

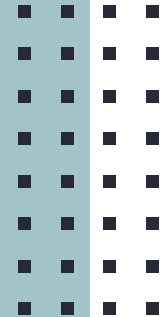


Freelancing- Things to Consider



Freelancing can be **intimidating**, but being your own boss and communicating directly with clients on creative projects is very **rewarding**.

For those of you who enjoy having **new challenges, more creative freedom, and taking on new roles** when it comes to running your own business, freelancing may be for you.



Story of Michael Wong – a freelance product & UX designer

Personal Challenges:

1. Saying 'no'

- He struggled to not take on more work than he could handle and is now transparent and honest with clients if he feels he's unable to take on more work at this time

2. Finding a 'work-life-balance'

- He found it hard to find time for rest when there are so many other things to do, but he now creates personal time in his schedule between projects
- Set guidelines for when your workday ends Create a separate space to work from



Story of Michael Wong – a freelance product & UX designer

Tips for other freelancers:

- 1. Have a good level of self-awareness**
 - You are in control of all aspects of your operations, from your hours, to your rates, and who you work with
- 2. Have enough work to feel challenged, but not overloaded**
- 3. Have confidence in your skill set**
 - Focus on strengthening your weakness to be great all-around
- 4. Be proactive, then reactive**
 - Reach out to potential clients, drop your rate, build up your personal brand, and flesh out your portfolio



Understanding Your Business



Understanding the business aspects of freelancing is just as important as understanding your craft.

- 1. Identify the skills and services you're providing to clients**
- 2. Know the value of your skills and services**
- 3. Bookkeep to keep track of your projects, clients, and billable hours**
 - Understand invoicing
 - Track additional expenses for each project
- 4. Find a niche that you can specialize in to establish your credibility**
- 5. Define the value of your work to establish a billing process**
 - Research existing market rates for hourly rates and fixed rate projects
 - Undercharging will result in having to take on more work to meet expenses
- 6. Create a flexible billing model to help with the pricing of projects with different scopes**
- 7. Make sure to calculate overtime, or leave room for extra hours in your estimate within your contract**

Project Management – Bookkeeping



It is important to stay organized and track all of the necessary things to keep track of your work.

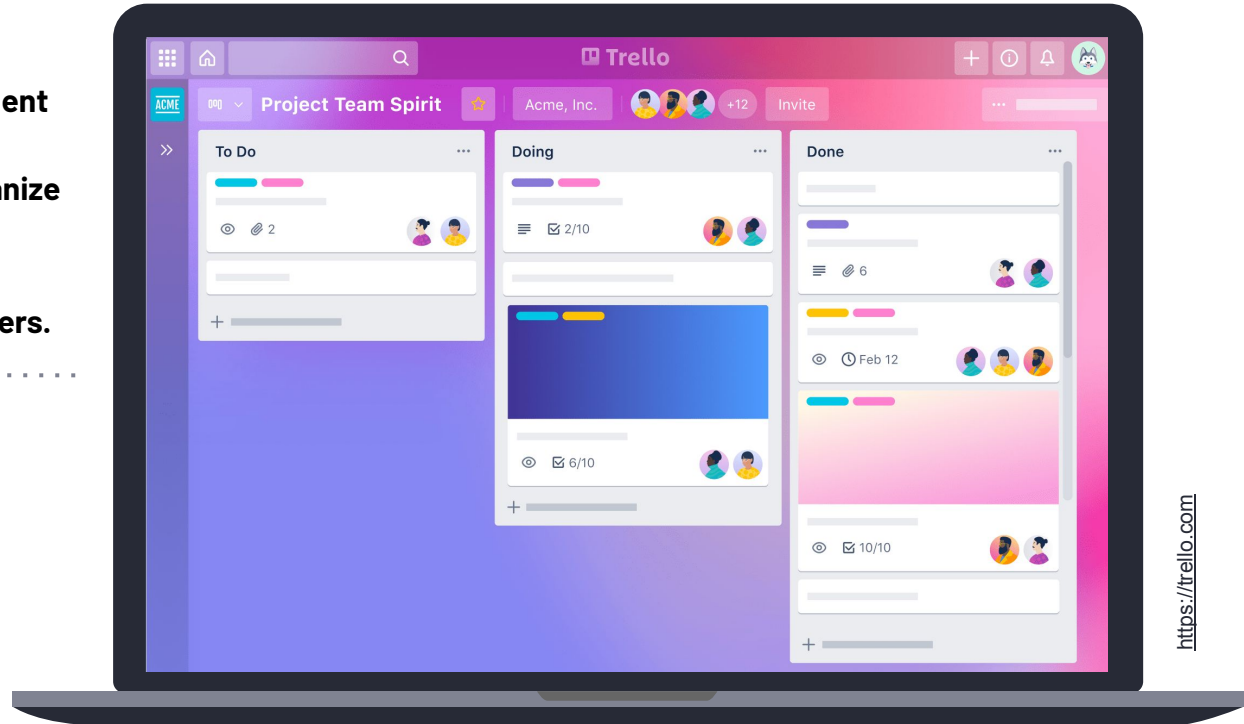
Bookkeeping information should include:

