

Freelancers (Bonus)

Freelancing means **freedom** to do the **work that you want to do**. It allows you to make a living on your terms

It's not easy

You are a warrior without a king – *Seth Godin*

5 tips for you to become a thriving freelancer

1. Be a good designer, produce great work that solves problems

A strong body of work commands interest from prospective clients and increases your perceived value as a designer

Identify what “good design is”

Visual Design

Think Objectively

2. Be a great communicator

Clients whether they are Creative Directors,
Marketing managers, or Business Executives are
just people

Build trust through communication

Punctuality is super important

3. Put yourself out there

No one is going to hire you if they don't
know about you

If you're a freelancer getting exposure is *almost* as important as having great work

4. Work with only good clients that pay well

Instead of taking on every single project that comes your way, it's important to prioritise closing clients that **pay you what your services are worth**

How do you do that? By demonstrating the **value of your work**

If you only work with **good clients**, they will refer you to more good clients

Which market do you exist in?

\$100

\$30,000

\$18,000,000

Pricing is all relative

5. Be nice

Good manners is a currency that goes a long way in the business world

There are 4 levels of being a freelancer

1. Handy Man (Work that anyone can do - replaceable)

2. Craftsman (Work that is a bit better than most)

3. Unique (Work that is a lot better than most, you have a name and reputation)

4. Remarkable (Work that only you can do)

You don't have to go all in – Start freelance on the side and build it up

Build a reputation on the side

Build a following on the side

Grow your network on the side

You need to save money so you are not at the mercy of every job that comes your way. **So you can choose and get clients that are a right fit for you**

What is **your brand** and **USP**? Think about the
How to become valuable lesson? How can you
communicate this?

How to get clients?

Before that think about who your ideal clients are?

Are they agencies? Local or International? Are they direct clients? **The messaging is different**

Think about about **your positioning**. And what does your positioning say about you

Be crystal clear on who your ideal client is.
And then cater your positioning/brand
messaging to them

Find where your ideal clients are and get in touch with them

Some ideas

Dribbble/ Design networks - Start posting consistently

**Your folio/ Award sites/ Sending to clients who
NEED your service/ Chatting to people networking**

Blogging/ Talk about pain points that companies will have - people finding you via search engines

