

seven steps to

Creative Freedom

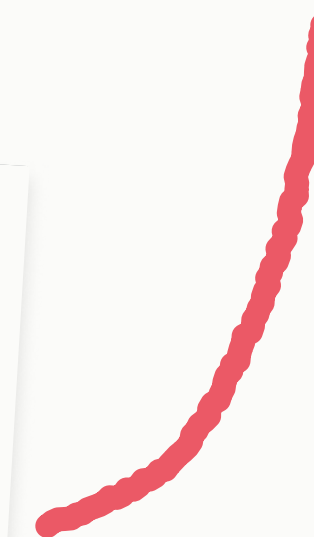


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maungatautari



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Proudly supported by



BA (film/comp sci.)

50/50 freelancing
& contracting

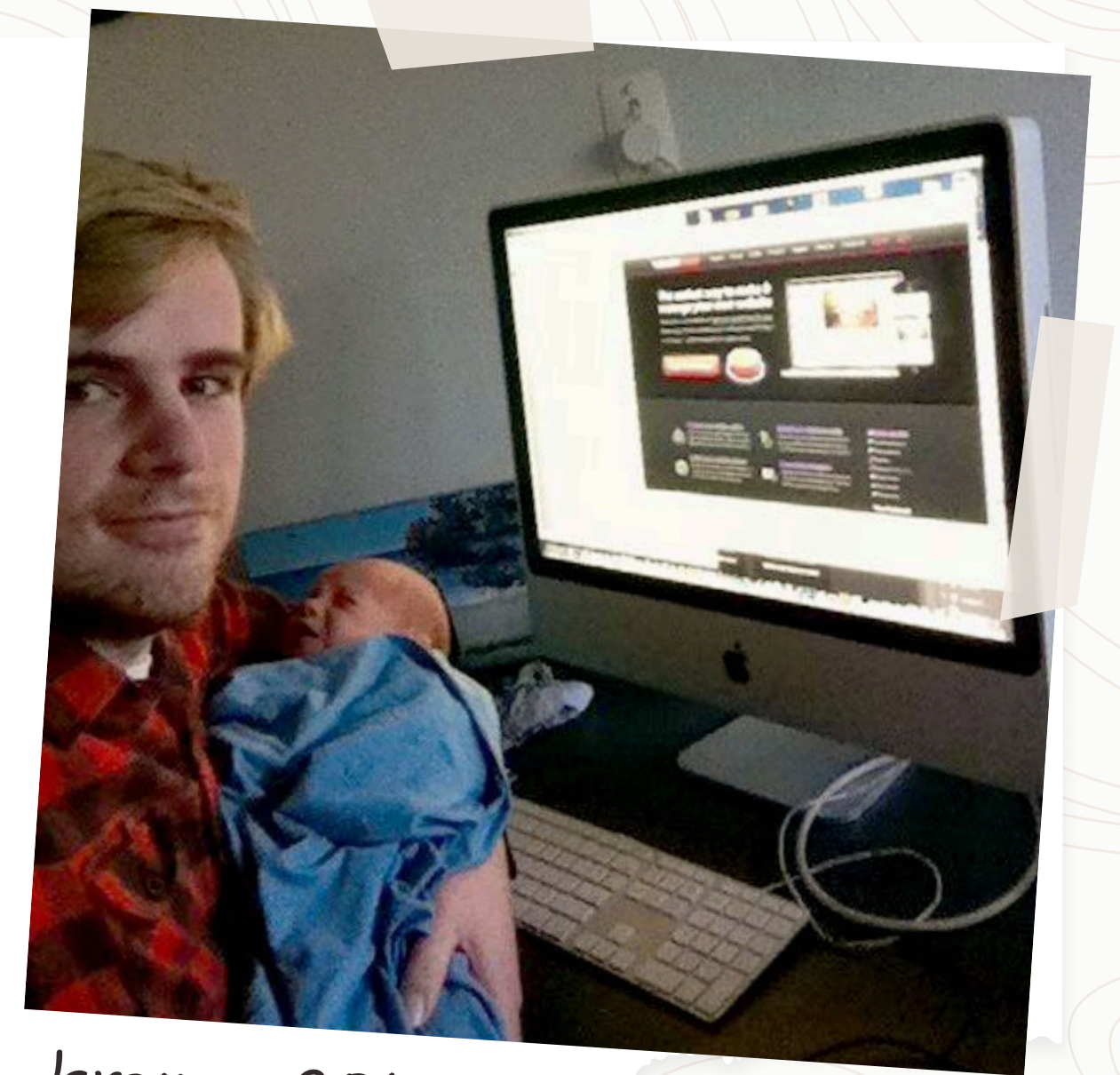
design diploma
cancelled



freelancing

rocketspark
(software +
community)

rocketspark
(agency &
software)



