

Pricing, Payment, Budgeting, and Proposals

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8/27/2025



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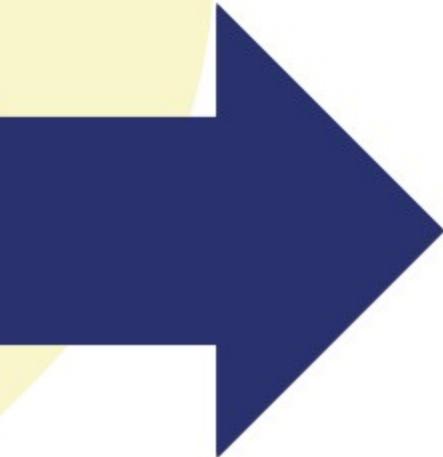
04

Proposal

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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 -
Fixed

05

Per Client



1. Per Hour

- 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.

2. Per Day

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.



3. Per Word

- 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.

4. Per Project - Fixed

- 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.

5. Per Client (Retainer Packages)

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

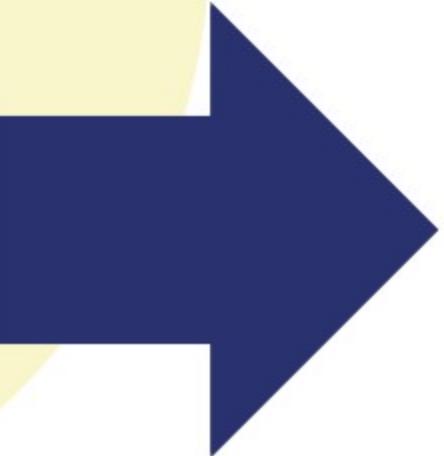
- This method of pricing looks at each of your clients and creates a recurring monthly or annual cost for the use of your services, usually in the form of a set number of hours or specific types of projects that fall under the scope of the retainer agreement.