Upwork/ Good for beginners to get a feel for dealing with clients and leads

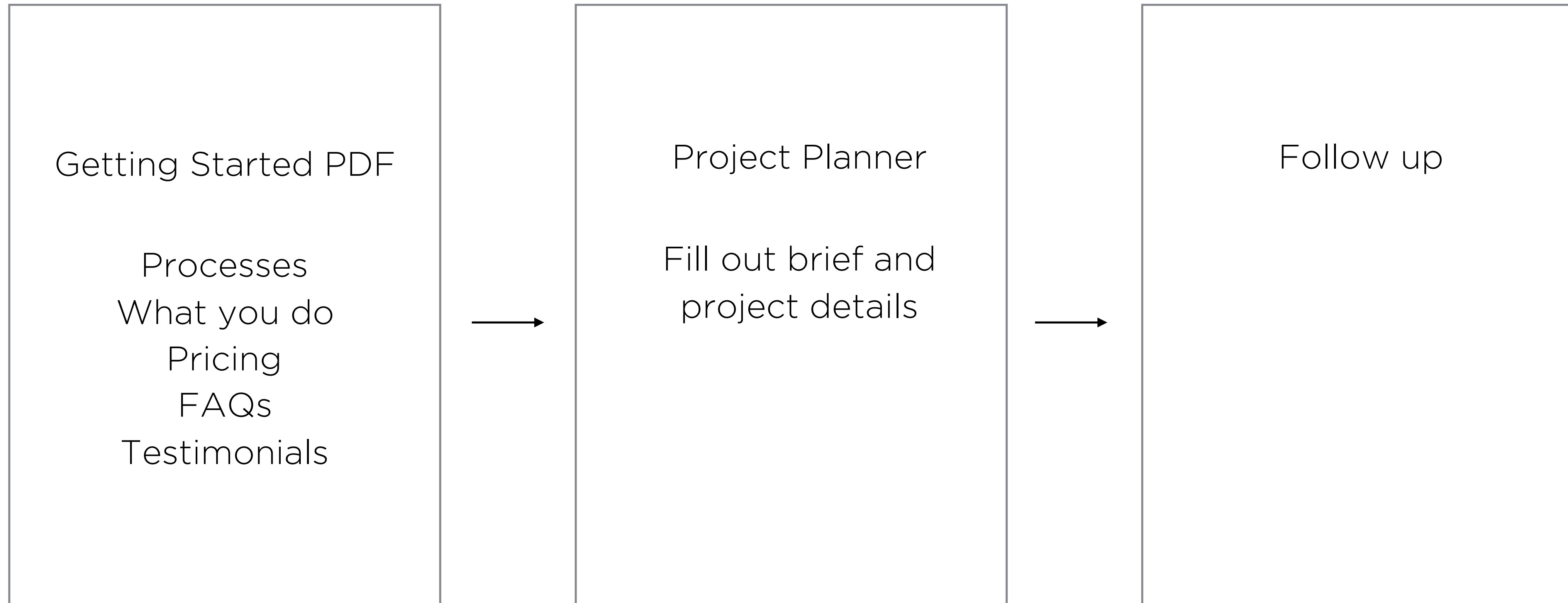
Letsworkshop/ More high quality leads

Twitter/ Build relationships

How many clients do you wish to work with?

How many clients do you wish to work with?

If you want work with a lot consider creating an automated on-boarding system



Dealing with changes, client feedback, bad clients,
save money so you have leverage

First is your proposal and contract

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PROPOSAL

Client name
app design

Prepared by Nguyen Le

1 Jan 2016

Services Breakdown

Services Rendered

IA Audit

Review the current information architecture and make ammendments, that will provide a better experience for users and focus on promoting a higher conversion rate.

Concept Design

The creation of initial design concepts for the website. Exploring layout, typography, colour and overall look and feel.

Prototyping

Interactive mocks showcasing functionality for mobile and desktop.

Design Roll Out

Full rollout of all page templates in Photoshop CC.

Nguyen Le / ABN : 74 000 000 - This document is confidential.

4

Project Deliverables

Line Items

Break down your exact deliverables by page here

Onboarding

Listing

Page

Page

Page

File Format

All files will be supplied as Photoshop CC files.

Nguyen Le / ABN : 74 000 000 - This document is confidential.

5

Email approvals are legally binding

So how to deal with changes?

Set the expectations early on, about your processes and how the project will be rolled out

Co-design with your client and always point them to the business objectives

Everything is a conversation starter and up for discussion, don't be precious about your designs, learn to iterate

It's a collaborative effort, but never get bossed around by your client

Iterations are great but it's **not an all you can eat buffet**. Stipulate in your proposal that it will cost extra for major revisions

How to deal with client feedback

Learn to listen

Learn to construct design outcomes based on feedback

Always question the client on how feedback relates to the **business objectives** and **user experience**, if they want subjective changes question them on the why?

Dealing with bad clients

If you are a freelancer – you can fire a client

Make sure that you have enough money saved so
you have the leverage

Firing clients is a rare occurrence, if you are doing this often make sure it is not a symptom of something else

