating freelancer expenses into your price

Below are some of the standard costs that freelancers should consider:

Health insurance

Taxes

**Business
insurance &
licenses**

Equipment

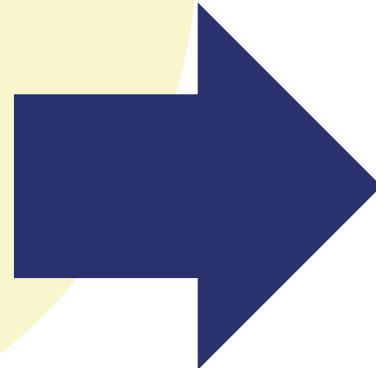
Office space/rent

**Software
subscriptions**

**Marketing and
advertising costs**

**Freelance
platform fees**

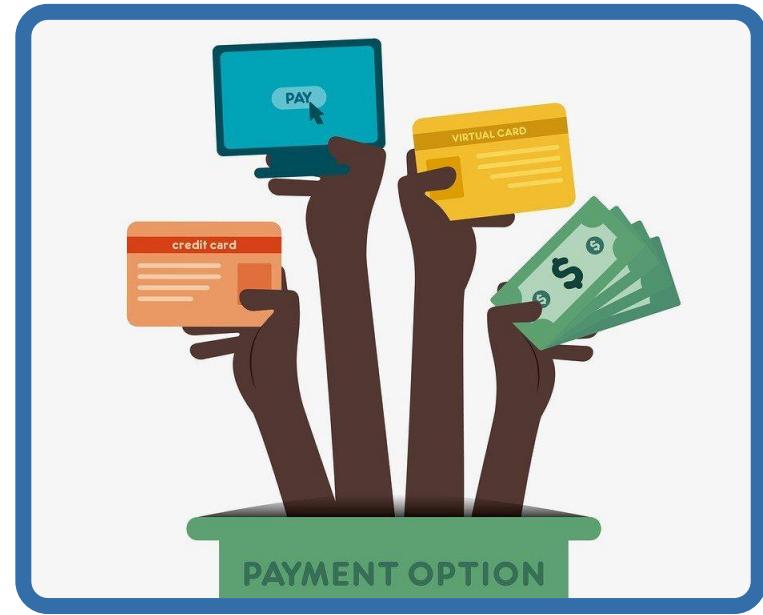
Payment



It important to set payment expectations upfront and communicate them to clients

Payment Methods

- **Bank transfer (CIB / QNB...)**
- **Digital Banks (Paypal –Revolute–Wise –Stripe –Tap Tapsend –Payoneer)**
- **Western Union / Money Gram**
- **Digital Wallets**



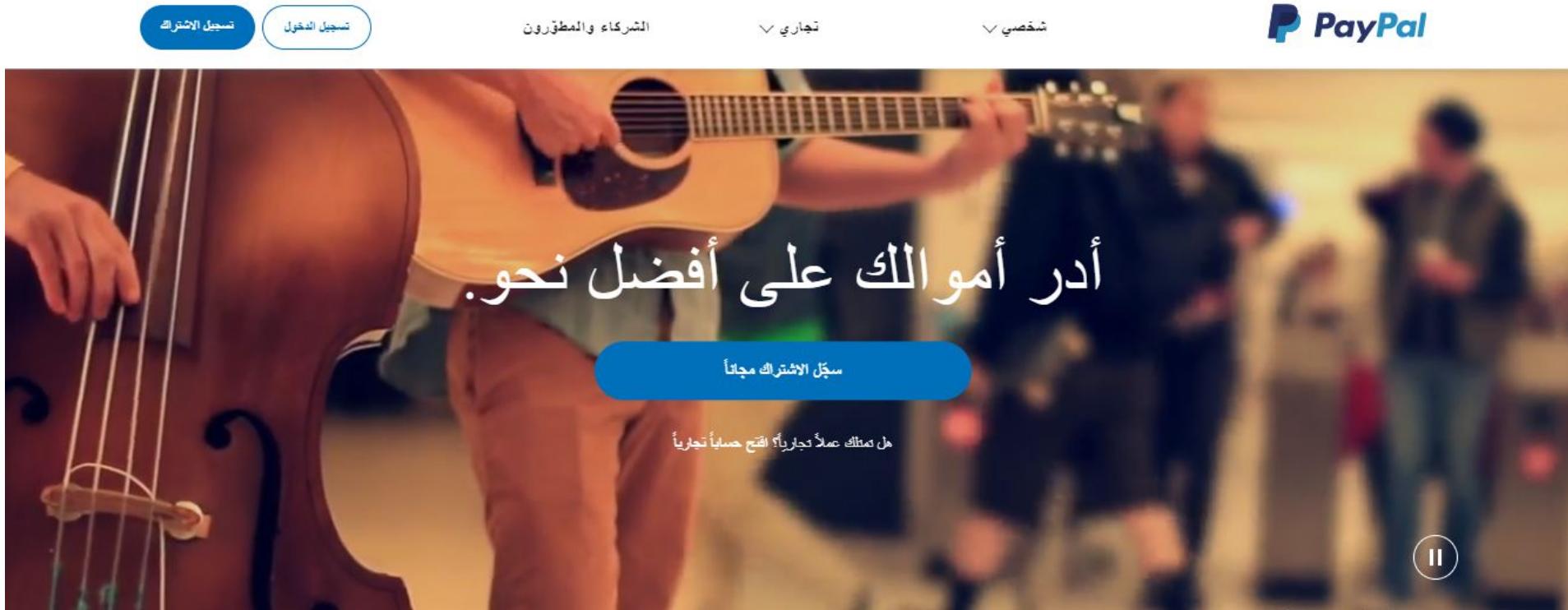
QNB Bebasata



Digital Banks: How it work



Digital Banks: How it work



أدر أموالك على أفضل نحو.

سجل الاشتراك مجاناً

هل لديك عملاء تجارياً؟ افتح حساباً تجارياً

PayPal

Linking between the digital bank and local bank

Log In



See for yourself why millions of people love PayPal.

Sign up for PayPal, it's free.

Choose from 2 types of accounts:

Personal Account

Shop in your country and around the world from your computer or on your mobile – all without sharing your financial info with the sellers.

Business Account

Accept payments and send invoices to your customers. It's easier and more secure to sell to anyone, anywhere, and any time.

Continue

Activate Windows
Go to Settings to activate Windows.

تسجيل الدخول



تسجيل الاشتراك في PayPal

بريدك الإلكتروني

التالي



اختبار الحماية

أنا الإنسان


hCaptcha
شروط - خصوصية



رقم الهاتف

+20

رقم الهاتف

!

رقم الهاتف مطلوب.

عدما تختار المتابعة فلت تؤكد أنك مفترض باستخدام رقم الهاتف هذا وتوافق على تلقي الرسائل النصية، قد تخضع لرسوم شركة المحمول.

التالي

X

تأكيد رقم هاتفك

أرسل الرمز إلى +20 103 258 4886

[إعادة إرسال الرمز](#)





إنشاء كلمة مرور

إنشاء كلمة مرور

- 8 أحرف أو أكثر
- استخدم حروفين أو رقمين أو رمزين

التالي



البيانات الشخصية

تأكد أن هذه البيانات تطابق هويتك الرسمية.

▼	الجنسية مصر
الاسم الأول	
اسم العائلة	
تاريخ الميلاد	

التالي



عنوانك

احرص على استخدام عنوان فوتنتك.



اسم الشارع ورقم المنزل

الدايرة

أقر بأني قرأت وأوافق على **اتفاقية المستخدم** و**سياسة الخصوصية** و**سياسة تسليم المراسلات الإلكترونية** لدى PayPal. إذا قدمت رقم محمولي، أنا بذلك أمنح PayPal تصريحًا بالإتصال بي بخصوص حسابي الذي تحمل علامة PayPal التجارية باستخدام الرسائل النصية أو المكالمات الآلية من أجل: خدمة حسابي، أو التحقيق في أنشطة الاحتيال، أو تحصيل دين، لكن ليس لأغراض التسويق عبر الهاتف. إذا كنت لا أرغب في تلقي الرسائل النصية أو المكالمات الآلية، فما تطليع تغيير تفضيلاتي من إعدادات حسابي في أي وقت.