Jeremy - 2013



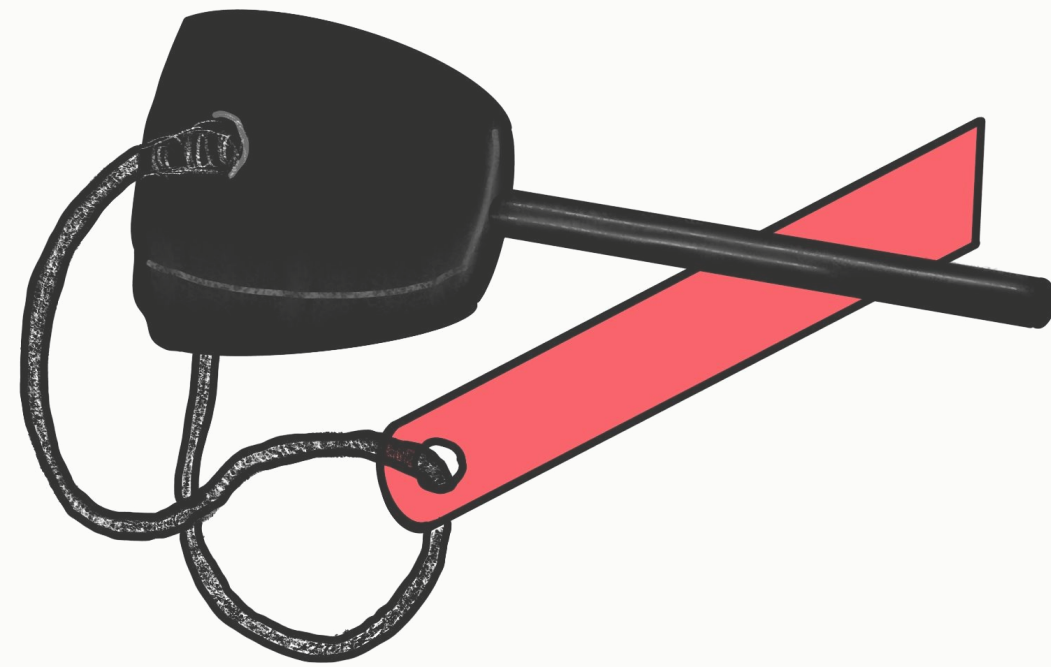
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 rocketspark

 carbon
invoice.

