

BEE BETTER DAILY

Freelance Pricing and Proposals

*Set your rates, scope projects and write
proposals clients accept*

beebetterdaily.com



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Freelance Pricing and Proposals

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INTRODUCTION

Most freelancers undercharge, scope loosely and write proposals as an afterthought. This guide covers how to calculate a rate you can live on, choose a pricing model, scope work clearly, run a discovery call, write a proposal clients say yes to, protect yourself with a contract and deposit, and get paid on time. It is written for designers, writers, photographers, developers and other creatives who work for themselves. The examples use made-up numbers, so replace them with your own. Contracts and tax topics are explained in general terms and are not legal or tax advice.

HOW TO USE THIS BOOK

Get the most from it

Read one chapter at a time, and stop to do the action steps before moving on. Each chapter begins with what you will learn and ends with key takeaways and a short list of actions. Worksheets are meant to be written on: print the pages, or type your answers into a separate document.

You do not have to read in order. If you already know the basics, jump to the chapter that matches your next decision. Examples are illustrative and use made-up numbers and businesses, so adapt them to your own situation.

Treat the book as a working document. Highlight, annotate and come back to it when you are about to make the next decision.

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CHAPTER

01

Run it as a business

IN THIS CHAPTER

- Why mindset changes your income
- The difference between a hobby, a job and a business
- Three habits that separate steady freelancers

Many freelancers start by doing favors that turned into paid work. The prices are guesses, the scope is a conversation, and the payment arrives when it arrives. That works for a while. It also leads to burnout, because the work grows and the money does not.

A freelance business has a few simple parts: a clear service, a price you can justify, a process for taking on work, a way of getting paid and a plan for finding the next client. This book covers all of them, with a focus on pricing and proposals, which is where most freelancers lose money.

Three habits of steady freelancers

- 1 They write things down: scope, price, dates and approvals
- 2 They track their time and results, so they know what work really costs
- 3 They treat pricing as a decision, reviewed regularly, not a feeling

EXAMPLE: SAME WORK, DIFFERENT OUTCOMES

Two designers each produce a logo in about 15 hours. The first quotes by feel, charges 200, spends 25 hours after unlimited revisions and earns 8 an hour. The second quotes a fixed 900 with three revision rounds, finishes in 16 hours and earns 56 an hour. The designs are equal. The business structure is not.

KEY TAKEAWAYS

- Treat freelancing as a business, not a string of favors
- Write down scope, price and approvals
- Track your time to know what work really costs

ACTION STEPS

- [] Write the one service you most want to sell
- [] Start tracking your time on every project
- [] List the last three projects and what you earned per hour