موافقة وإنشاء حساب

ربط بطاقة



رقم بطاقة الائتمان أو السحب
أدخل رقم البطاقة

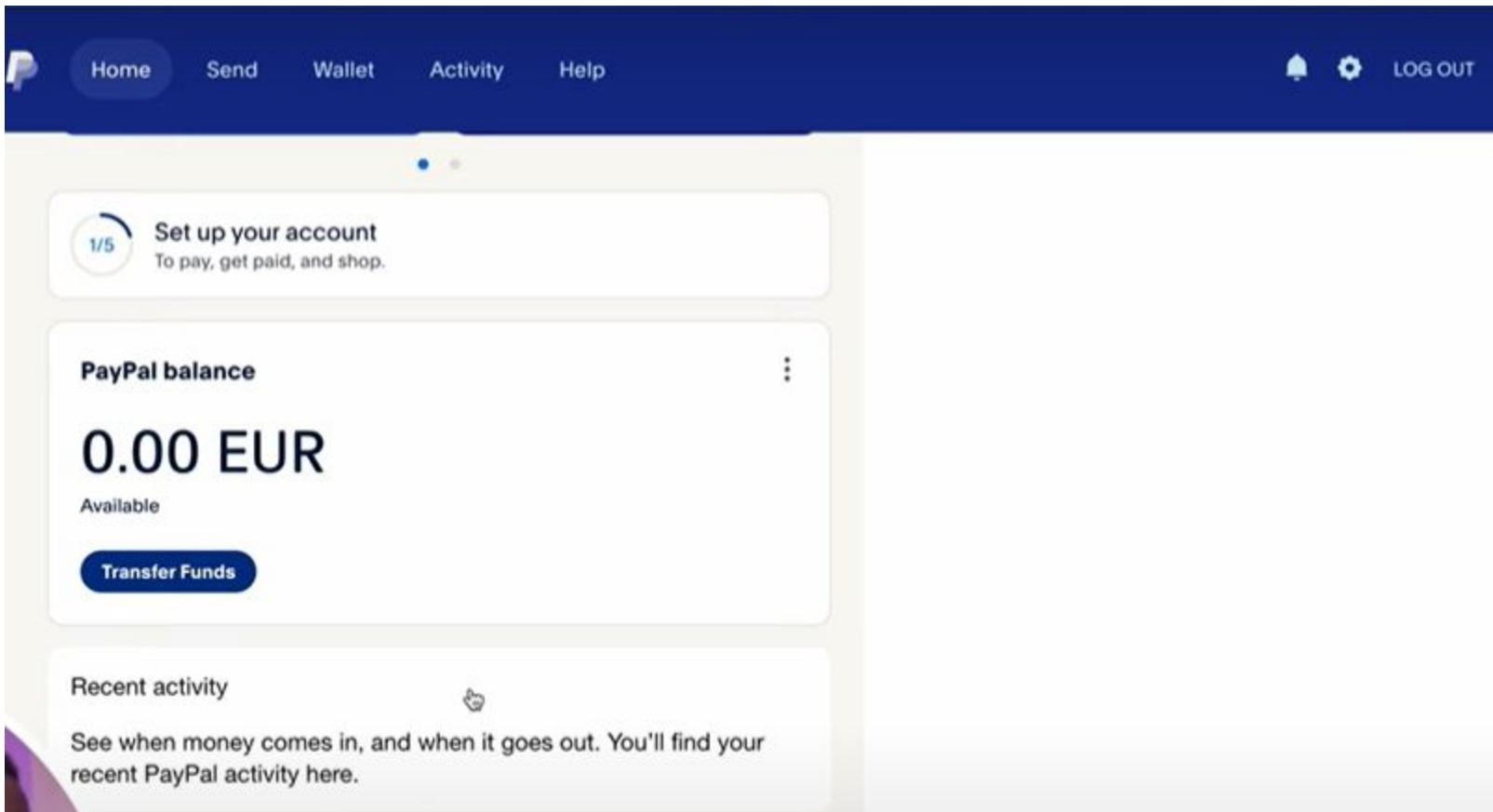
▼ نوع البطاقة
اختر نوع بطاقتك

تاريخ انتهاء الصلاحية

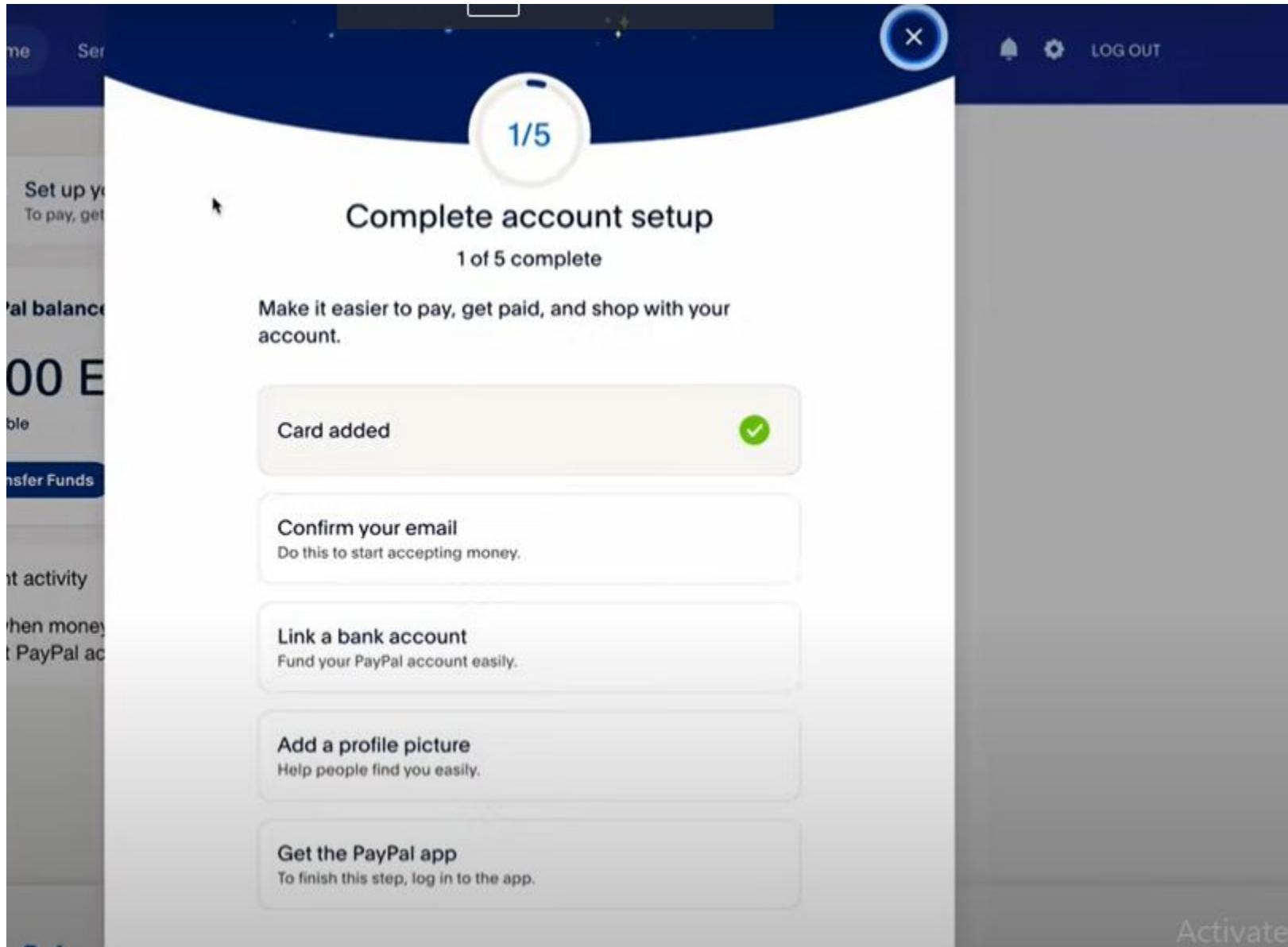
رمز الحماية

عنوان الفوترة
اسيوط، مدينة الأمل، اسيوط، مدينة نصر، محافظة القاهرة

ربط بطاقة



The screenshot shows a PayPal account interface. At the top, there is a dark blue header bar with the PayPal logo, navigation links for Home, Send, Wallet, Activity, and Help, and a LOG OUT button. Below the header, a light gray sidebar on the left contains a circular icon with '1/5' and the text 'Set up your account' followed by 'To pay, get paid, and shop.' To the right of the sidebar, the main content area has a white background. It displays a large '0.00 EUR' balance under the heading 'PayPal balance' and the status 'Available'. A 'Transfer Funds' button is visible. Below this, a section titled 'Recent activity' is shown, featuring a purple profile picture and the text: 'See when money comes in, and when it goes out. You'll find your recent PayPal activity here.' A cursor arrow points towards the 'Recent activity' text.



me Ser

Set up your account

To pay, get paid, and shop online.

al balance

00 E

ble

Transfer Funds

nt activity

then money

t PayPal ac

1/5

Complete account setup

1 of 5 complete

Make it easier to pay, get paid, and shop with your account.