Freelance documents for beginners

Proposal document and contract

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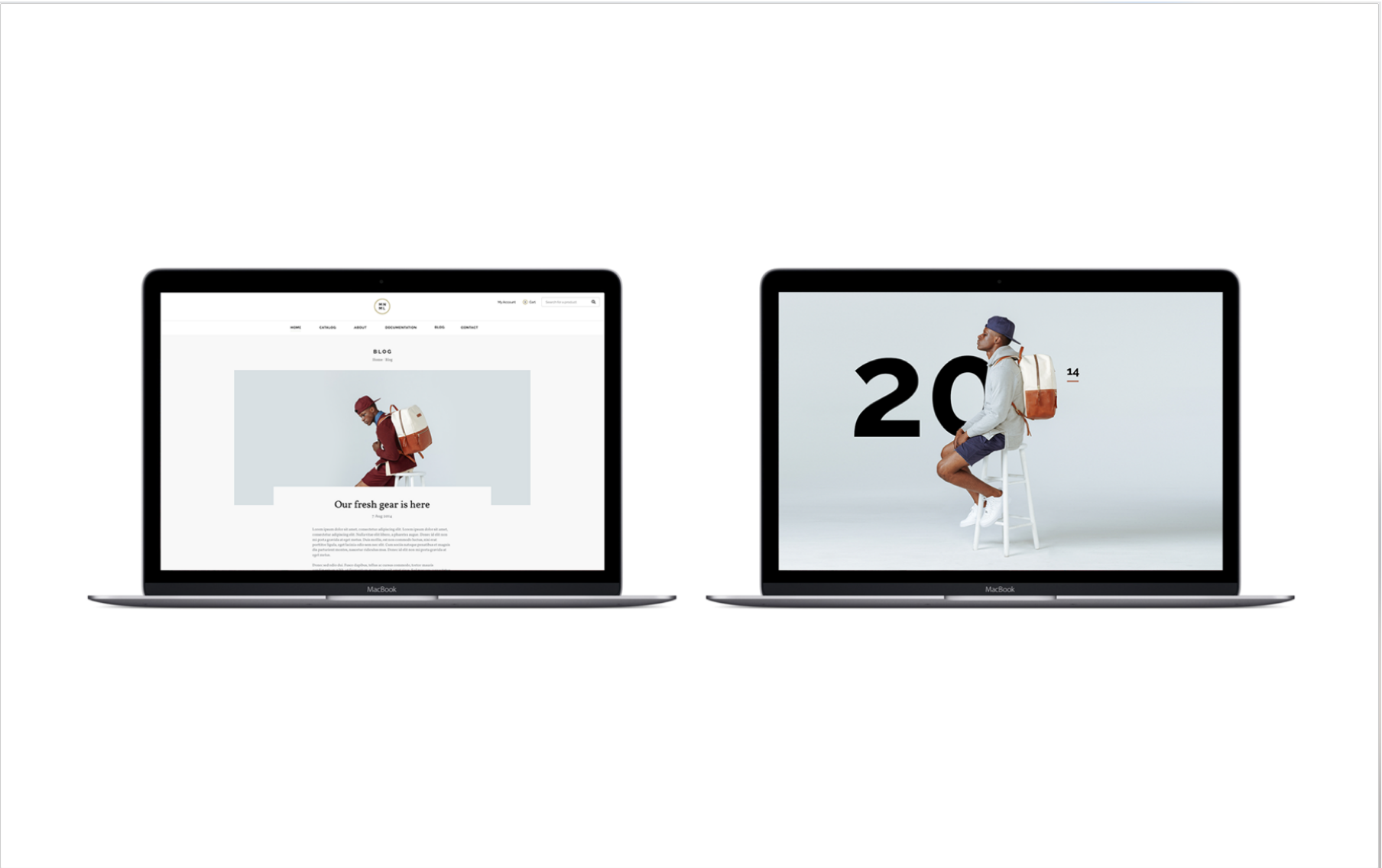
Credentials document example

Ecommerce Credentials

in preparation for Client

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Prepared by Creative Director Nguyen Le



Invoice

N Newin Creative Pty. Ltd.

Email: youremail@gmail.com

ABN: 74 000 000 000

ACN: 606 000 000

Tax Invoice

CLIENT DETAILS Ltd

100 Client address, herere

Invoice No: IN1098

Issued: 19/07/2016

Due 7 days from date of issue

Description	Amount
50% commencement of work payment	\$15,000.00 US
- List item	
- List item	
- List item	

