1. You explore freelancing opportunities and want to develop a business plan. What factors should you consider when determining your rate? Select all that apply.   0.5 / 1 point

   ☑ Your business expenses

   ⊘ Correct
   Your rate should take into account the business expenses needed to run your business. Items such as equipment, utilities, and other operating expenses should be considered. You should also consider the market rate for similar services in your area when writing your business plan.

   ☑ Market rate for similar services

   ⊘ Correct
   You should consider the market rate for similar services in your area when writing your business plan. This will help you determine the going rate for the kinds of services you plan to offer. You should also consider business expenses needed to run your business.

   ☑ People skills

   ⊗ This should not be selected
   When determining your rate, you should consider market rates for similar services and personal business expenses required to run your business. Elevated people skills come with practice and exposure, but it's not a factor that is typically considered when determining your rate as a UX designer.

   ☑ Your personal expenses

   ⊗ This should not be selected
   While the pay you receive may go toward your personal expenses, your rate should take into account the business-related expenses needed to run your business. You should also consider the market rate for similar services in your area when writing your business plan.

2. As you start your freelancing career, you create a social media page for your new business. What are some ways to attract clients through social media? Select all that apply.   0.75 / 1 point

   ☑ Post other interests on your company profile

   ⊗ This should not be selected
   Posting interests not related to your design work may confuse potential clients. You should have content dedicated to your business on your business page. Post examples of your work, post your new company's social media on your personal page profiles, and ask friends and family to promote your page on their social media pages.

   ☑ Post your new company's social media on your personal page profiles

   ⊘ Correct

Promoting your business on your personal page profiles is a good way to expand your network and attract potential clients. You can also post examples of your work, and ask friends and family to promote your page on their social media pages.

☑ Post examples of your work

⊘ Correct
Posting examples of your work is a good way to attract potential clients. You can also post your new company's social media on your personal page profiles, and ask friends and family to promote your page on their social media pages.

☑ Ask friends and family to promote your page on their social media pages

⊘ Correct
You can ask your friends to like or share some of your business posts on their social media networks. You can also post examples of your work, and post your new company's social media on your personal page profiles.

3. Fill in the blank: When offering services pro bono, avoid _____ by preparing a new scope of work that includes rates for additional work.   1 / 1 point

◉ scope creep
◯ networking
◯ paid work
◯ pitching

⊘ Correct
Scope creep happens when the pro bono work you do exceeds what is outlined in the original scope.

4. You have a client interested in your work and they send you a request for proposal to determine if you can work together on a future project. You review the scope of work that outlines the project. What components in the scope of work should you pay attention to? Select all that apply.   0.75 / 1 point

☑ Timelines

⊘ Correct
A scope of work includes timelines so a freelancer can determine if they can complete the project according to the dates established. It also includes project needs and external work.

☑ External work

⊘ Correct
A scope of work details any potential external work a freelancer may need to complete the project. It also includes timelines and project needs.

☑ Project needs

⊘ Correct

A scope of week includes project needs and objectives so a freelancer can propose services to meet those needs. It also includes timelines and external work.

☑ Budget

⊗ This should not be selected

The project's budget is not in the scope of work, but a freelancer would include a budget estimate based on the elements in the scope of work in the proposal. Additionally, a scope of work should include timelines, project needs, and external work.

5. What is a statement of work (SOW)?   0 / 1 point

○ A legally binding document that lists detailed deliverables, due dates, and a payment schedule.

◉ A document that outlines the project a designer will complete.

○ A list of expected payment dates and any upfront costs and contingencies.

○ A list of expenses and profit margins that add up to an appropriate cost for services.

⊗ Incorrect

A statement of work is a legally binding document that lists detailed deliverables, due dates, and a payment schedule.