Card added 

Confirm your email
Do this to start accepting money.

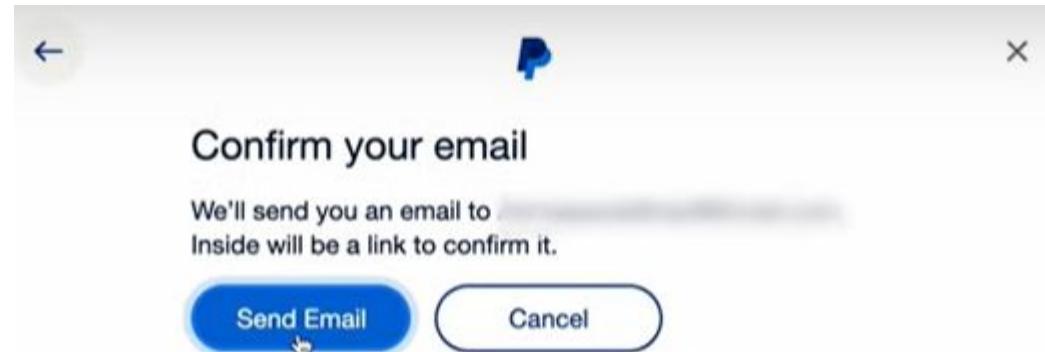
Link a bank account
Fund your PayPal account easily.

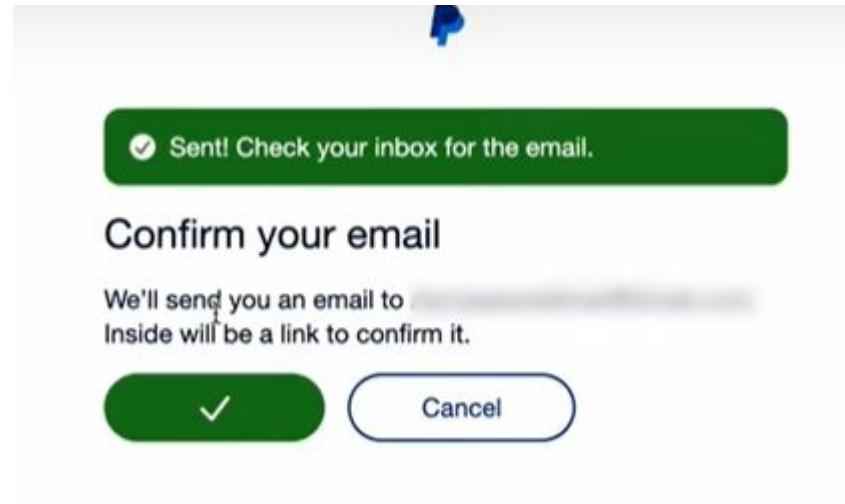
Add a profile picture
Help people find you easily.

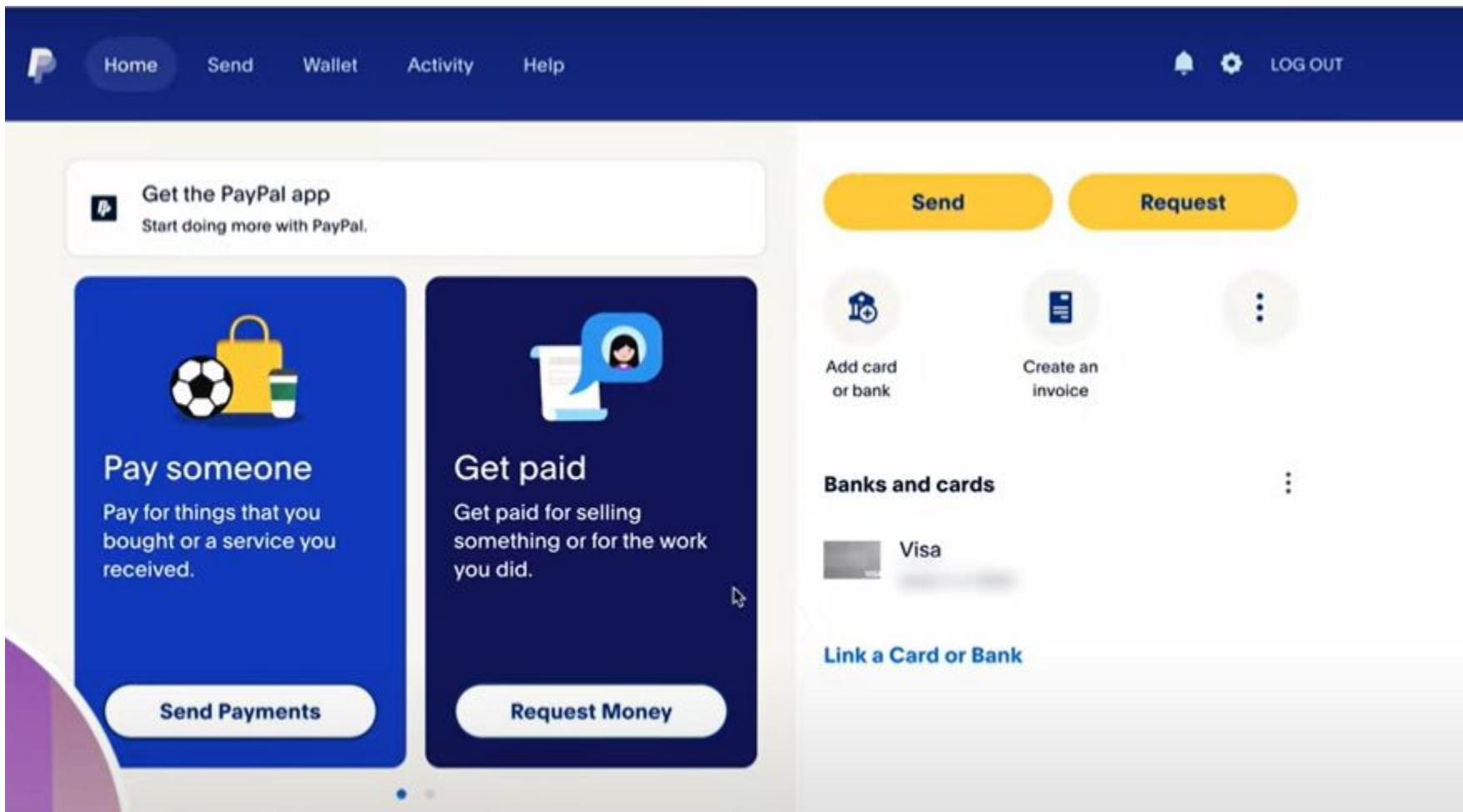
Get the PayPal app
To finish this step, log in to the app.

Activate

This screenshot shows the first step of a five-step account setup process on a mobile device. The header indicates "1/5" and "Complete account setup". Below the header, it says "1 of 5 complete" and "Make it easier to pay, get paid, and shop with your account." The main content area lists five steps: "Card added" (status: green checkmark), "Confirm your email" (description: "Do this to start accepting money."), "Link a bank account" (description: "Fund your PayPal account easily."), "Add a profile picture" (description: "Help people find you easily."), and "Get the PayPal app" (description: "To finish this step, log in to the app."). To the right of the main content, there is a large gray area with the word "Activate" at the bottom right.







The screenshot shows the home screen of the PayPal mobile application. At the top, there is a dark blue header bar with the following navigation items: a blue square icon, "Home" (highlighted in white), "Send", "Wallet", "Activity", and "Help". To the right of the header are three small icons: a bell, a gear, and "LOG OUT". Below the header, there is a callout box with the text "Get the PayPal app" and "Start doing more with PayPal." followed by a "Get it on Google Play" button.

The main content area features two large cards:

- Pay someone**: Shows icons of a soccer ball, a yellow shopping bag, and a coffee cup. The text says "Pay for things that you bought or a service you received." Below the card is a white button labeled "Send Payments".
- Get paid**: Shows a blue speech bubble with a person's face and a document icon. The text says "Get paid for selling something or for the work you did." Below the card is a white button labeled "Request Money".