Please make direct or cheque payments payable to

Amount Due

\$15,000.00 USD

Your name

Bank: Bank detail

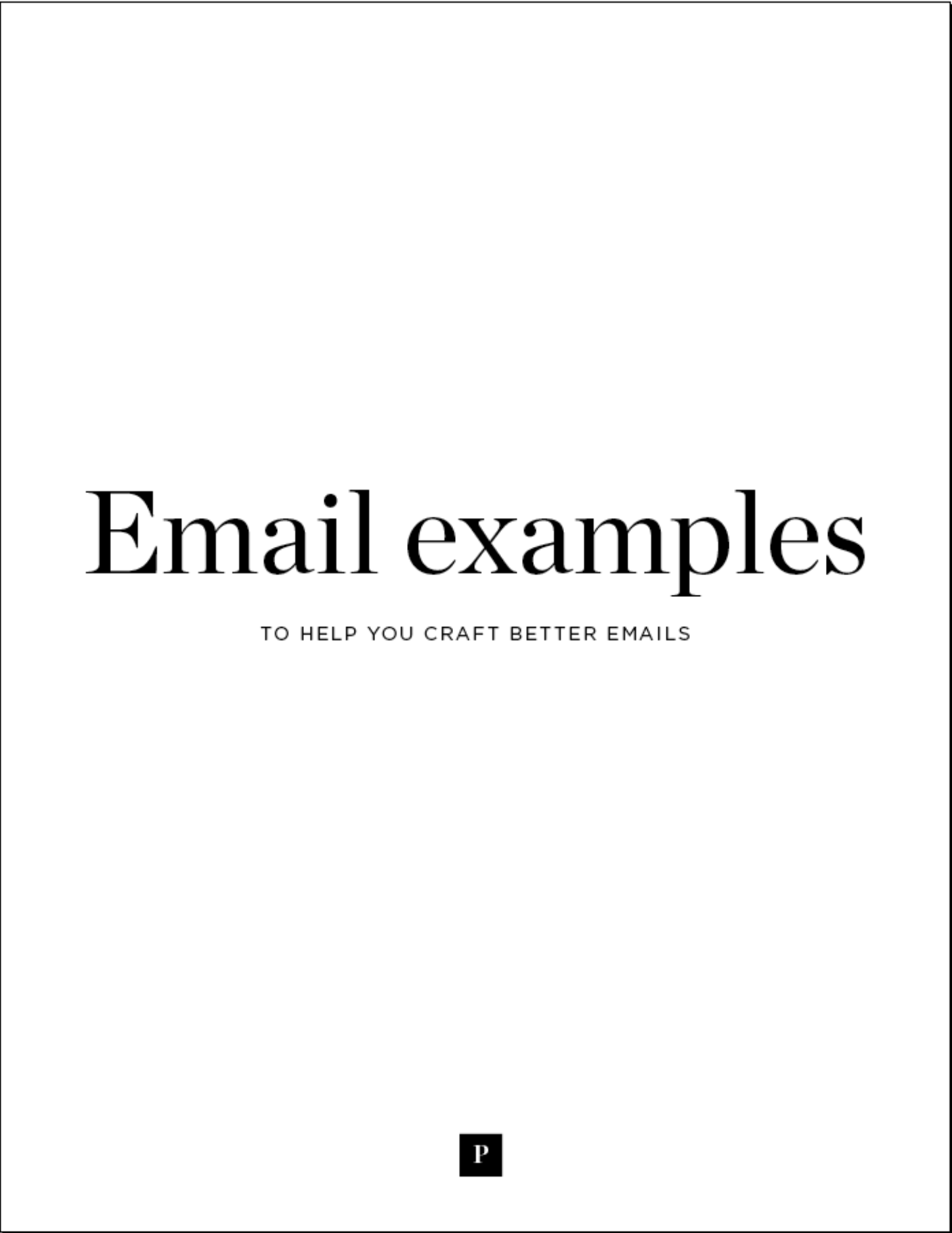
SWIFT CODE: AAAAU2S

BSB: 063 000

Account No: 11300000

Branch Address: 80 Example Street, Suburb, Victoria, 3000

Email examples



Self evaluation exercise

Freelancer Assessment

CLARITY ON YOUR POSITIONING
AS A FREELANCER: FRAMEWORK BY SETH GODIN

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Who are you?

Does this project matter enough for the risk and the effort you're putting into it?