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

4

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

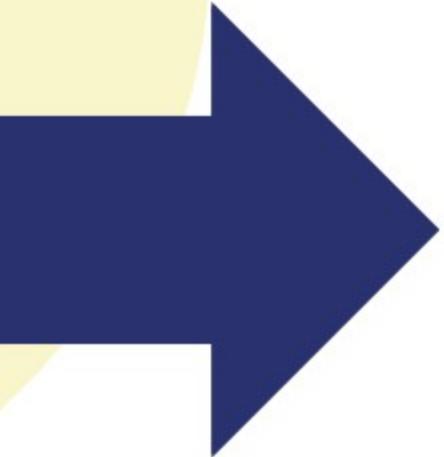
**Software
subscriptions**

**Marketing and
advertising costs**

**Freelance
platform fees**



Payment

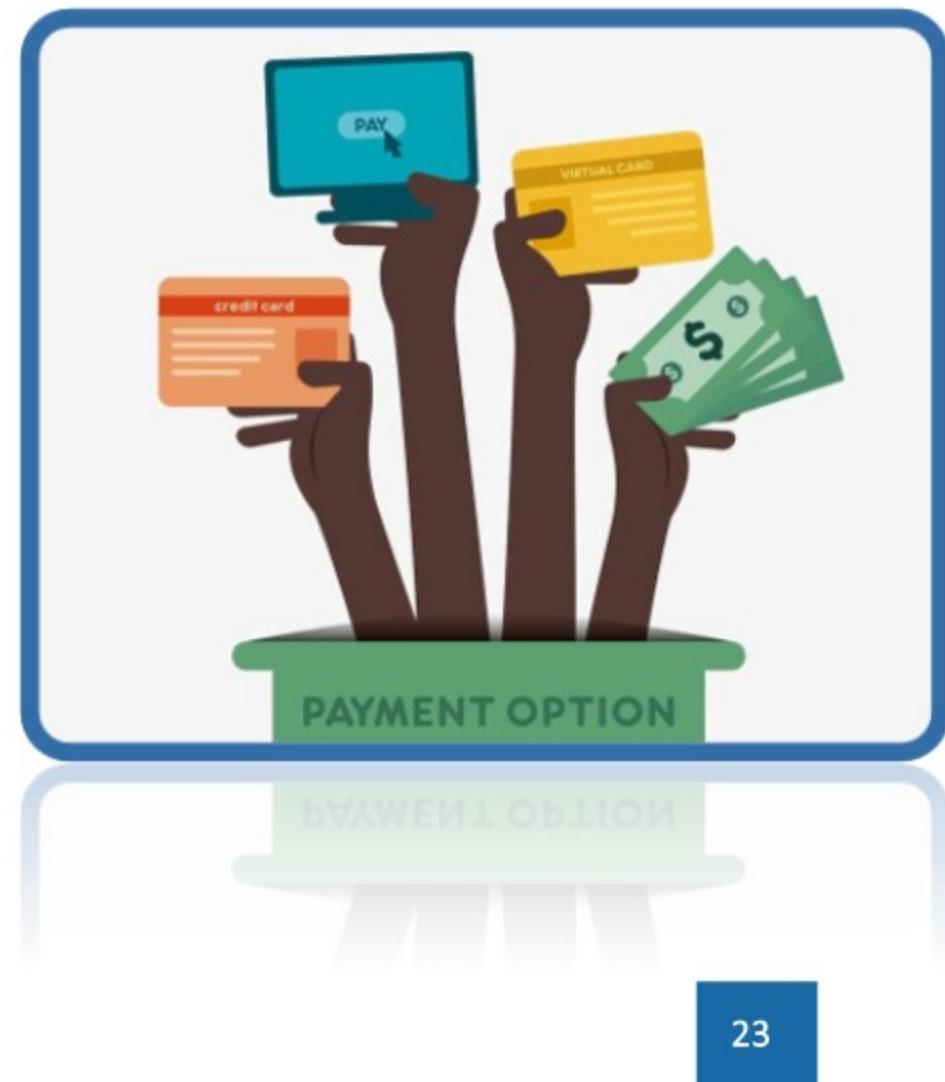




It important to set payment expectations upfront and communicate them to clients

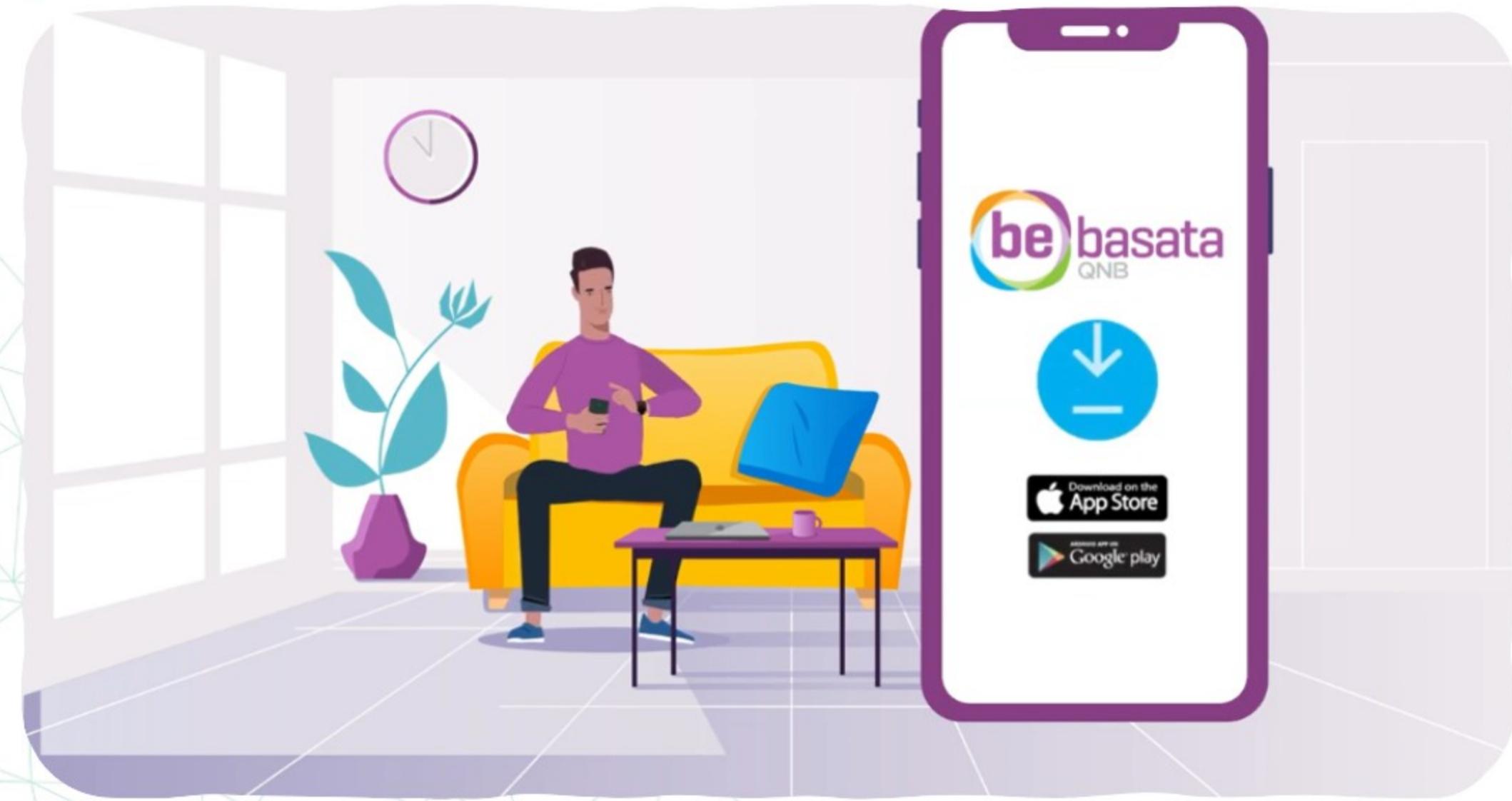
Payment Methods

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



QNB Bebasata

(DEPI will offer this service)



Digital Banks: How it works

Freelancing
Websites



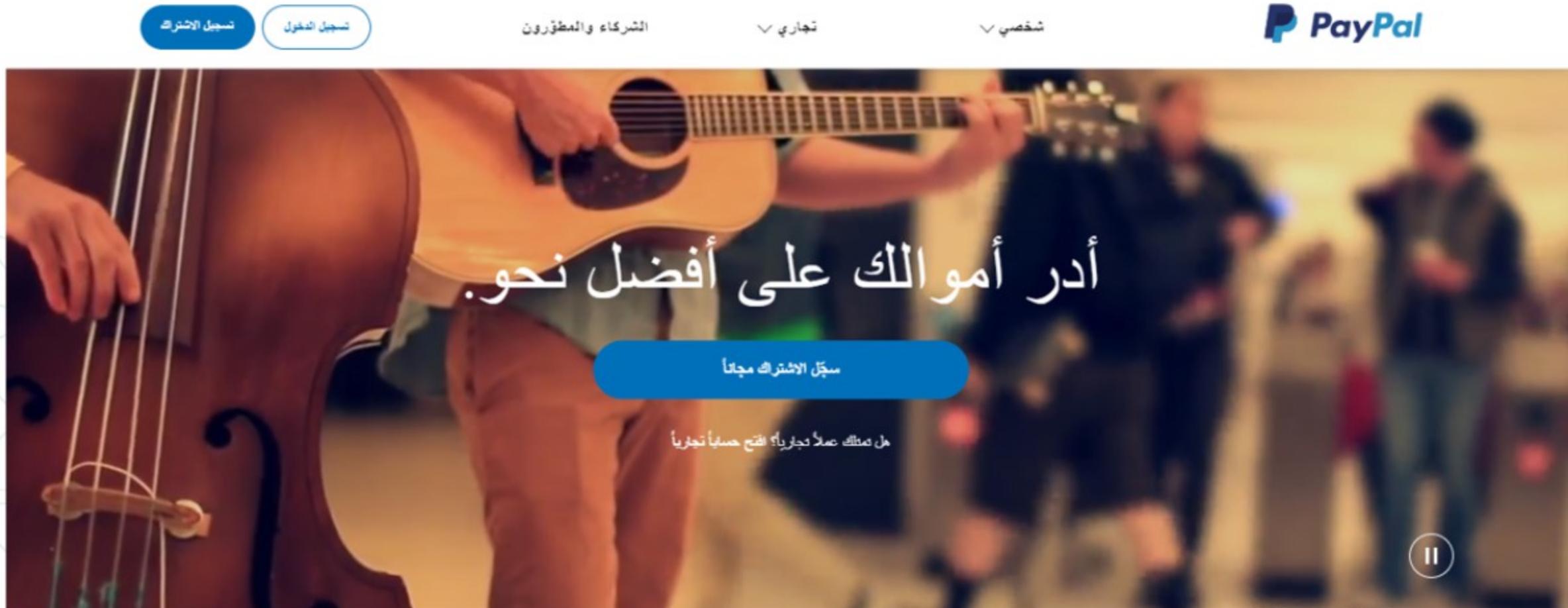
Digital
Bank



Local
Bank



Digital Banks: How it works



أدر أموالك على أفضل نحو.

سجل الاشتراك مجاناً

هل لديك عمالاً ذي حسناوات؟ افتح حساباً تجاريّاً

II

Linking between the **digital bank** and **local bank**



PayPal

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.

عندما تختار المتابعة فتأكد أنك متّفق باستخدام رقم الهاتف هذا وتوافق على تلقي الرسائل النصيّة. قد تخضع لرسوم شركة المحمول.

التالي

X

تأكيد رقم هاتفك

أرسل الرمز إلى +20 103 258 8846

[إعادة إرسال الرمز](#)





إنشاء كلمة مرور

إنشاء كلمة مرور

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

التالي



البيانات الشخصية

تأكد أن هذه البيانات تتطابق هوئتك الرسمية.

الجنسية
مصر

الاسم الأول

اسم العائلة

تاريخ الميلاد

التالي



عنوانك

احرص على استخدام عنوان فوترتك.



اسم الشارع ورقم المنزل

الدائرة

أقر بأنني قرأت وأوافق على [اتفاقية المستخدم](#) وسياسة الخصوصية وسياسة تسليم المراسلات الإلكترونية لدى PayPal. إذا قدمت رقم محمولي، أنا بذلك أمنح PayPal تصريحًا بالاتصال بي بخصوص حسابي الذي تحمل علامة PayPal التجارية باستخدام الرسائل النصية أو المكالمات الآلية من أجل: خدمة حسابي، أو التحقق في أنشطة الاحتيال، أو تحصيل دين، لكن ليس لأغراض التسويق عبر الهاتف. إذا كنت لا أرغب في تلقي الرسائل النصية أو المكالمات الآلية، فلستطيع تغيير تفضيلاتي من إعدادات حسابي في أي وقت.