 Henry

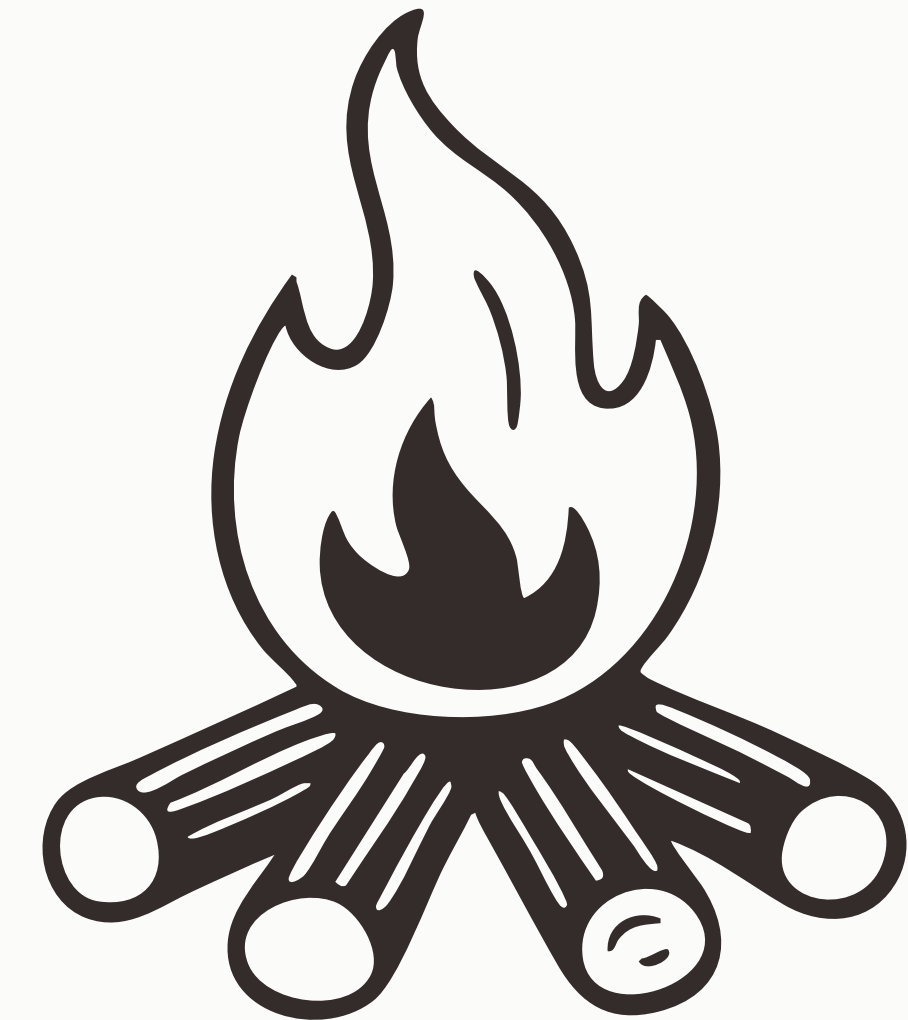
1. Win enough new business to create freedom



strong examples



quotes



accepted quotes



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merediths



the woodbox



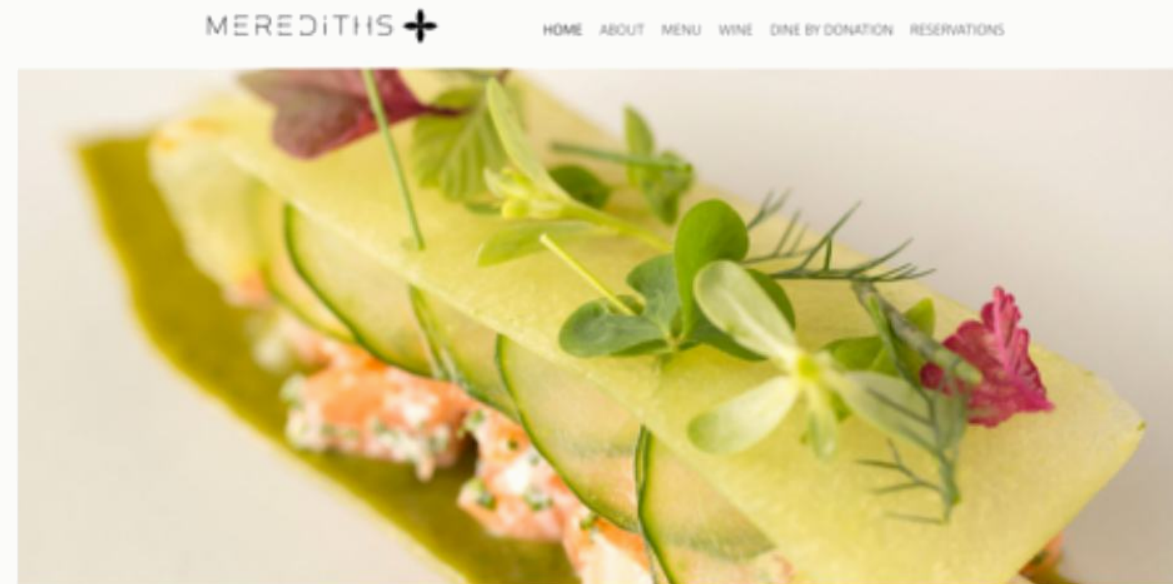
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Meredith's