To the right of these cards, there are several buttons and links:

- Send** and **Request** buttons (both highlighted in yellow).
- Add card or bank** button (with a credit card icon).
- Create an invoice** button (with a document icon).
- A vertical ellipsis button (three dots) followed by a horizontal ellipsis button (three dots).
- Banks and cards** section with a Visa logo.
- Link a Card or Bank** link.

Linking between the digital bank and Freelancing Web

upwork Find Work ▾ My Jobs ▾ Reports ▾ Messages

Search

Jobs ▾



Upwork 101 will guide you through the basics of our platform.

Learn how to get started on Upwork



Explore Upwork 101

Search for jobs

Your jobs

Best Matches

Most Recent

Saved Jobs

Browse jobs that match your experience to a client's hiring preferences. Ordered by most relevant

Settings

Billing

Billing & Payments

User Settings

Membership & Connects

Contact Info

Tax Information

Tax Forms

My Profile

Profile Settings

Get Paid

My Teams

Connected Services

Contact info

Account

User ID

eaf2e850

Name

Lamiaa Salah

Email

*****04@gmail.com

[Close my account](#)



Additional accounts

Creating a new account allows you to use Upwork in different ways, while still having just one login.

[Activate Windows](#)

Settings

Billing

Billing & Payments

User Settings

Membership & Connects

Contact Info

Tax Information

Tax Forms

My Profile

Profile Settings

Get Paid

Available balance

\$0.00

+\$0.00 pending ⓘ



To withdraw earnings, please update your [tax information](#). For more details, read our [FAQs](#).

To withdraw earnings, first you need to set up a withdrawal method.

It may take up to 3 days to activate your withdrawal method.

Add a method

Activate Windows

Go to Settings to activate Windows.

Add a withdrawal method



Payoneer

- \$2 USD per withdrawal
- Payoneer charges [additional fees](#) to withdraw funds. Don't have a [Payoneer account?](#)

[Set up](#)

Also Available

PayPal

- \$2 USD Upwork withdrawal fee
- PayPal may charge [additional fees](#) for sending and withdrawing funds
- Set up will take you to PayPal

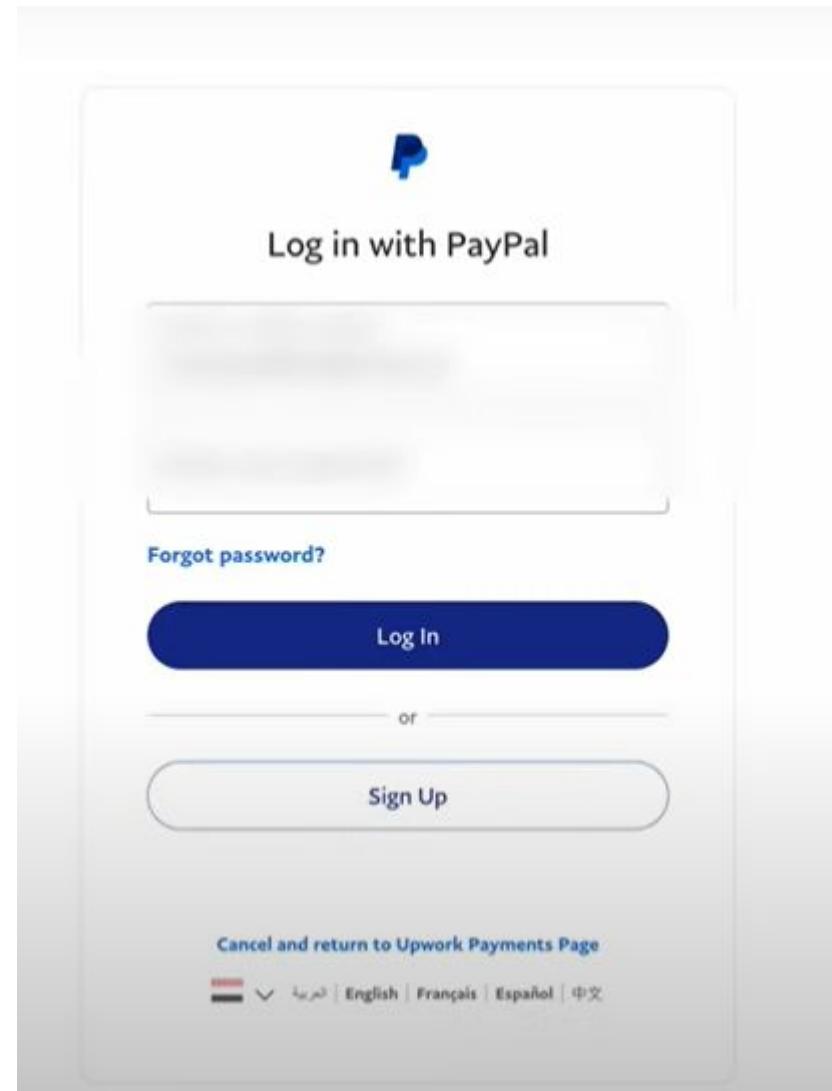
[Set up](#)

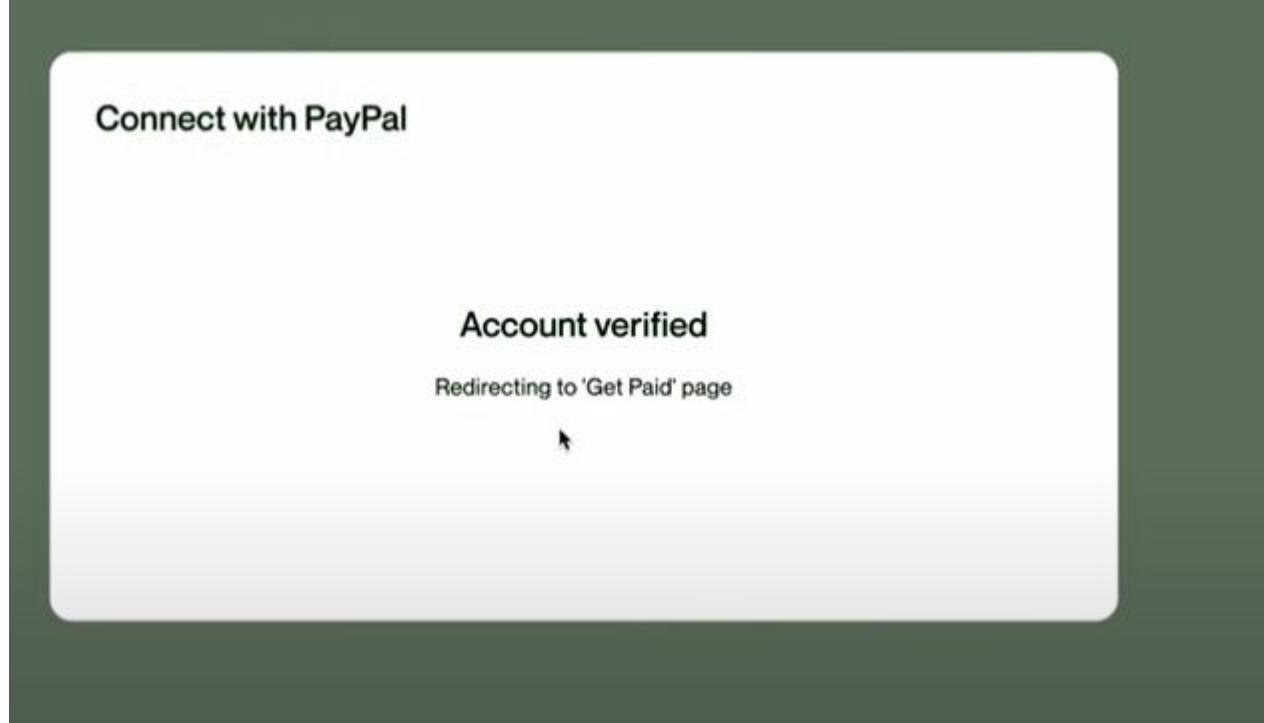


Wire Transfer (USD)

- \$30 USD per wire to any bank
- Up to 7 business days to receive funds

[Set up](#)





 You've successfully added PayPal (Asmaawadkhair@Gmail.com). It will be ready to use for withdrawals in 3 days. 