موافقة وإنشاء حساب

ربط بطاقة



رقم بطاقة الائتمان أو السحب
أدخل رقم البطاقة

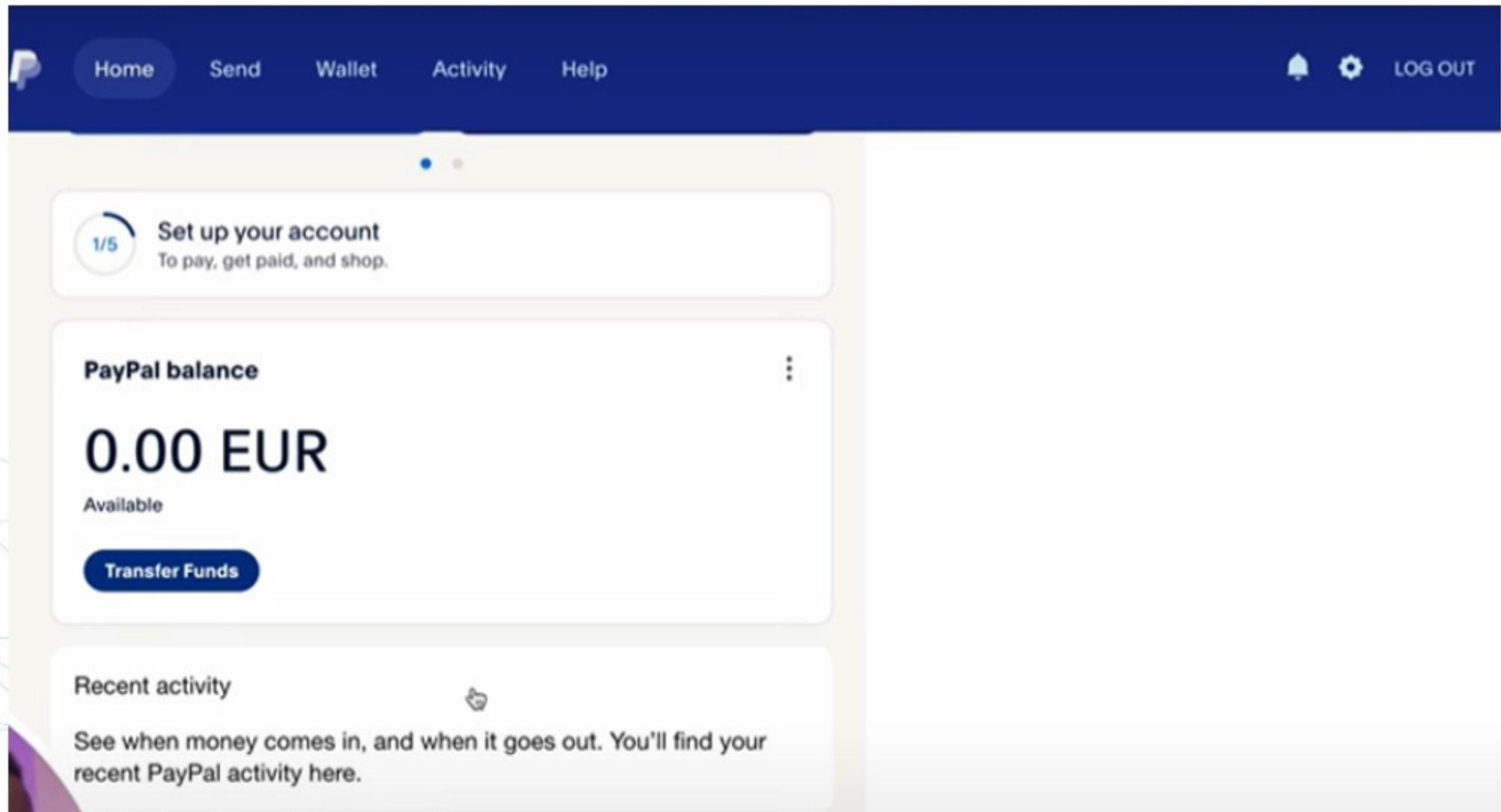
نوع البطاقة
اختر نوع بطاقتك

تاريخ انتهاء الصلاحية

رمز الحماية

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

ربط بطاقة



Set up your account
To pay, get paid, and shop.

1/5

PayPal balance

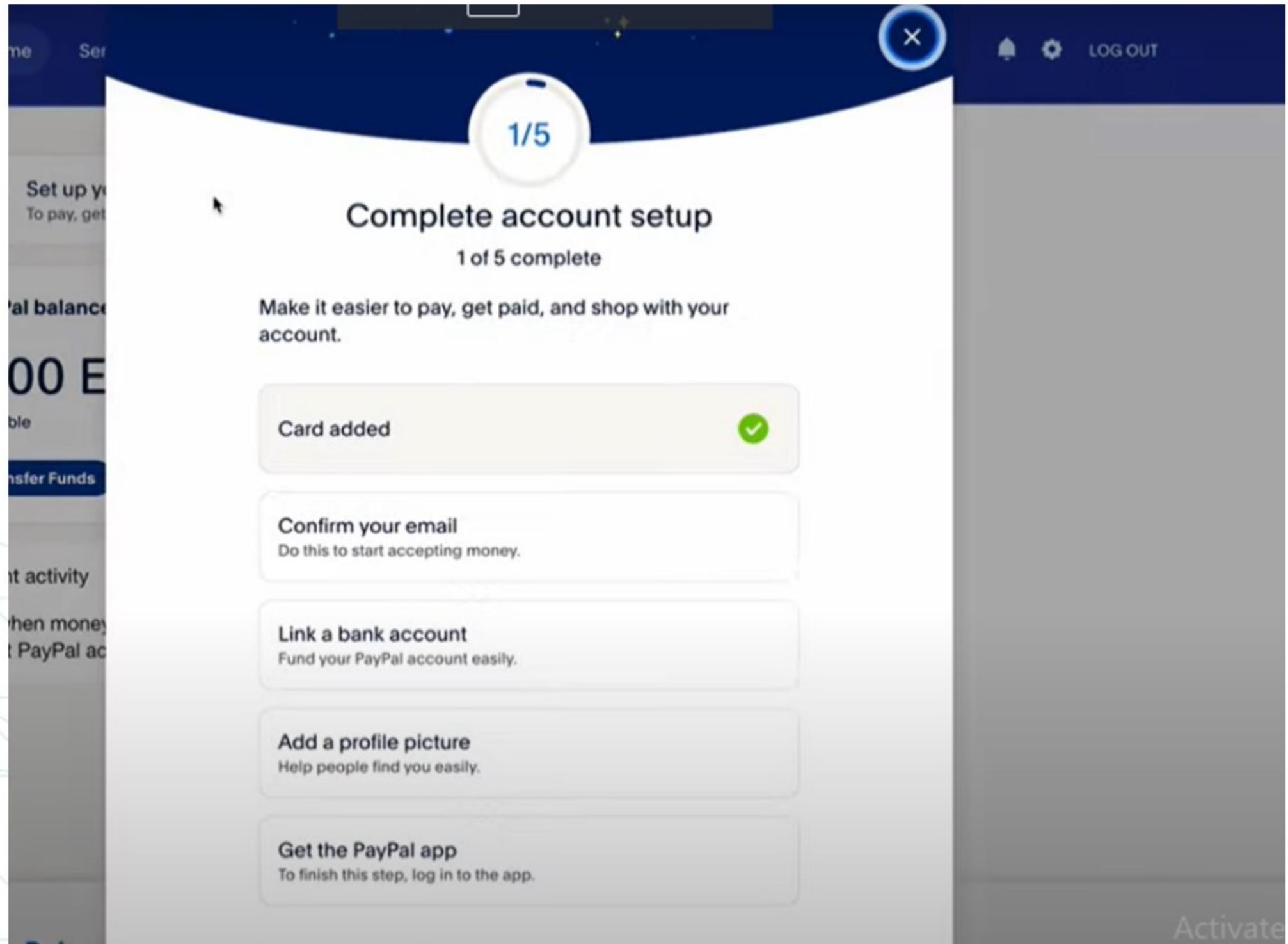
0.00 EUR

Available

Transfer Funds

Recent activity

See when money comes in, and when it goes out. You'll find your recent PayPal activity here.



