

# Content Management Systeme

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# Clients

## Software Business is People Business



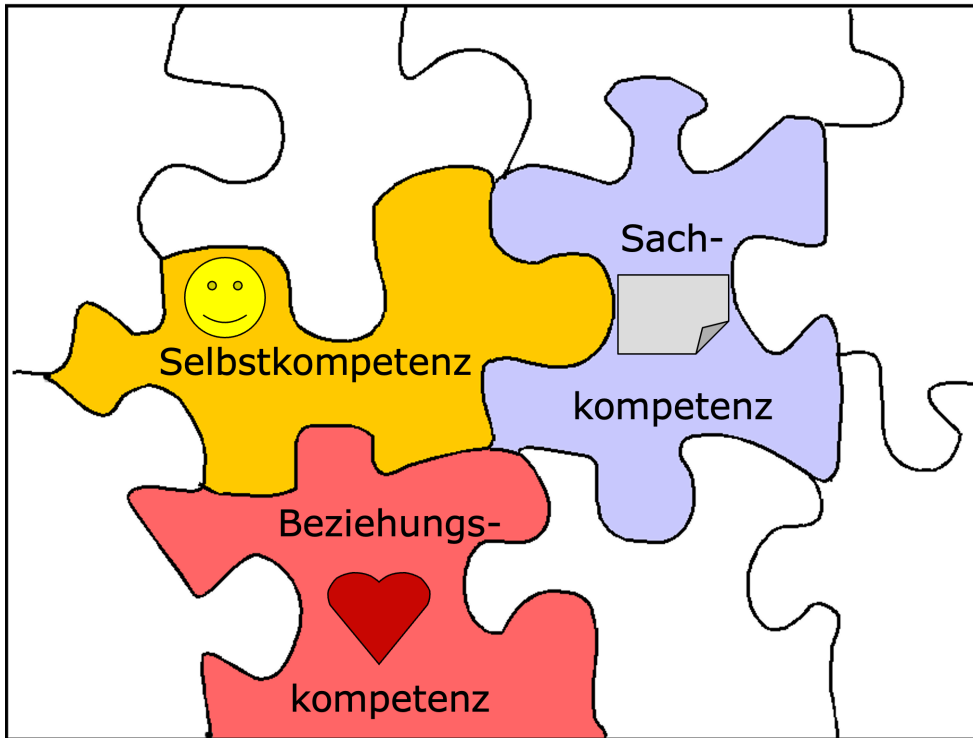
„Willst du ein guter [Geschäfts-]Partner sein, schau erst in dich selbst hinein“.

Friedemann Schulz von Thun

[„As developers] everything we're doing really should flow from user value... Code gulf... is a fun puzzle game but that really should not be a major motivator for you. We're solving problems for people,... we're doing something of value to people ... that's how you make the world a better place.“

John Carmack (<https://www.youtube.com/watch?v=l845O57ZSy4>)

**Don't over-estimate and don't over-emphasize your technical expertise, your stack, ... in a client relationship**



There is more to a client relationship than just being a technical expert.

### Literature

Mike Monteiro: Design is a Job, A Book Apart 2012



# Checklist

## Kundenkontakt



- ☐ Welt ("Domain") des Kunden (so gut es geht) verstanden, seine Sprache verwendet
- ☐ Wichtigste Frage gestellt: Wofür...  
(Mutige Frage gestellt: Wie sind Sie auf mich gekommen?)
- ☐ Information nicht allein über Projekt-Kosten gegeben, sondern auch über laufenden Kosten (Wartung, Domain, Hosting, ...)
- ☐ alle Vereinbarungen (Preis, Scope, Timeline) schriftlich VOR Projektbeginn fixiert





Stress is a weapon people use to abuse themselves.

Ryan Nicodems, @TheMinimalists





## How to Calculate your Minimum Hourly Rate

### 1. Calculate your Expenses

Expenses

Office  
Energy  
Phone/Internet  
Software

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.  
.

SVA (health care  
etc.).

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EUR 1.820,-  
+ financial cushion

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EUR 1.970,-

### 2. Define your desired income

My Income

EUR 2.500,-  
per month



EUR 1.970,-  
EUR 2.500,-

EUR 4.470,-  
X 12

EUR 53.640,-  
+ EUR 6.000,-

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EUR 59.640,-

~ 20 hrs/week  
~ 40 weeks

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800 hours 1 year

$\sim 60.000 \div 800 =$   
EUR 75,-

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3. Add expenses to  
desired income

and multiply by 12 for the minimum  
annual income you need to earn

Add approx. income tax

4. Realistically estimate the amount  
of **billable** hours you work per year  
(Hint: It's much less than the total  
number of hours you work.)

5. Divide income by hours to get  
your minimum hourly rate

6. Raise your rates regularly  
(inflation, increased expenses,  
value provided, ...)

The income tax in Austria is  
calculated like this:

Einkommen (2022)	Einkommen (2023)	Steuersatz (2022)	Steuersatz (2023)
bis 11.000 Euro	bis 11.693 Euro	0 %	0 %
bis 18.000 Euro	bis 19.134 Euro	20 %	20 %
bis 31.000 Euro	bis 32.075 Euro	32,5 %	30 %
bis 60.000 Euro	bis 62.080 Euro	42 %	41 %
bis 90.000 Euro	bis 93.120 Euro	48 %	48 %
bis 1.000.000 Euro	bis 1.000.000 Euro	50 %	50 %
ab 1.000.000 Euro	ab 1.000.000 Euro	55 %	55 %

source: <https://www.finanze.at/steuern/lohnsteuertabelle/#Lohnsteuer-Bemessungsgrundlagen>