Edit withdrawal schedule

\$2.00 per payment

Preferred withdrawal schedule

Earnings will be released upon your request. [Learn more](#)

Quarterly (Dec 25, 2023)

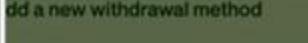
Monthly (last Wednesday of each month)

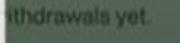
Twice per month (1st and 3rd Wednesday of each month)

Weekly (every Wednesday)

Minimum withdrawal amount

On your withdrawal schedule, we'll only withdraw your payment if your balance is larger than this amount. This may help reduce fees. [Learn more](#)







[Cancel](#) **Save changes**

 You've successfully added PayPal (Asmaawadkhair@gmail.com). It will be ready to use for withdrawals in 3 days. 

Edit withdrawal schedule

Weekly (every Wednesday)

Minimum withdrawal amount

On your withdrawal schedule, we'll only withdraw your payment if your balance is larger than this amount. This may help reduce fees. [Learn more](#)

\$1,000.00 or more 

Reserve balance

Set aside money each month to use for Connects.

Select reserve balance 

Next withdrawal (based on your schedule)

No withdrawals yet.

You've successfully added Pay!

It will be ready to use for withdrawals in 3 days.

Edit withdrawal schedule

Minimum withdrawal amount

On your withdrawal schedule, we'll only withdraw your payment if your balance is larger than this amount. This may help reduce fees. [Learn more](#)

\$100.00 or more

Reserve balance

Set aside money each month to use for Connects.

Select reserve balance

- \$0.00
- \$5.00
- \$10.00

Cancel Save changes



The screenshot shows a user profile page with the following elements:

- Top Navigation:** Find Work, My Jobs, Reports (highlighted in green), Messages.
- Search Bar:** Search, Jobs, Help, Notifications.
- User Information:** Name (redacted), Profile picture (redacted).
- Setting Section:** Settings (highlighted in blue), Billing, User Settings.
- Billing Submenu:** Overview (highlighted in blue), My Reports, Billings & Earnings, Connects History, Transaction History, Certificate of Earnings.
- Payment Confirmation:** A green notification bar says "You've successfully added PayPal. It will be ready to use for withdrawals in 3 days." with a close button.
- Available Balance:** Available balance (redacted) with a yellow progress bar.

My Jobs  Reports  Messages

Search  Jobs  ? 

Work in progress  In review  Pending  Available 

\$0.00 \$0.00 \$0.00 

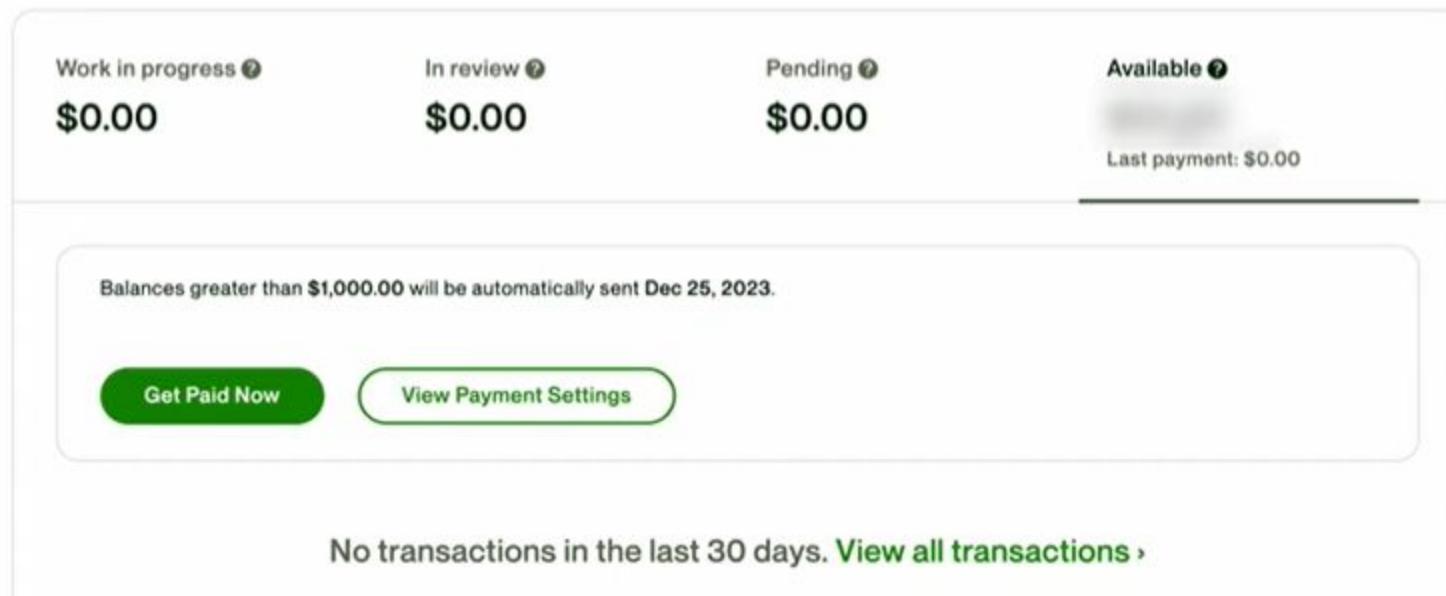
Last payment: \$0.00

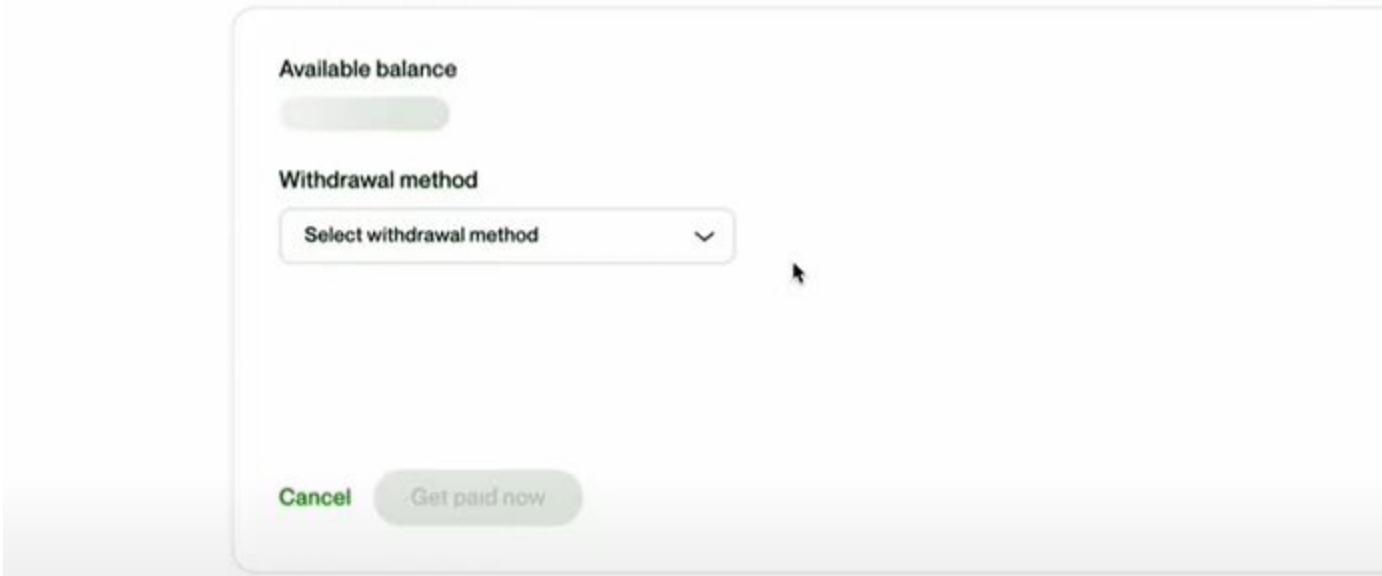
Timesheet for Sep 25 - Oct 1 (this week)  in progress  When will I get paid?