1/5

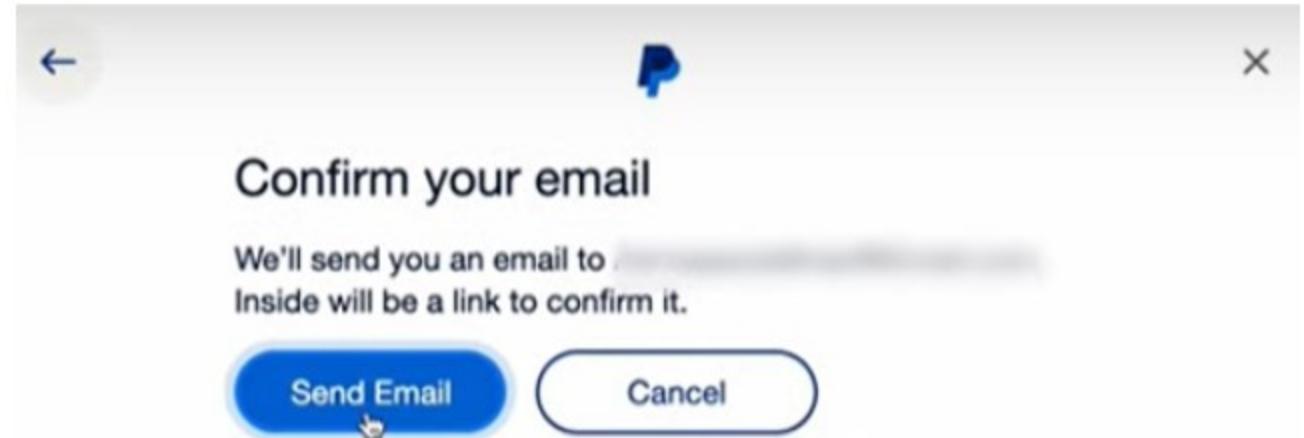
Complete account setup

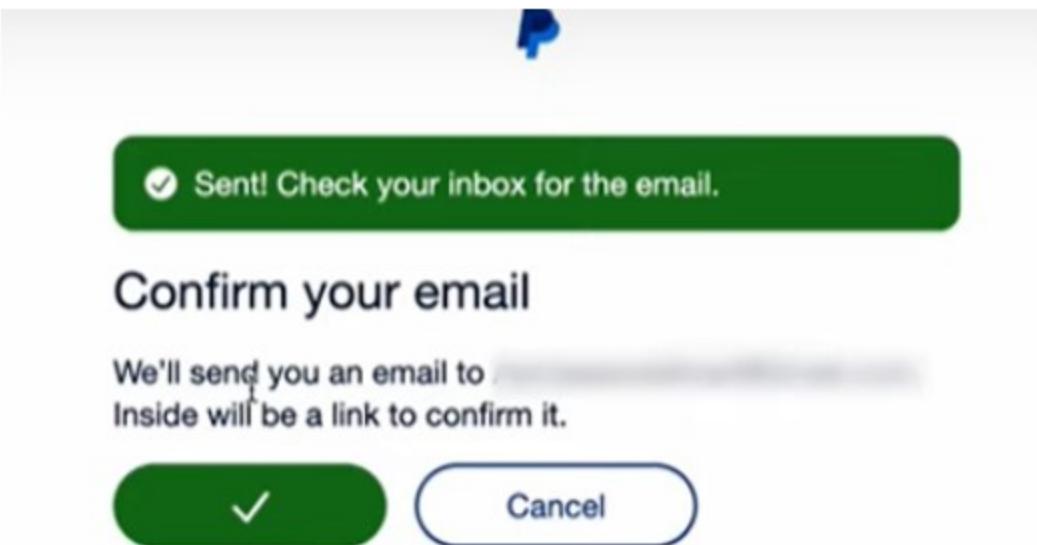
1 of 5 complete

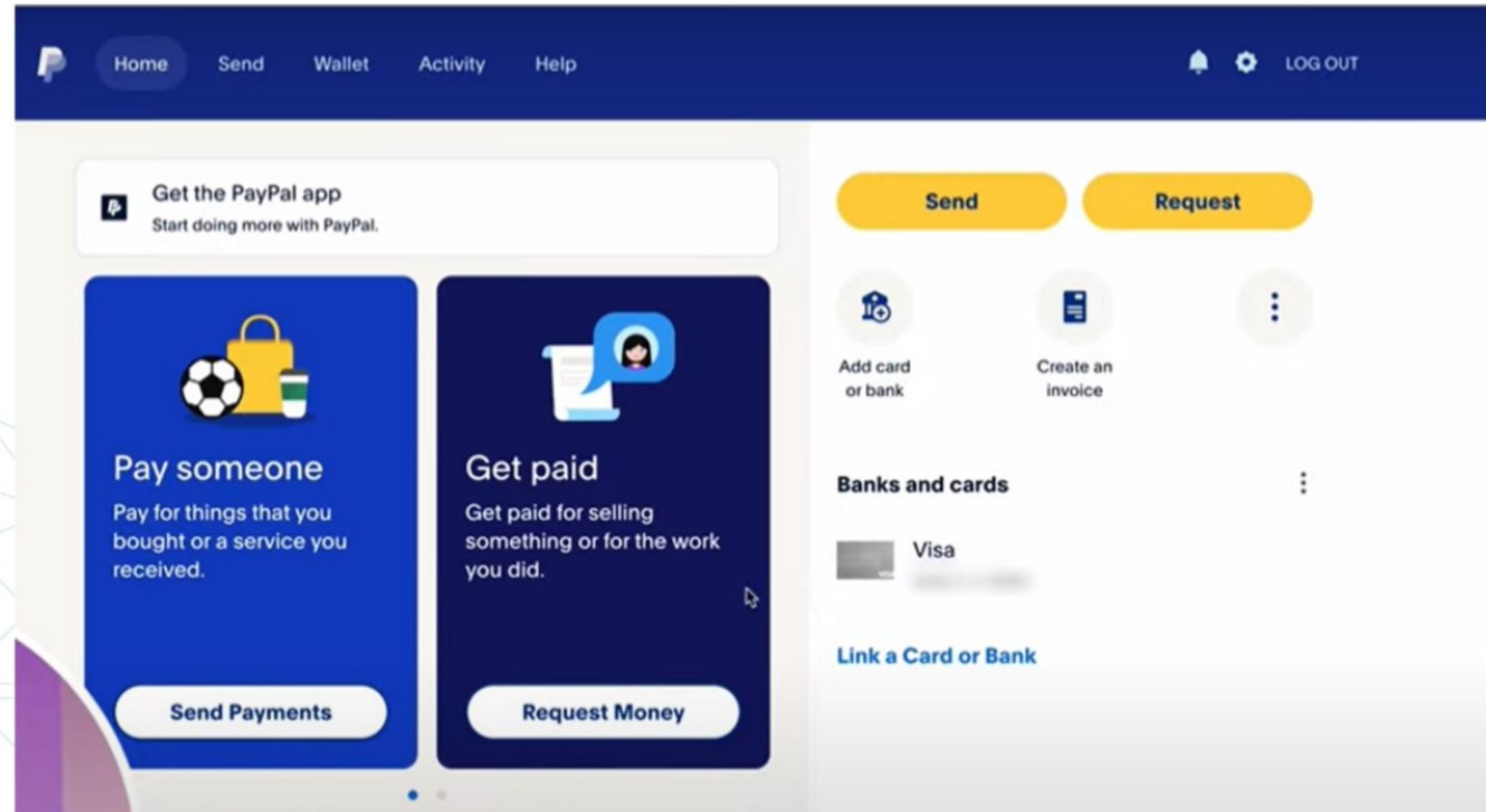
Make it easier to pay, get paid, and shop with your account.

- 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







Get the PayPal app
Start doing more with PayPal.

Pay someone
Pay for things that you bought or a service you received.

Send Payments

Get paid
Get paid for selling something or for the work you did.