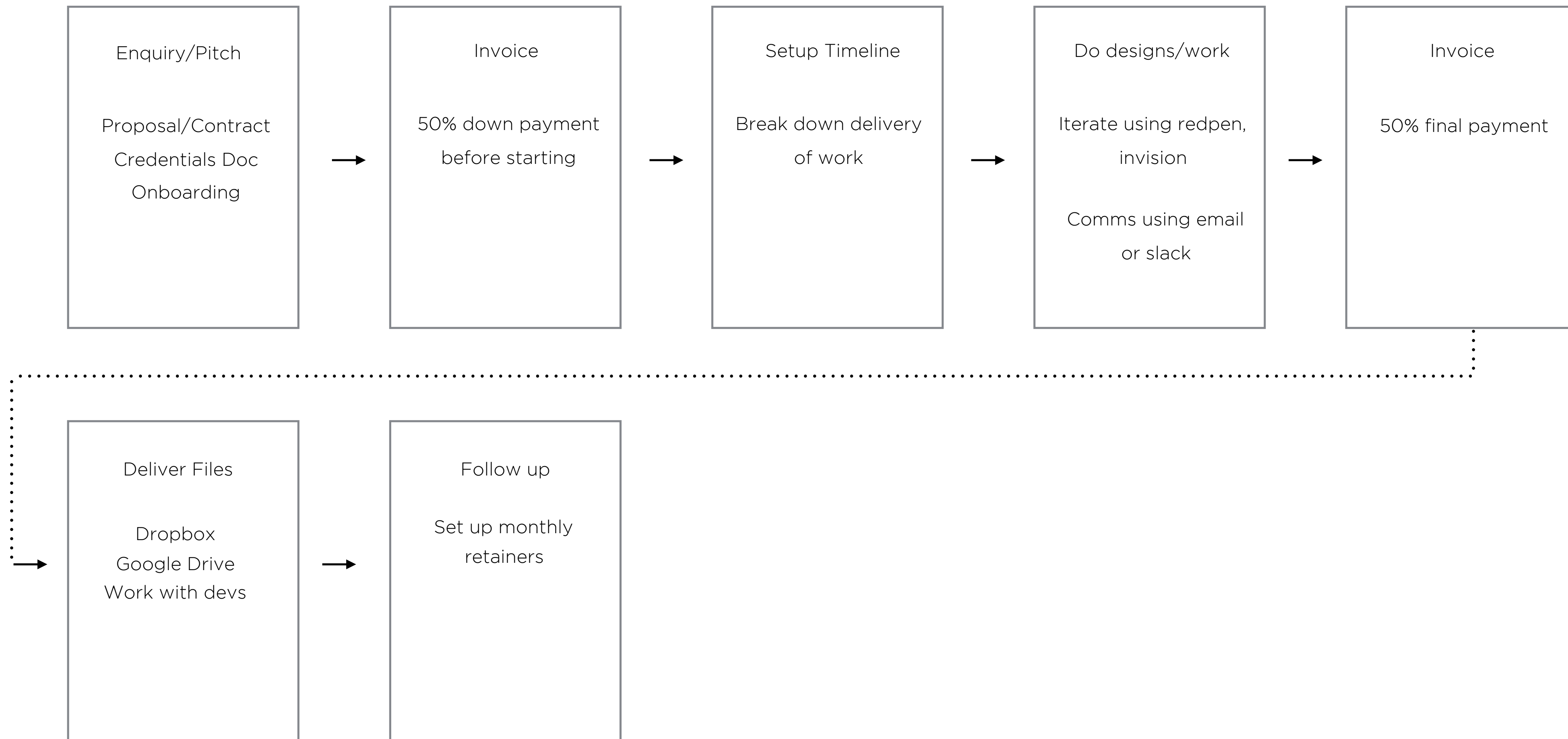
Is it possible – has anyone with your resources ever pulled off anything like this?

What do you provide?

What do people buy when they buy something from you?

Leave out the easy, repetitive, generic stuff ... What you are doing that's difficult?

Basic freelance flow



You are a warrior without a king. You can
you can create your own thing