SIDART



Cassia



Sid at the French Café



ROOTS

2. Get your pricing right and create **financial** and **creative** freedom

*62% more
revenue per
project*

*42% less
meetings*

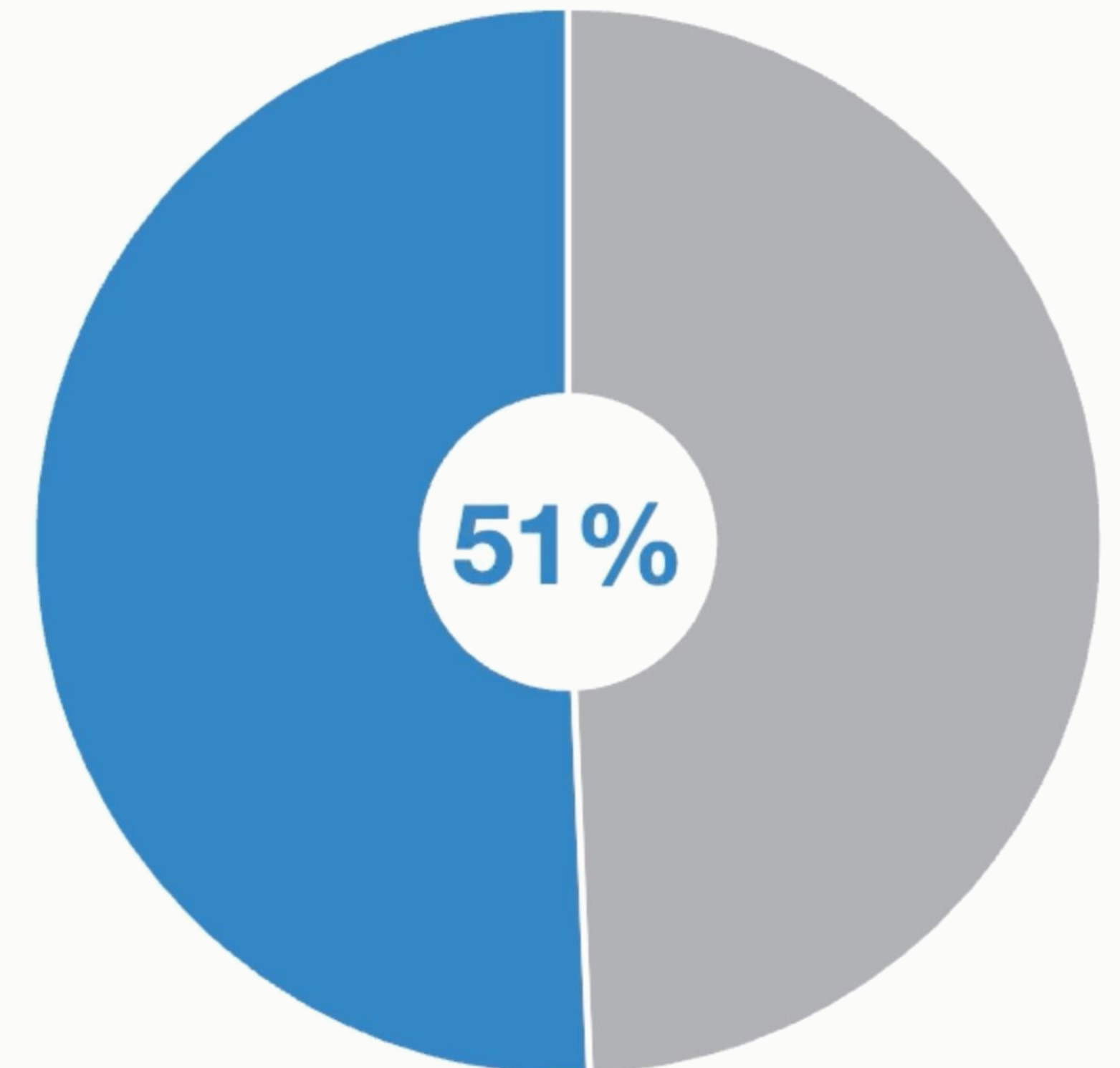
2017

\$232,336.20

41 Quotes Accepted

\$226,385.25

Not Accepted



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3. Manage the client process to put you in control



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4. Charging urgent rates deliver freedom and customer delight