Request Money

Send

Request

Add card or bank

Create an invoice

Banks and cards

Visa

Link a Card or Bank

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

8/27/2025

Presenter's Name



L

1



Lamiaa Salah
Freelancer

Complete you

Online

Invisible

Settings

Log out

Availability badge

Off



Boost your profile

NEW



Connects



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

l*****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

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

X

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

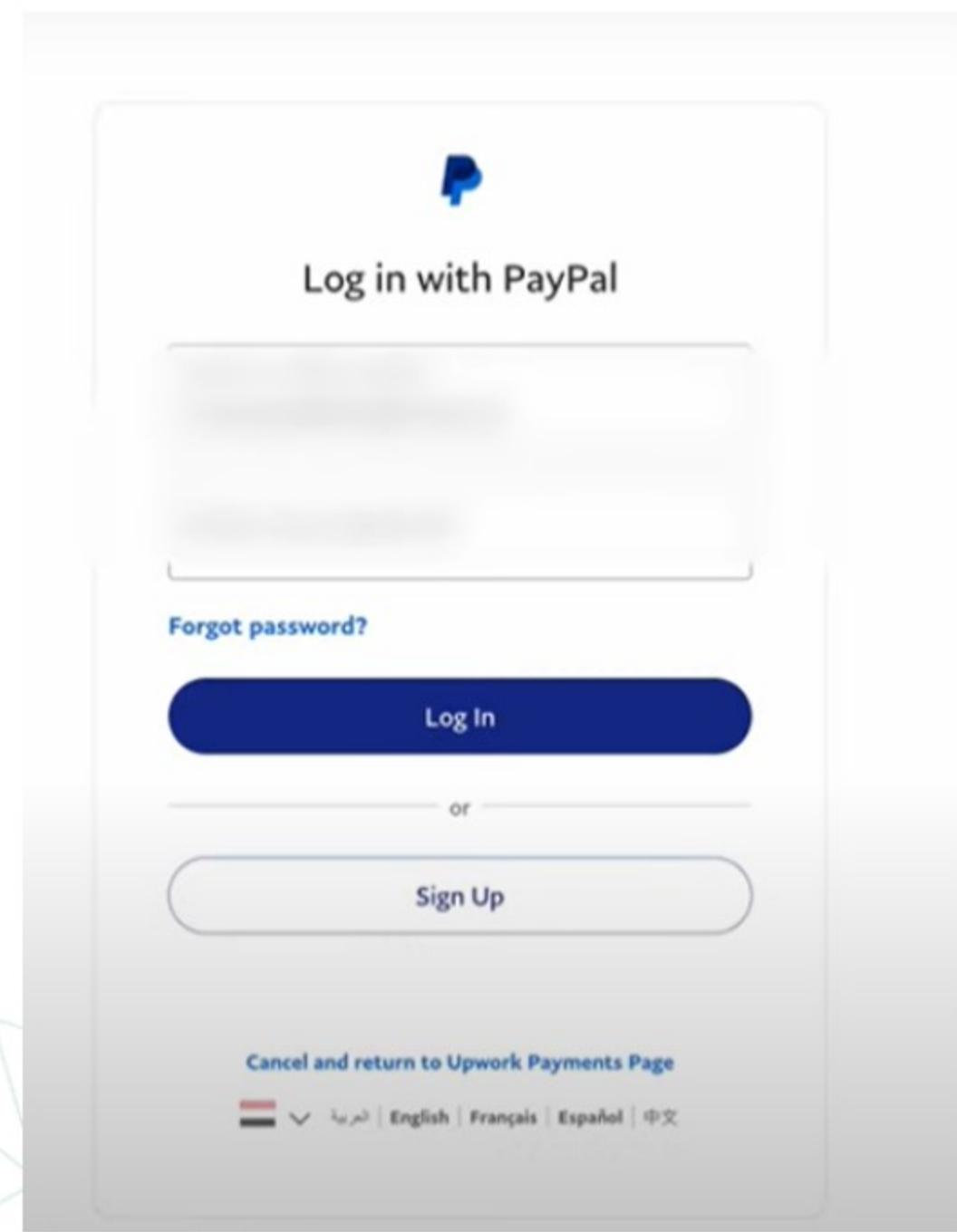
Set up

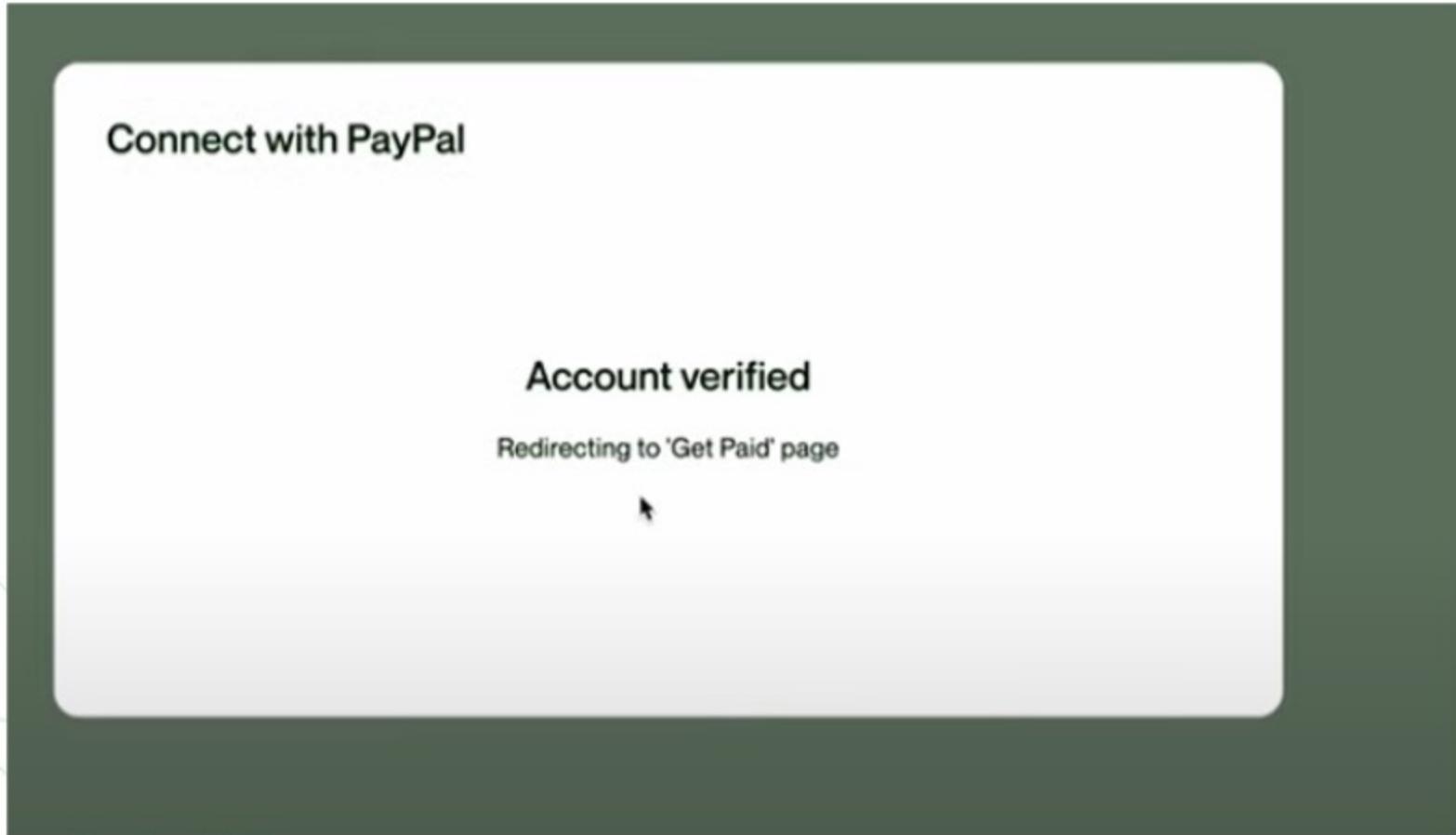


Wire Transfer (USD)

- \$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](#)



You've successfully added PayPal (Asmaaaawadikhair@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)

Cancel

Save changes



You've successfully added Pay...
1). 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

(or schedule)

Cancel Save changes

Add a new withdrawal method

No withdrawals yet.