- 1. Client Information:**
 - Business/contact information
 - Client Payment Information
- 2. Project Details:**
 - Scope of project
 - Rate negotiated
 - Client deadlines
 - Personal deadlines
 - First point of communication
 - Project start date
 - First proof
 - Second proof
 - Final proof
 - Project finalization date
 - Project expenses
- 3. Invoice Information:**
 - Invoice number
 - Date invoice was sent
 - Date payment was received
- 4. Date of delivery of final deliverables**

Trello

This project management system allows you to manage projects, organize tasks, keep track of deadlines, and work alongside team members.

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<https://trello.com>

Contracts



“Never work without
a contract!”

- Andrew Smyk, educator and UX designer

Contracts help to **protect you** and the project stakeholders. Contracts should cover **contingencies, quality assurance, and worse case scenarios**.

Things to include in your contract:

- 1. Define the nature of the work:**
 - Is this project considered maintenance or a new project?
 - What type of project is this?
- 2. State the cost of the project and what is not included in the scope of work**
 - Include a cancellation clause
- 3. State what the terms of payment are for this project**
- 4. Who owns the the design deliverables and if that will change when the project is completed**
- 5. The project deadline**

Legalities & Taxes



Things to consider:

- Educate yourself on the **tax implications** of being self-employed and running your own freelance business
- It can be **hard to secure financial services** such as loans or lines of credit
- You will have to locate an **alternate source of health benefits**
- Be prepared to retain and submit **financial records** and **other paperwork**
- Understand **tax policies** and **legal requirements** for your local areas
- You may need a **license** to run a business from your home

Copyright – Who Owns Your Work?

1. Importance of Design Ownership:

- Clients might need to use the design frequently, so the client would need all of the legal rights of ownership
- If it's a logo, the client won't be able to register the design under Intellectual Property Rights since they don't have complete ownership of the logo

2. Why Designers Don't Transfer Ownership:

- Many designers want to **earn money** as royalty every time a logo, or other design deliverable, is used on varied marketing platforms
- This can provide a **regular source of income**
- Some designers just want to keep the rights to their designs just because they like the design

3. So, Who Should Own a Logo Design?

- There is no right or wrong answer
- **Both the client and the designer must lay down and mutually agree** to all of the ownership issues right at the beginning of the logo design project
- This is why contracts are extremely important
- In the absence of a hire for work contract, the ownership of a design automatically belongs to the designer

Starting A Business

Starting your own business requires time and research to ensure that you're doing it the legal way.

Getting started:

1. Check out [TheMintGrad.org](https://www.themintgrad.org)
2. Legally apply for a business name:
 - a. <https://www.legalzoom.com/articles/3-ways-to-register-a-business-name>
3. Apply for an EIN number so that you aren't using your personal Social Security number.
 - a. Apply for an [EIN Number](#) here
4. Go to your local bank and **set up a checking account** for checks/debit cards to keep track of your business expenses.
5. Create **personalized business documents, estimates, and invoices** to be prepared for your freelance creative opportunities.



Additional Links to More Resources:

- [Putting your name out there: Upwork](#)