 This timesheet includes 0:00 hrs manual time 

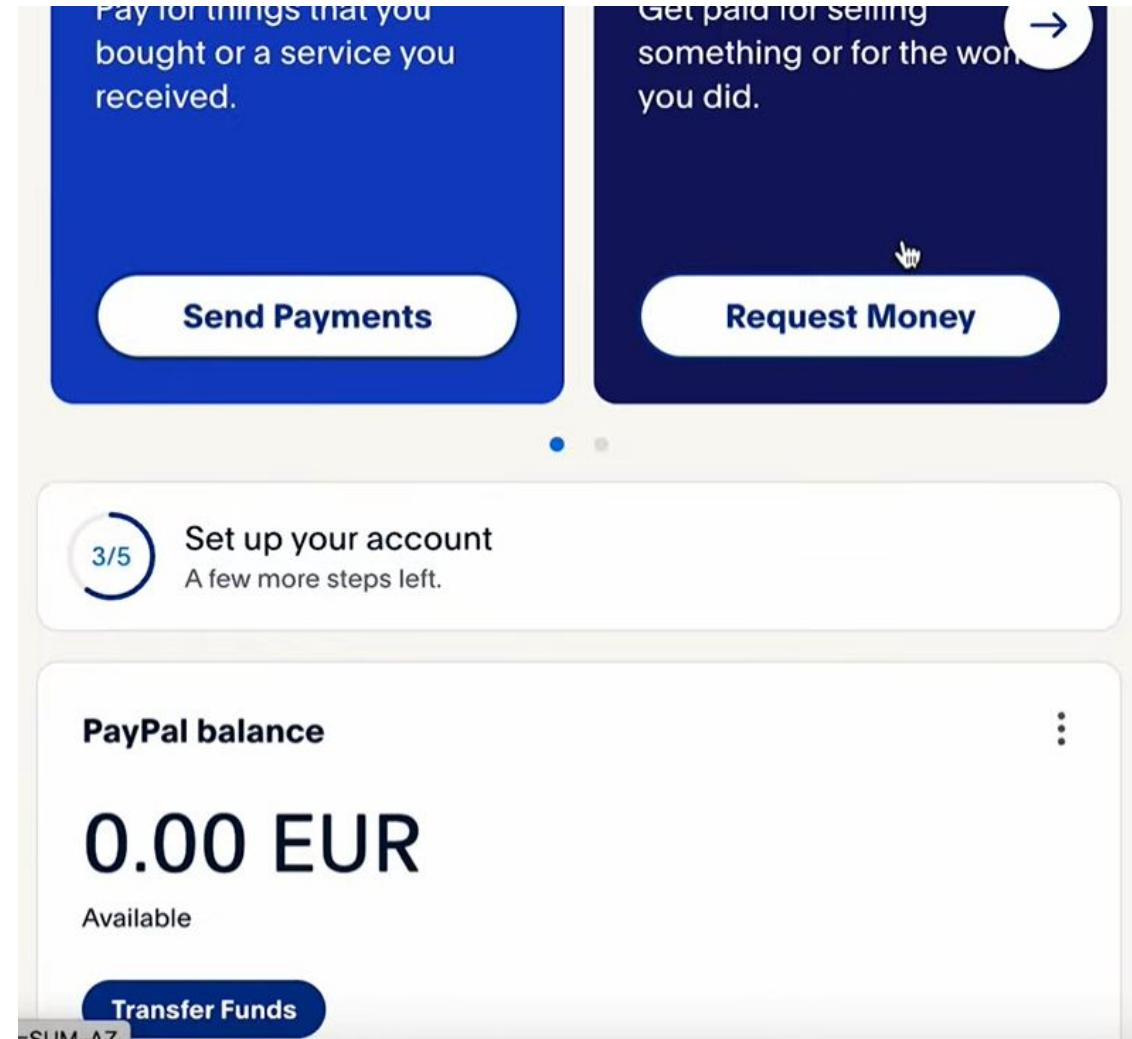
Job	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours	Rate	Amount
	9/25	9/26	9/27	9/28	9/29	9/30	10/1	0:00	\$0.00/hr 	\$0.00

Note: this report is updated every hour.





The image shows a screenshot of the Upwork platform. At the top, there is a navigation bar with the Upwork logo, followed by links for "Find Work", "My Jobs", "Reports", and "Messages". To the right of the navigation is a search bar. Below the navigation, the main content area features a large, bold heading "Get paid now". A modal window is centered on the page, titled "Available balance" with a corresponding progress bar. Below this, it says "Withdrawal method" and has a dropdown menu labeled "Select withdrawal method". At the bottom of the modal are two buttons: "Cancel" and "Get paid now".



Transfer from Local account (pound) to dollar account

← **PayPal Support**
696.5K posts



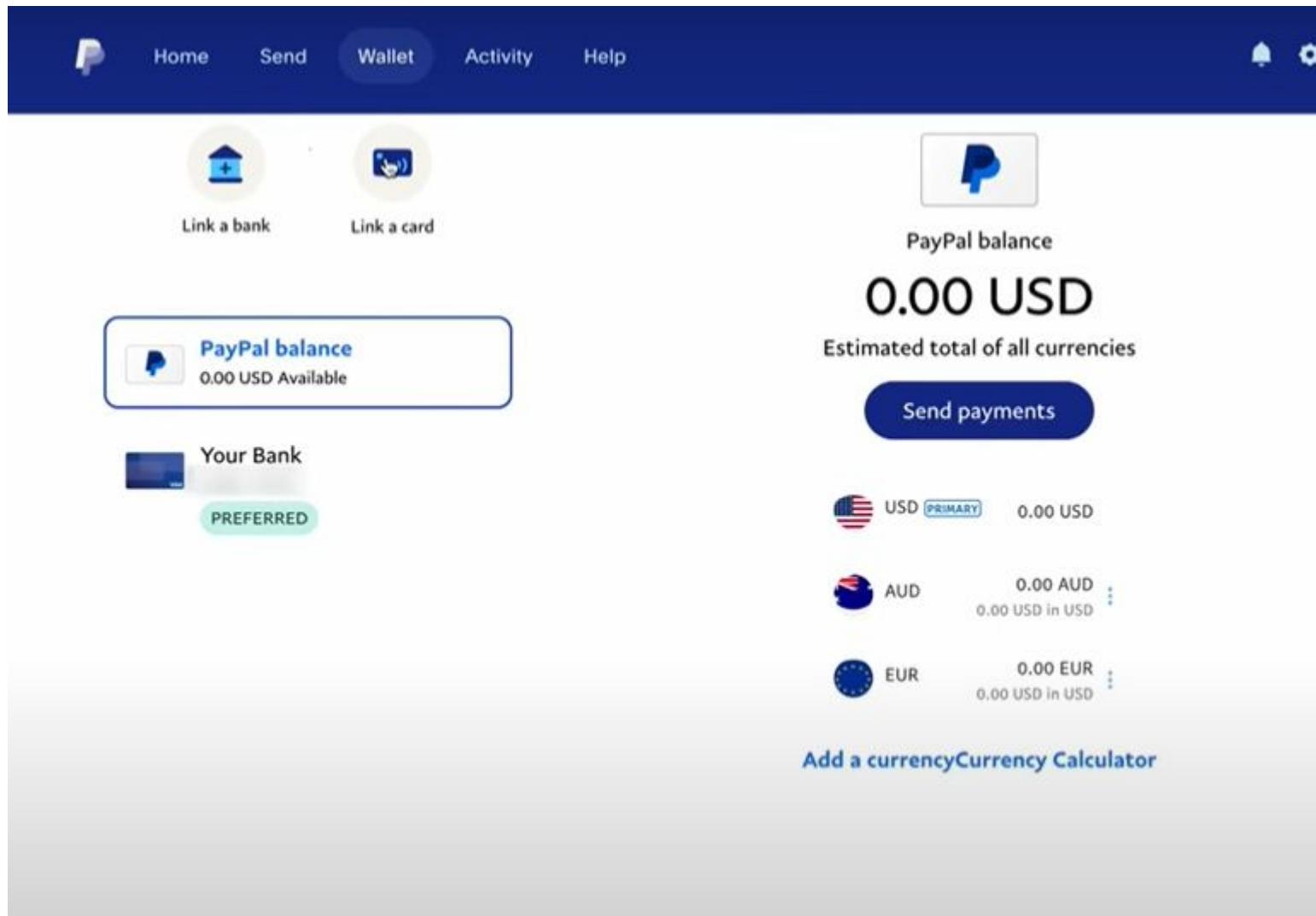
P

PayPal Support
@AskPayPal

Follow

Activate Windows
Go to Settings to activate Windows.

SUBSCRIBE



The screenshot shows a PayPal account home page. At the top, there is a dark blue header with the PayPal logo and navigation links: Home, Send, Wallet (which is highlighted in white), Activity, Help, and a gear icon for settings.

Below the header, there are two buttons: "Link a bank" (with a bank building icon) and "Link a card" (with a credit card icon).

In the center, there is a large "PayPal balance" section with a "PayPal balance" button (containing a blue "P" icon) and the amount "0.00 USD". Below it, the text "Estimated total of all currencies" is displayed.