The screenshot shows a digital platform interface with a navigation bar at the top. The top left has links for 'Find Work', 'My Jobs', 'Reports' (highlighted in green), and 'Messages'. The top right includes a search bar, a 'Jobs' dropdown, a help icon (?), a download icon (arrow), and a notifications icon (bell). A large 'Settings' section is on the left, with 'Billing' currently selected. Under 'Billing', there are links for 'Billing & Payments' (highlighted in blue) and 'Available balance'. A modal window is open, showing a success message: 'I've successfully added PayPal'. It also states that the account will be ready for withdrawals in 3 days. The background features a light green geometric pattern.

Find Work ▾ My Jobs ▾ Reports ▾ Messages

Search

Jobs ▾ ? ⌂ 🔔

Settings

Billing

Billing & Payments

User Settings

Membership & Connects

Available balance

I've successfully added PayPal. It will be ready to use for withdrawals in 3 days.



My Jobs Reports Messages Search Jobs ? Print

Work in progress 0 In review 0 Pending 0 Available 0

\$0.00 \$0.00 \$0.00

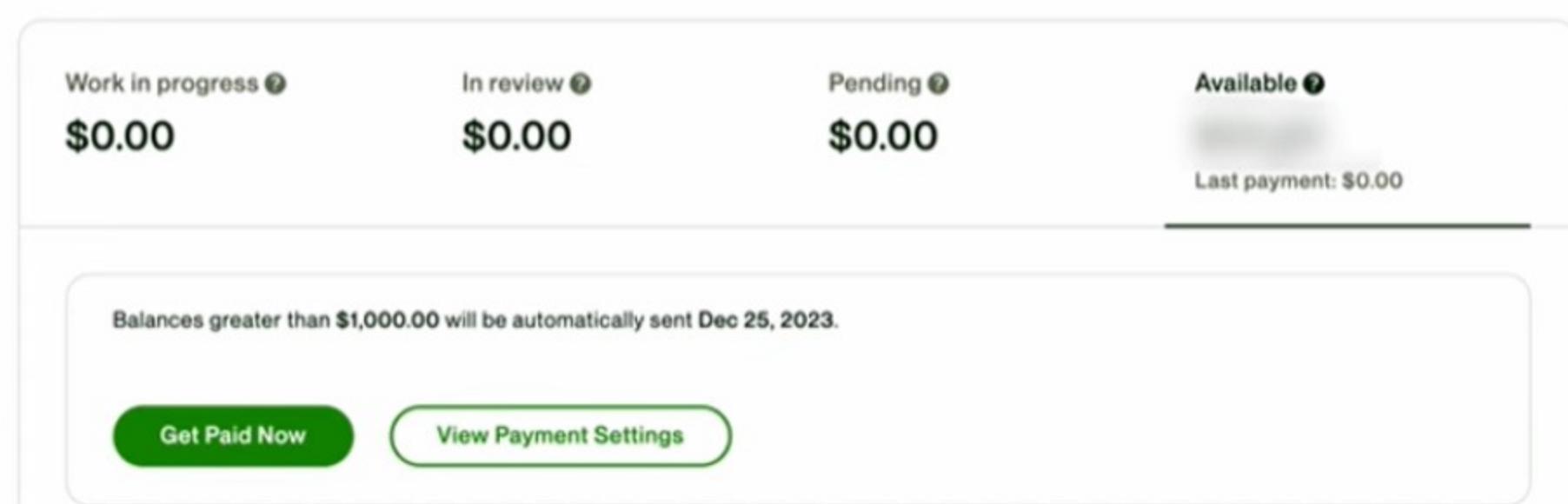
Last payment: \$0.00

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.



No transactions in the last 30 days. [View all transactions](#) ›

Upwork

Find Work ▾ My Jobs ▾ Reports ▾ Messages

Q Search

Get paid now

Available balance

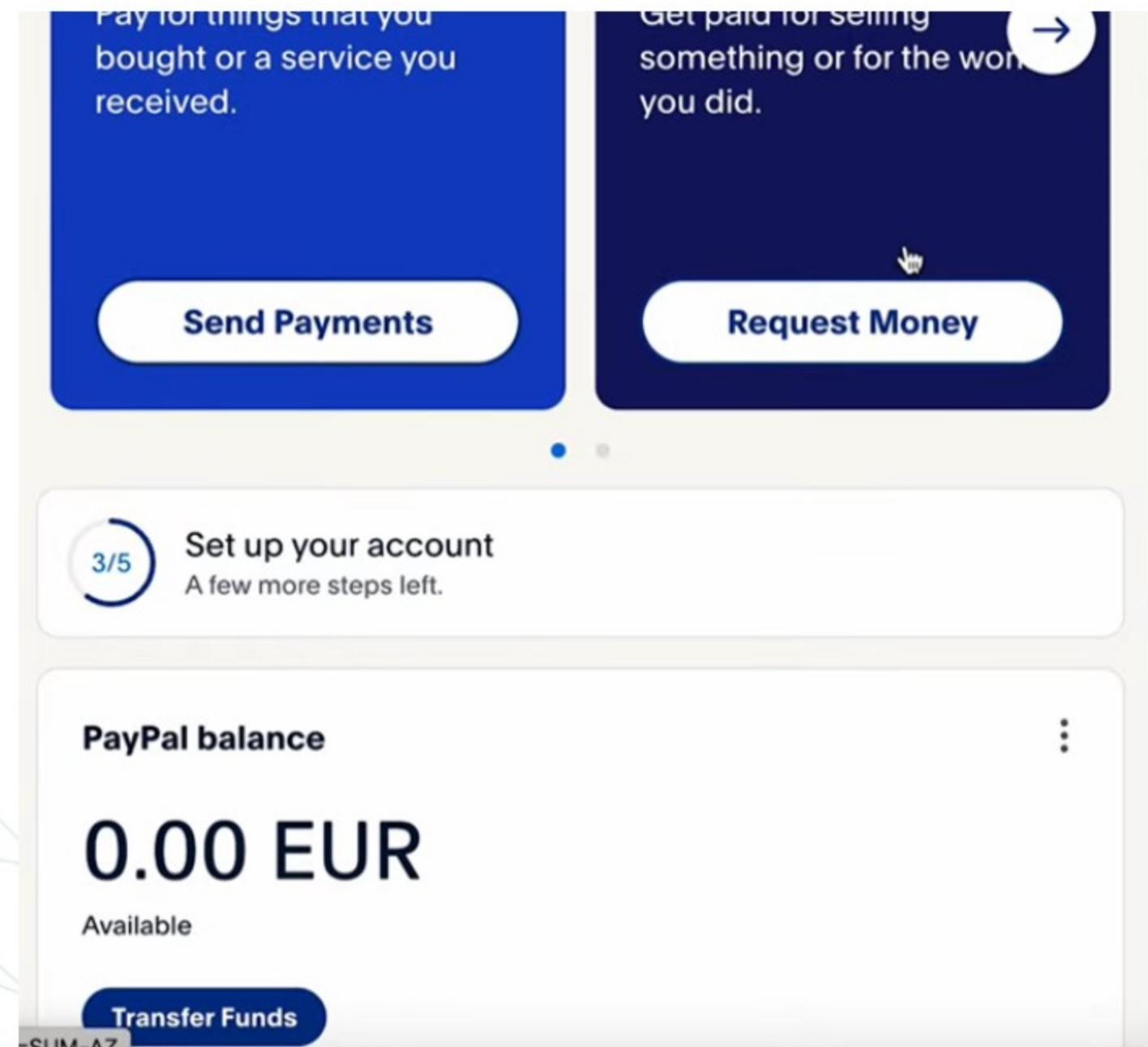


Withdrawal method

Select withdrawal method ▾

Cancel

Get paid now



Pay for things that you bought or a service you received.

