How to **work with** clients and choose the right **design projects** as a freelancer

Who am I?

⚡ **Self-taught Designer with 10 years of experience**

⚡ **Co-Founder & Head of Design at SuperEffective**

⚡ **Currently teaching the Business of Design, Social Media & Personal Branding + design content on Instagram at @_designbytes_**

As I am sure you are aware...

GETTING COMFORTABLE
WITH NETWORKING

DOING MULTIPLE ROLES.
AT THE SAME TIME

FEAST & FAMINE

Being a freelancer is hard sh*t

LEARNING TO ADULT

WORK-LIFE BALANCE

COMPETING WITH
CHEAPER TALENTS

SAYING YES TO PROJECTS
YOU'RE NOT FOND OF

We will be talking about

⚡ Getting started without client work

⚡ Types of clients/projects to avoid and what red flags to look for

⚡ Leveraging your projects to land future work

⚡ Defining acceptable project rates for yourself

⚡ Knowing when is a good time to transition into freelance full-time

How to get started

⚡ Reach out to your network

⚡ Check out your local community

⚡ Check out your local Chamber of Commerce

⚡ Volunteer yourself for Charity work

⚡ Participate in design contests

⚡ Find things that interests, motivates and moves you

⚡ Check out design briefs/fake projects

🚩 Redflags

THIS IS AN UNPAID GIG, BUT IT'LL BE GREAT EXPOSURE FOR YOU.

OH THAT'S PERFECT! MY RENT IS ACTUALLY 800 EXPOSURES!

⚡ Clients that promise you the exposure in exchange for doing work for free

⚡ Not valuing your time

⚡ Downplaying your expertise/value

⚡ Price-shopping around

⚡ Comparing your price to other designers and sites like Fiverr, Upwork, etc

Case studies are the **money makers** of any creatives' portfolio

Leveraging your projects

⚡ Display the type of work you want to get hired for

⚡ Choose between 3 to 6 projects (max) to display

⚡ Display recent projects (not older than 4 years)

⚡ Display side projects/passion projects

⚡ Get client testimonials after the project is done

⚡ Get a design deck in place

Design deck vs website portfolio

⚡ This is great because

    ⚡ It's a story-telling format

    ⚡ You dictate what you want to share

    ⚡ Tailored experience

    ⚡ It shows that you care and put in the effort

How to price your services

Pay yourself a salary, as if you are hired by a company

⚡ Insurance

⚡ Office Supplies & Subscriptions

⚡ Calculate your rates based on how much you would ideally like to make

⚡ Cash flow to account for fluctuation in work (feast & famine)

Factors to keep in mind

⚡ Your Experience & Skillset

⚡ Your Expenses

⚡ How in demand/busy you are

⚡ The Project Scope

⚡ Type of Client

MORE IMPORTANTLY, YOU WANT TO MAKE A PROFIT!!!

When do you increase your rates?

When is a good time to transition into freelancing full-time?

⚡ Savings of at least 3+ months in the bank

⚡ Having solid work lined up

⚡ You have a strong portfolio displaying your work

⚡ Don't get into it full-time if you're fresh out of school

Thank you!
You can find me on **Instagram**

[Instagram icon] @_designbytes_