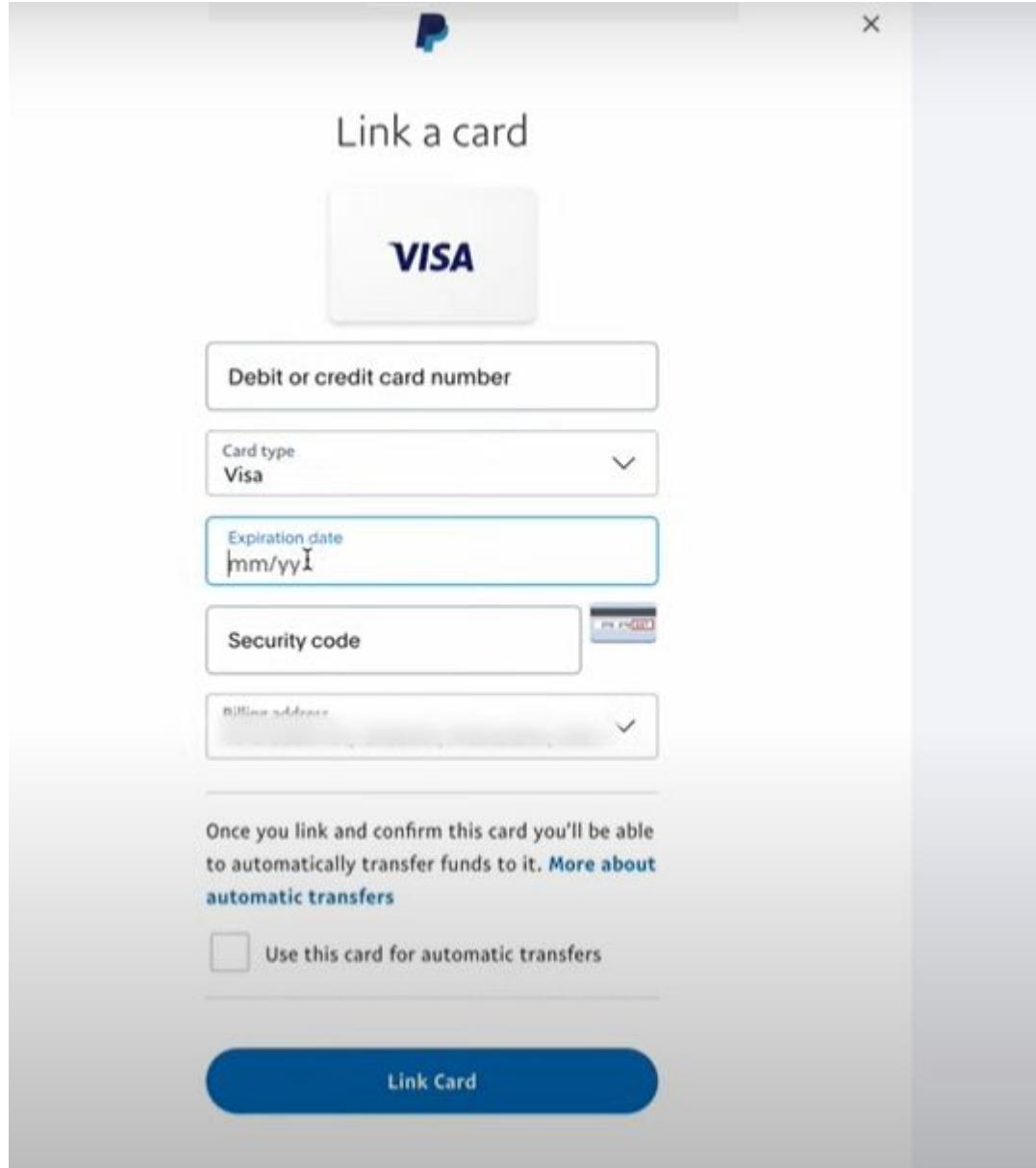
Underneath the balance, there is a "Send payments" button.

On the left side, there is a "Your Bank" section with a "PREFERRED" button.

On the right side, there is a list of currencies and their values:

- USD (PRIMARY) 0.00 USD
- AUD 0.00 AUD : 0.00 USD in USD
- EUR 0.00 EUR : 0.00 USD in USD

At the bottom, there are two buttons: "Add a currency" and "Currency Calculator".



The image shows a screenshot of a "Link a card" form from a payment service. At the top center is the PayPal logo. Below it, the text "Link a card" is displayed. A large "VISA" logo is centered above the input fields. The form includes the following fields:

- "Debit or credit card number" input field.
- "Card type" dropdown menu set to "Visa".
- "Expiration date" input field containing "mm/yy".
- "Security code" input field with a small credit card icon to its right.
- "Billing address" dropdown menu.

Below these fields, a note states: "Once you link and confirm this card you'll be able to automatically transfer funds to it. [More about automatic transfers](#)". A checkbox labeled "Use this card for automatic transfers" is present. At the bottom is a large blue "Link Card" button.

Tips to avoid Frauds

.Use reputable freelancing platforms that offer payment protection and escrow services

.Agree on clear payment terms and milestones before starting a project

.Request upfront deposits or milestone payments to ensure client commitment

Be cautious of clients who ask for sensitive financial information or propose payment methods outside the platform

.Research the client or company offering the job to ensure their legitimacy

Be cautious of job postings with unrealistic promises, extremely high pay rates, or poor grammar and spelling

Never pay fees upfront or share sensitive information like bank details or social security numbers

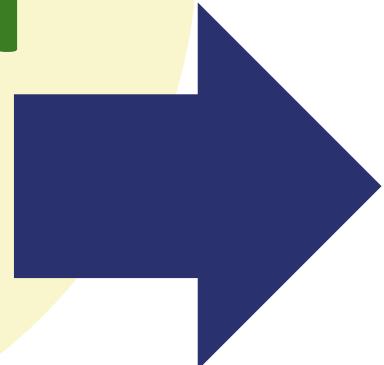
Maintain clear communication and document all project details, milestones, and approvals

Use contracts or agreements that outline the scope of work, payment terms, and dispute resolution procedures

Keep track of all project-related communication and evidence to support your case in case of a dispute

Activity : Determining the Project Schedule and Project Timeline

How to write a Proposal



Types of freelance proposals



Technical



Financial

Technical Proposals include

1- Executive Summary

2- Introduction and Background

3- Proposed Solution & Add value

4- Timeline and Deliverables

5- Resources

6- Technical Specifications

7- Terms and Conditions

8- Conclusion and Call to Action

To write the best proposal, you need to:

- Read the project description carefully
- Be sure that you are well suited for the project
- Show that you care about the client's problem and be specific about how you can solve it
- Send relevant samples of your work
- Make the proposal look good – use paragraphs, correct punctuation, and a clear layout



EXAMPLE

Freelancer Technical Proposal: Logo Design for [Client Name]

Project Title: Logo Design for [Client Name]

Client Name: [Insert client name here]

Freelancer Name: (Insert your name here)

Date: (Insert date here)

1. Executive Summary

[Client Name] is looking for a new logo design that effectively represents their brand identity. I propose a creative and collaborative design process to develop a unique logo that resonates with your target audience, strengthens brand recognition, and supports your overall marketing goals. This project is estimated to be completed within [Number] weeks, with a final cost of [Amount] (if applicable).

2. Introduction and Background

I am a freelance graphic designer with [Number] years of experience specializing in logo design. I have a strong understanding of branding principles and a proven track record of creating impactful logos for various businesses.

3. Proposed Solution & Add Value

Discovery Phase: We will hold an initial consultation to discuss your company's vision, target audience, brand personality, and any design preferences.

Concept Development: Based on the information gathered, I will create several logo concepts that explore different design styles and directions.

Refine & Finalize: We will work collaboratively to refine your chosen logo concept based on your feedback until you are completely satisfied with the final design.

Benefits of my approach:

Tailored Design: I will create a logo that is unique and reflects your brand's individuality.

Versatility: The final logo will be designed to function effectively across various print and digital applications.

Client Collaboration: Throughout the process, I will keep you involved and informed, ensuring the final design aligns with your vision.

4. Timeline and Deliverables

Week 1: Discovery Phase Consultation & Competitive Analysis

Week 2: Initial Logo Concept Presentation & Feedback

Week 3: Refine Logo Concept based on Feedback (x2 rounds)

Week 4: Final Logo Presentation & Delivery (including various file formats)

EXAMPLE

Deliverables:

High-resolution vector files of the final logo design (.ai, .eps, .pdf)

Transparent PNG files of the logo design for web use

Style guide outlining logo usage and variations (optional)

5. Resources

I will not require any specific resources from you. However, your active participation in the consultation and feedback stages is crucial for the project's success.