Get paid for selling something or for the work you did.

Send Payments

Request Money

3/5 Set up your account
A few more steps left.

PayPal balance

0.00 EUR

Available

Transfer Funds

Transfer from Local account (pound) to dollar account



← **PayPal Support**
696.5K posts



P

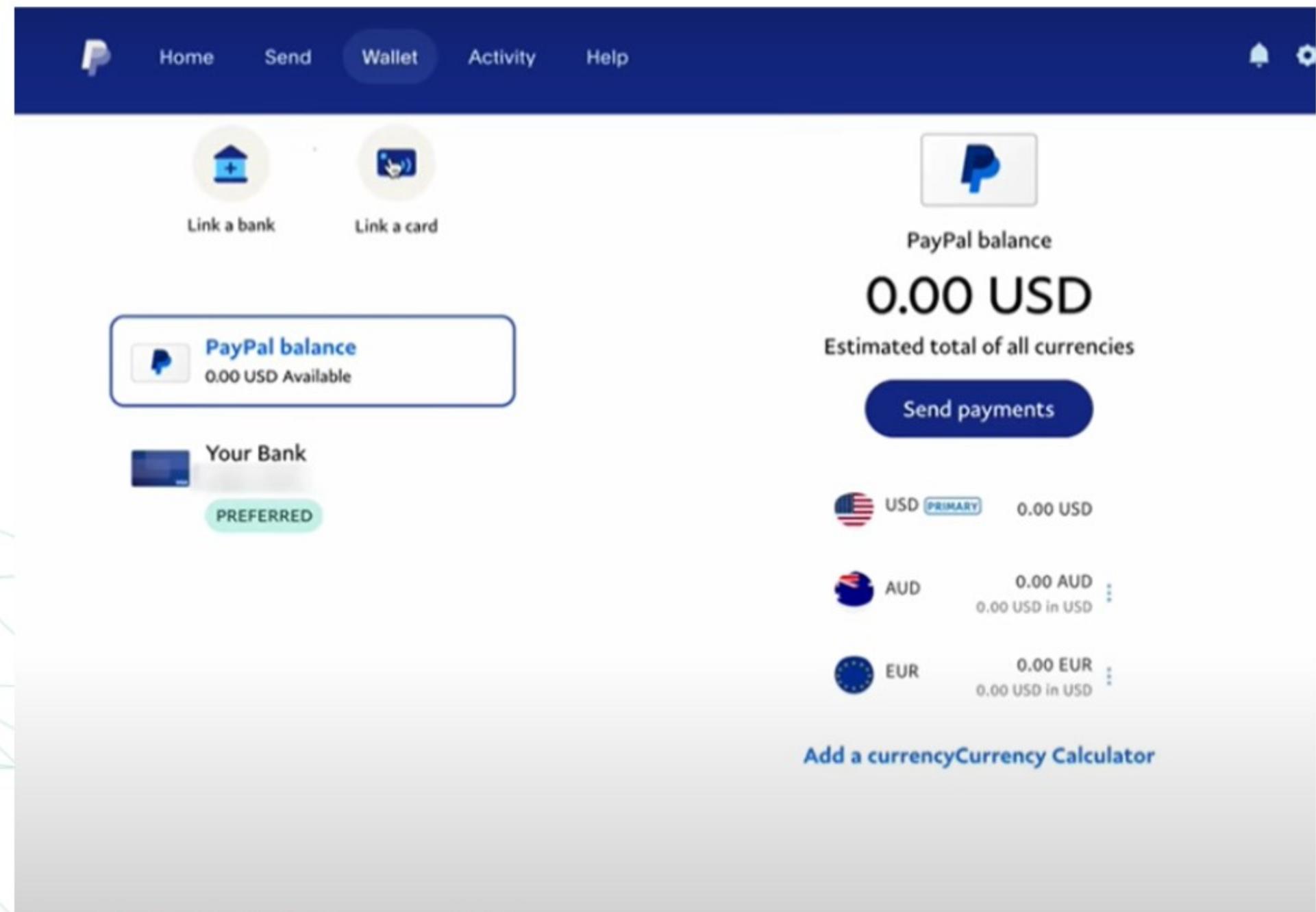
...

Follow

PayPal Support
@AskPayPal

Activate Windows
Go to Settings to activate Windows.





The screenshot shows the PayPal mobile application interface. At the top, there is a dark blue header bar with the PayPal logo and navigation links: Home, Send, Wallet (which is highlighted), Activity, and Help. To the right of the header are a bell icon and a gear icon.

Below the header, there are two buttons: "Link a bank" and "Link a card".

In the center, the "PayPal balance" is displayed as **0.00 USD**, described as the "Estimated total of all currencies". Below this, there is a blue button labeled "Send payments".

On the left side, there is a section titled "Your Bank" with a "PREFERRED" status, indicated by a green button. It shows a bank card icon and the text "0.00 USD Available".

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 is a link to "Add a currency" and a "Currency Calculator".

Link a card

VISA

Debit or credit card number

Card type: Visa

Expiration date: mm/yy

Security code

Billing address

Once you link and confirm this card you'll be able to automatically transfer funds to it. [More about automatic transfers](#)

Use this card for automatic transfers

Link Card



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.

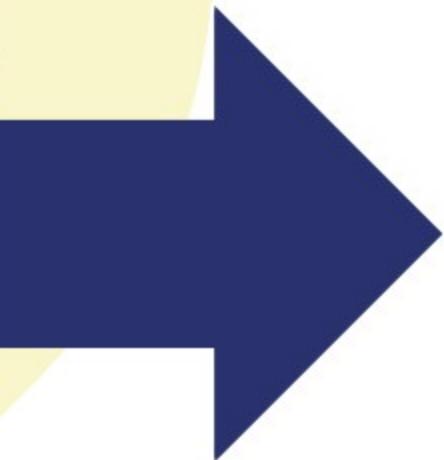
Maintain clear communication and document all project details, milestones, and approvals.

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





✖ Me, me, me!!!

✓ Instead?

Cover letter

I am a well-rounded virtual assistant.

A responsible and dependable Customer Service Representative for 5 years, I had worked for telecommunications and retail accounts and obtained expertise in placing orders, service recovery for orders, billing, device troubleshooting and obtaining details of complaints. My experiences in a high-pressured environment have taught me attention to details, resilience, and flexibility in using different tools provided by the client. I am hard working, good listener, fast learner and adaptable to meet my employer's timezone. I value my client's trust and I commit myself to any job, taking full responsibility in completing projects on time.

My skills include:

- Call Handling
- Email Management
- Calendar Management
- Office Applications
- Internet research
- WordPress
- Social Media Management

(See portfolio items below)

I'm looking forward to helping you grow your business by sharing my experiences and expertise and learn more in the process.

Cover Letter

Hello! I see that you need some help offloading and upgrading some of the financial processes in your growing business. I can help with that and can start right away!

I'm a great fit for this role because as a fractional CFO, my goals are to help you create streamlined processes that free you up to do what you're awesome at, while I handle the day-to-day financial tasks. I've consulted with dozens of small businesses and have started, run, and sold businesses of my own, so I know first-hand the challenges of wearing every hat in the building. I can help make your life easier by taking some of the load off of you.

If we were to get started, here's how I would approach this project:

1. Chat with you to determine pain points and processes that need improved and offloaded.
2. Prioritize the above to get as much off your plate as possible as efficiently as possible.
3. Document all new processes and systems, so that it's very clear what's getting done, who's doing it and on what schedule.
4. Once we establish the new processes, I would look for ways to optimize this and save you even more money by taking some of the more administrative tasks and delegating them to my team (with your approval, first). Once stable processes are in place, I usually try to save my clients money by assigning some of the ongoing management to my team, who operate at a lower rate, to save you money.
5. Over time, we'll continue to try to find ways to make your life easier and improve.

