

Getting serious with freelancing

my name is Martin Ringlein, Co-Founder & Senior Consultant for nclud



# Getting Serious With Freelancing

the transition from side-work to serious-work as a freelancer

fun, fame and fortune



## Why Do We Freelance?

- because we love what we do
- because it's an opportunity to work on more exciting projects
- because it can advance our professional careers
- because it pays very very well

it's called "opportunity cost"



## Why Do You Want To Get Serious?

- step one is figuring out what you want and why you want it
- step two is figuring out what it takes to get what you want

if you build it, they won't necessarily come



## How Do You Get Noticed?

- a portfolio isn't enough
- it is about reputation complimented by quantity and quality of work
- it is about being involved in the community
- do great work and be known for doing great work

it's all about trial and error



## How Do I Know What To Do?

- no one really knows what to do
- no one freelancer is the same, no one client or project is the same
- you have to figure out what works best for you
- it takes time, patience ... it's all about trial and error

you will fail before your succeed



## How Do I Avoid Mistakes?

- be a realist ... don't be naive
- it is human nature to make mistakes
- you may never fail but always be prepared
- don't be scared of making mistakes, be scared of your reaction

act as if ...



## How To Get [Better] Clients?

- getting clients is easy ... but not always rewarding
- if you want better clients, you must act like a better freelancer
- there is nothing exciting about knowing you work out of a spare bedroom
- be small and nimble but act large, established and professional

supply and demand doesn't exist



## How To Set Our Rates?

- a project isn't worth what a client is willing to pay someone else
- no two freelancers are the same ... there is no standard market value
- know your client and your competition; know the psychology of your rate
- you win some and you lose some ... remember the "opportunity cost"

working alone can be a lonely place



## How Much Should A Project Cost?

- just ask! start by always asking for a budget
- the client doesn't always know what they need ... they are looking to you
- be a problem solver and a solution provider
- determine what is it going to take to create an amazing deliverable

working alone can be a lonely place



## Should I Outsource or Collaborate?

- do it to work on bigger projects that require more diverse talent
- don't do it because your too busy for your clients
- do it to get the opportunity to work with new people
- don't do it because you can charge a lot and pay little
- do it to get a feel for running an agency and managing talent

too legit to quit



## How Legal Is Too Legal?

- a contract is only necessary if you plan on using it
- pay your taxes ... and deduct everything!
- be organized, stay organized and be really anal about it all
- there is nothing wrong with being a sole proprietor

what's in a name?



## From Sole Proprietor to LLC?

- you are a freelancer ... the cat is out of the bag
- the difference is really in protection
- protect yourself at the level in which you grow

experience, experience, experience



## What Are Some Lessons Learned?

- always collect a deposit
- never accept credit cards!
- manage your clients expectations
- don't take on more than you can handle (there will always be more work)
- don't wait until the last minute
- know when to walk away
- understand what your client is really asking of you
- don't do it just for the money ... like the client, like the work

it's all about the community



## What Are Some Helpful Resources?

- look to your left, look to your right
- [freelanceswitch.com](http://freelanceswitch.com)
- "The Business Side of Creativity" – *Cameron S. Foote*
- "Talent is Not Enough: Business Secrets for Designers" – *Shel Perkins*
- [MyCorporation.com](http://MyCorporation.com) - \$50 Discount Promo (TAKE-50D)
- Tax Accountant - Tony Marinucci, CPA (301) 942-2266
- Small Business Attorney - Andrew Mohr, Esq. (202) 342-2550

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Thank You.

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