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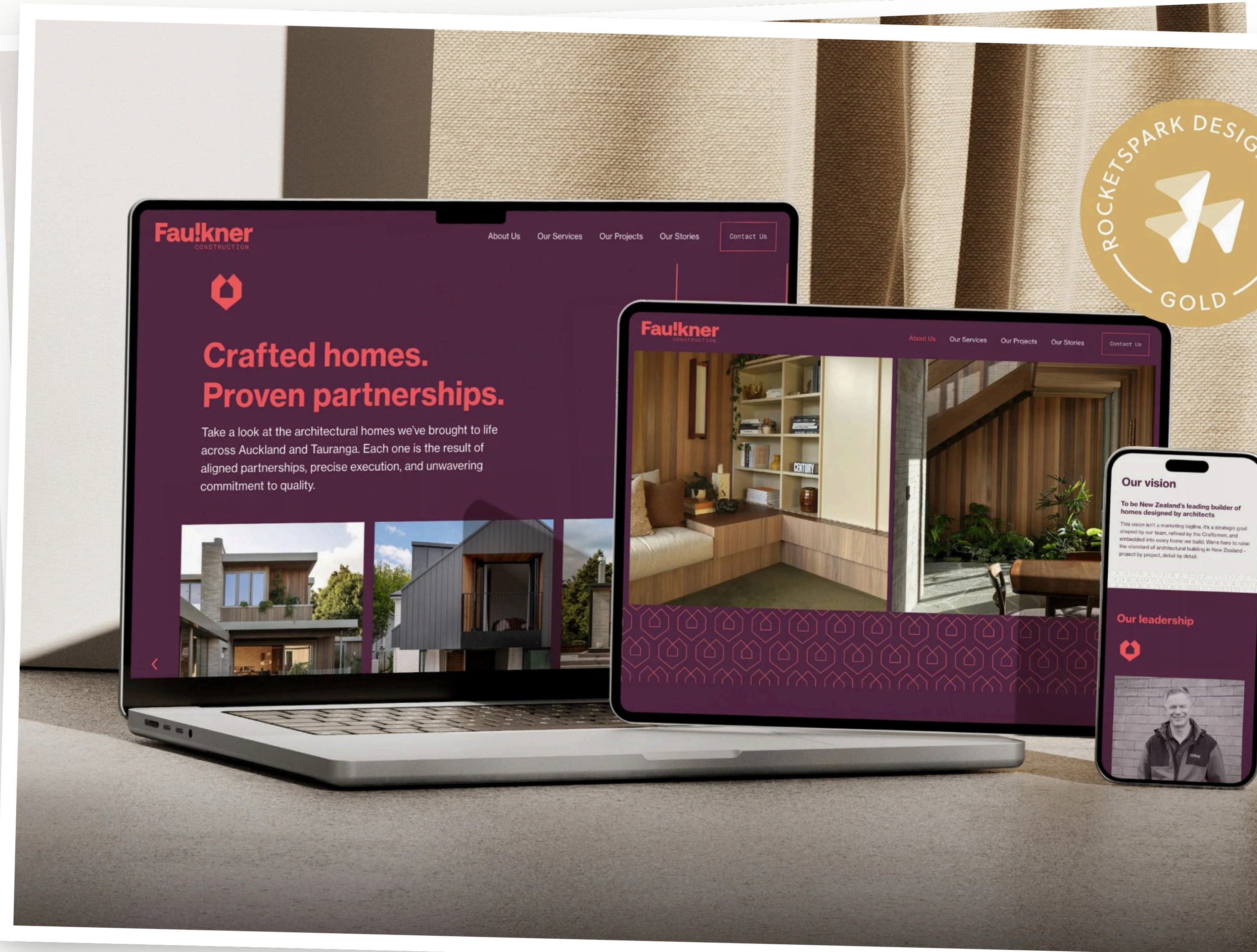
5. Effectively manage client feedback



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6. Building your creative team builds confidence and counters the isolation



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7. How terms and conditions are a path to freedom



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*personal
locator beacon
saves you if
things go bad*



*the shelter
helps you weather
problems*



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 **Henry** >>>

Top 9 underused t's and c's

Deposit issues: No deposit, deposit too small or starting work before payment.

Progress payments: Client wears the risk of project delays, not your cashflow.

Don't handover before final payment: Beware the runaway client.

Starting work without content: Wait for content before starting design.

Delay handling: Client delays > 2 weeks? Bill for work completed to that point.

Set feedback rounds: Open ended feedback whittles away any profitability.

Warn of scope changes: Be clear when extra work needs to be quoted.

Quote expires: Prices change, so don't keep quotes live at old pricing.

Price variation: Polite way of warning client there could be 20% variation.



Questions?



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