Do you have any questions for me? [less](#)

[AlbertCo.AccountingChecklistforMonthEnd.pdf \(162.68 KB\)](#)



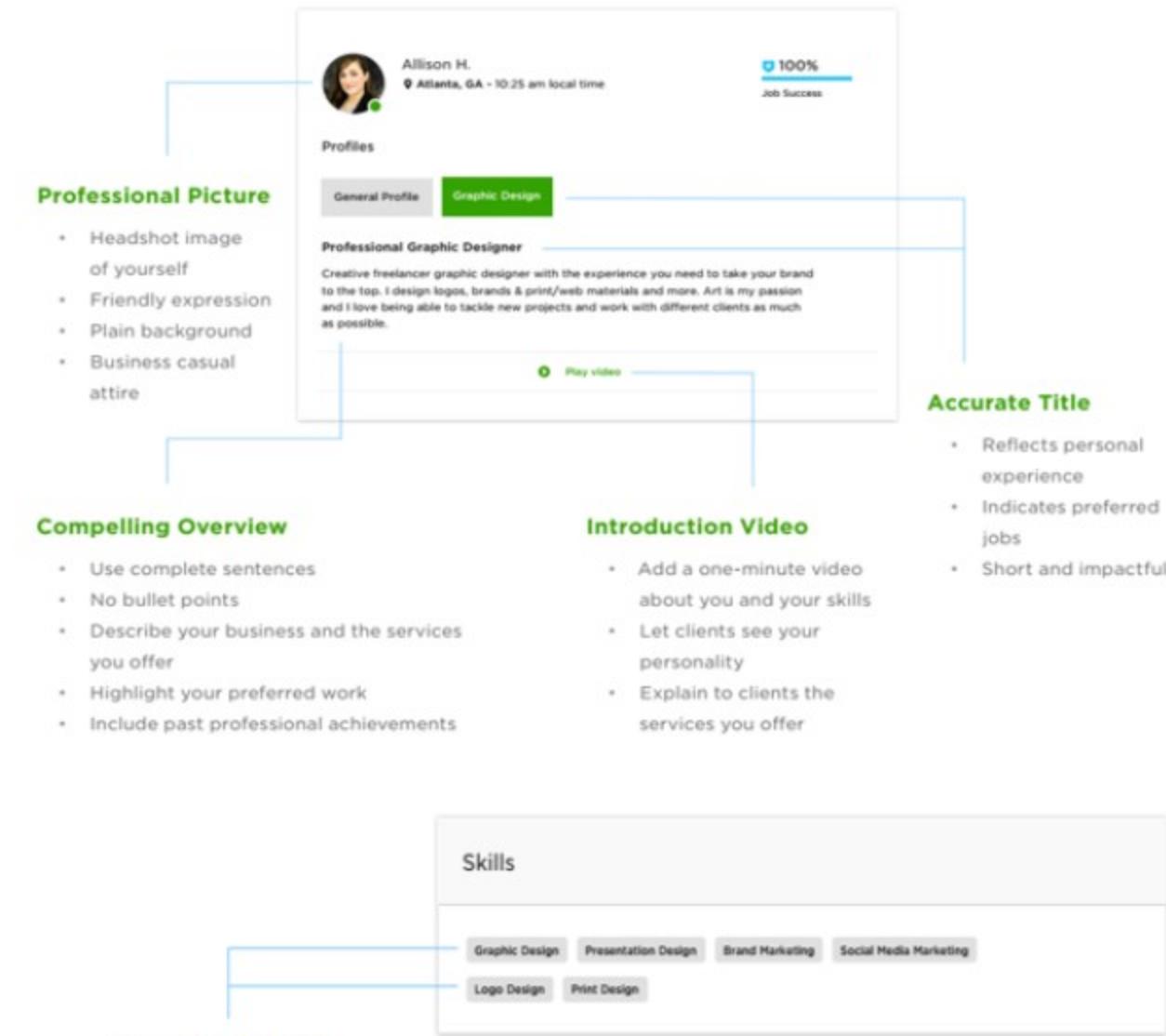
Power Proposal Tips

1. Avoid “hybrid” proposals & Don’t Spam!
2. Address your clients in person
3. Restate their core problem, tell them you can help solve it, and that you can start right away
4. Don’t make it all about yourself
5. Describe the process you’ll guide them through
6. Show off a relevant example of your work (Attachments)
7. Proofreading (Grammarly)
8. Never undervalue your services



It's not just about the proposal

1. Compelling overview
2. Professional picture (photofeeler.com)
3. Introduction video
4. Certifications & Skills
5. Complete Education & Employment History
6. Visual Portfolio
7. Proofreading



Professional Picture

- Headshot image of yourself
- Friendly expression
- Plain background
- Business casual attire

Compelling Overview

- Use complete sentences
- No bullet points
- Describe your business and the services you offer
- Highlight your preferred work
- Include past professional achievements

Introduction Video

- Add a one-minute video about you and your skills
- Let clients see your personality
- Explain to clients the services you offer

Skills

- Graphic Design Presentation Design Brand Marketing Social Media Marketing
- Logo Design Print Design

Targeted Skills

- Pick 4-6 skills
- Put your best skills at the top

Accurate Title

- Reflects personal experience
- Indicates preferred jobs
- Short and impactful



Proposal Template

Hello [Client name],

If you need help with [client's current problem], I have [# years of experience or expertise with specific skills]. I would be happy to [how you'll solve the problem].

I am a great fit for this project because [Highlight your top selling points and the benefits of working with you. This can be 2-3 bullets if needed.]

- Benefit
- Benefit
- Benefit

I can [what you will deliver] in [turnaround time or hourly availability] for [fixed rate or hourly pricing]. Before accepting a contract [optional: terms and conditions]

You can find samples of my work here: [link to Upwork portfolio] or [2-3 bulleted work samples]

- Work sample
- Work sample
- Work sample

If you have any questions or want to talk more about the project and how I can help, we can set up a meeting.

Thanks,

[Name]

Types of Project Proposals



Technical



Financial

Technical Proposals include

1- Executive Summary

2- Introduction and Background

3- Proposed Solution & Added 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)



Activity:

Open Chat GPT

Choose a specific service to offer

Ask to write a freelance technical proposal with the 8 headlines



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



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.

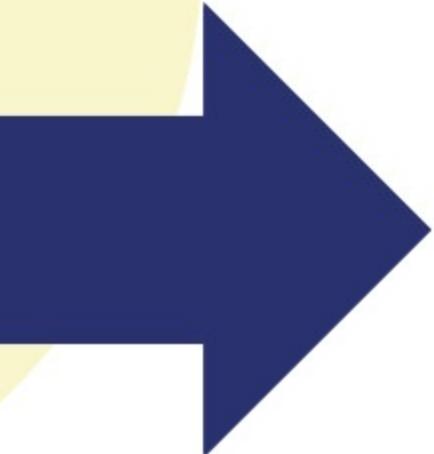
The remaining balance of 50% is due upon final approval and delivery of the logo design.

Thank you for your time and consideration.

Sincerely,

(Your Name)

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



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

Presenter's Name

EXAMPLE

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]

مبادرة رواد مصر الرقمية للطلاب والخريجين

- Write a Technical & Financial Proposal for a freelancing project
It will be submitted in week 11.



Complete the Feedback Form

- <https://docs.google.com/forms/d/e/1FAIpQLSe8ILfggE9KuFxmHjTMe5V3dBIKTvSXNpxYXQI3Balgq6nbPQ/viewform?usp=sharing&ouid=116126504806455420784>



Thank You !