6. Technical Specifications

The final logo will be delivered in a vector format, allowing for scalability and use across various print and digital applications. I will ensure the logo adheres to best practices for color theory, typography, and visual hierarchy.

7. Terms and Conditions

A revision policy outlining the number of included revisions will be provided in a separate document for your review.

8. Conclusion and Call to Action

I am confident that my design expertise and collaborative approach will result in a logo that effectively represents your brand and helps you achieve your marketing goals. I am eager to discuss this project further and answer any questions you may have. Please feel free to schedule a meeting at your convenience to discuss the proposal in more detail.

Thank you for your time and consideration.

Sincerely,

(Your Name)

- Open Chat GPT
- Ask to write a freelance technical proposal with the next headlines and insert the last 8-headline
- Write your title and any project title

Financial Proposals Steps

1- Understand Client Requirements

2- Break Down Costs

3- Calculate Total Project Cost

4- Justify Pricing

5- Include Payment Terms

6- Present Professionally

7- Customize and Personalize

8- Follow-Up and Negotiate

Tips for creating effective financial proposals

1- Clearly articulate the value and benefits of your services

2- Tailor the proposal to the client's needs and requirements

3- Be transparent about costs and any potential variations

4- Include terms and conditions that protect both parties' interests

EXAMPLE

Freelancer Financial Proposal: Logo Design for [Client Name]

Project Title: Logo Design for [Client Name]

Financial Breakdown:

Discovery Phase Consultation: \$[Cost] (Includes initial meeting and competitive analysis)

Concept Development: \$[Cost] (Covers research, brainstorming, and creation of [Number] initial concepts)

Revisions: Two (2) rounds of revisions are included at no additional cost.

Additional Revisions: \$[Cost] per additional round of revisions (maximum of [Number] additional rounds)

Final Logo Design & File Delivery: \$[Cost] (Includes high-resolution vector files (.ai, .eps, .pdf), transparent PNGs for web use, and a basic style guide outlining logo usage)

Total Project Budget: \$[Total Cost] (Sum of all breakdown costs)

Payment Terms:

A deposit of 50% is required to begin the project.

The remaining balance of 50% is due upon final approval and delivery of the logo design.

Thank you for your time and consideration.

Sincerely,

(Your Name)

- Open Chat GPT
- Ask to write a freelance Financial proposal with the next headlines and insert the last headlines
- Write your title and any project title

Proposal Template

Hello **(Client's Name)**,

I hope this message finds you well! Thank you for considering my proposal for (**....Project Name**).

My name is **(Name)**, and I'm a **(title)** with a focus on **(Specialization)**.

With over of experience.

For your project, my expertise in **(Relevant Skills/Tools)** aligns perfectly with the requirements, and I'm confident I can bring your vision to life. As an added value, I can provide **(Unique Service)** to enhance the impact of the final product.

Here's a brief outline of my proposed timeline: I will deliver the initial **(Type of Work)** by **(Date)**, with final revisions completed by **(Date)**. You'll receive the files in **(Formats)**.

To complete this work to the highest standard, I'll be using **(Programs/Tools)**.

The total project fee is **(amount)** with payment structured as **(mention payment terms)**. This includes up to **(number of revisions)** at no additional cost, ensuring you are fully satisfied with the deliverables.

Thank you for taking the time to review my proposal! I'm excited about the potential to work together, and I'd be happy to answer any questions or schedule a call to discuss the details.

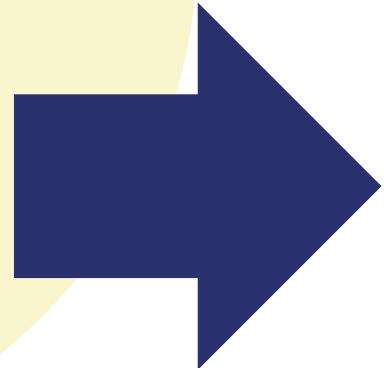
You can view examples of my work through my **(Portfolio Link)** or via **(Other Profiles, e.g., GitHub, Behance)**. and connect with me on **(LinkedIn Link)**. Please don't hesitate to reach me by phone at **(Phone Number)**

Looking forward to the opportunity!

Best regards,

(Your Name)

Contracts



Benefits of Contracts for Freelancers

**Clarity and
Scope
Creep
Prevention**

**Ownership
and
Copyright**

Professionalism



**Payment
Protection**

**Dispute
Resolution**

Key elements to include in a freelance contract

1- Project scope and deliverables

2- Timelines and milestones

3- Payment terms and schedule

4- Intellectual property rights

5- Confidentiality clauses

6- Dispute resolution mechanisms

7- Termination conditions



Consulting legal professionals or using appropriate contract templates



EXAMPLE

Logo Design Contract

This Contract ("Contract") is made and entered into as of [Date] by and between:

- [Your Name], residing at [Your Address], hereinafter referred to as "Designer," and
- [Client Name], a [Client Business Type] located at [Client Address], hereinafter referred to as "Client."

Witnesseth

WHEREAS, Client desires to engage Designer to create a logo design (the "Project"), and Designer desires to provide such services;

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. Project Scope and Deliverables

1.1. Services by Designer:

Designer agrees to provide the following services to Client:

- Conduct a discovery phase consultation to discuss Client's brand vision, target audience, and design preferences.
- Develop [Number] initial logo concepts based on the discovery phase.
- Provide two (2) rounds of revisions to the chosen logo concept based on Client's feedback.
- Deliver the final logo design in high-resolution vector formats (.ai, .eps, .pdf), transparent PNGs for web use, and a basic style guide outlining logo usage (optional).

1.2. Client Responsibilities:

Client agrees to:

- Provide Designer with all necessary information and materials related to the Project in a timely manner.
- Participate actively in the consultation and feedback stages.
- Review and approve the final logo design.
- Make payments to Designer in accordance with the terms of this Contract.

2. Timelines and Milestones



A detailed timeline outlining key milestones will be provided to Client upon project initiation. The estimated timeframe for completion is [Number] weeks, commencing upon receipt of the deposit from Client. Key milestones may include:

- Week 1: Discovery Phase Consultation and Competitive Analysis
- Week 2: Initial Logo Concept Presentation & Feedback
- Week 3: Refine Logo Concept based on Feedback (x2 rounds)
- Week 4: Final Logo Design Presentation & Delivery

3. Payment Terms and Schedule

Client agrees to pay Designer a total of \$[Total Cost] for the Project. The payment schedule is as follows:

- Deposit: 50% of the total cost is due upon signing this Contract.
- Final Payment: The remaining balance of 50% is due upon final approval and delivery of the logo design.

4. Intellectual Property Rights

Upon full payment of the Project fees, all intellectual property rights associated with the final logo design, including copyrights and trademarks, shall be transferred to Client. Designer shall retain the right to display the final logo design in their portfolio for promotional purposes with Client's written consent.

5. Confidentiality Clauses

Both parties agree to keep confidential all non-public information disclosed by the other party in connection with this Contract. This includes, but is not limited to, brand guidelines, marketing strategies, and design concepts.

6. Dispute Resolution Mechanisms

In the event of any dispute arising out of or relating to this Contract, the parties agree to attempt to resolve the dispute amicably through good faith negotiations. If the parties are unable to reach a resolution within [Number] days, the dispute shall be submitted to binding arbitration in accordance with the rules of the American Arbitration Association.

7. Termination Conditions

This Contract may be terminated by either party upon written notice to the other party for cause, including but not limited to:

- Material breach of this Contract by the other party.

EXAMPLE

- Bankruptcy of the other party.
- Client's written notification to terminate the Project (in which case, Client shall be responsible for payment of services rendered up to the date of termination).

8. Entire Agreement

This Contract constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior or contemporaneous communications, representations, or agreements, whether oral or written.

9. Governing Law

This Contract shall be governed by and construed in accordance with the laws of the State of [Your State].

10. Severability

If any provision of this Contract is held to be invalid or unenforceable, such provision shall be struck and the remaining provisions shall remain in full force and effect.

11. Notices

All notices and other communications hereunder shall be in writing and shall be deemed to have been duly given when delivered personally, sent by certified or registered mail, postage prepaid, return receipt requested, or sent by overnight courier service to the addresses set forth above.

IN WITNESS WHEREOF, the parties have executed this Contract as of the date first written above.

Designer:

[Your Signature]

[Your Printed Name]

Client:

[Client Signature]

[Client Printed Name]

Assignment

**Write a Technical & Financial
Proposal for freelancing Project**



Thank You !

