

CRE-
ATIVE
HANG
OUT

ACVDO.CO

TOPIC NO. 01

Inspiration & Resources

Alissa Suzanne / @scribblepie

the
futur

THE PROCESS:

RUN A CREATIVE BUSINESS

w/ CO-HOST MELINDA LIVSEY

INCREASE YOUR LOGO DESIGN FEES 100x

PART THREE/
MONEY TALK

PRICING DESIGN

thefutur

PROGROUP: HOW TO HIRE FREELANCERS

01.03.2018
Speed Coaching / Pro Mastermind Group
WEDS. 8/11am EST

QUESTIONS

TOPIC NO. 02

Graphic Design in Miami

Kirstin N Bencomo / @cmykirstin

BE COMMITTED

You should like where you live.

Be okay with putting in the work.

Anticipate cultural challenges.

DESIGN CULTURE

Is it a good hub for what you want to do?

What's popular?

What are clients like?

What's the business culture like?

IDENTIFY OPPORTUNITIES

What can improve?

What is missing?

How can I add value?

MAKE IT HAPPEN

Don't wait on people to make it happen for you.

Be okay with taking risks.

Start "_____" yourself.

GET INVOLVED

Collaborate

Prism Creative Group

MADE at the Citadel

Support Local

QUESTIONS

TOPIC NO. 03

Defining Your Own Design Style

Christy Lee Bodden / @cabodden

YOUR STYLE
=
YOU HAVING FUN

**WHAT ARE
YOU GOOD AT?**

**WHAT DO I WANT
TO GET BETTER AT?**

**WHAT DO I
WANT TO DO?**

**WHAT
INSPIRES YOU?**

QUESTIONS

TOPIC NO. 04

Pricing & Contracts

Elina Diaz / @elina_design

TOPIC NO. 04(A)

Contracts

PROJECT OVERVIEW

What is the project about?

What are the deliverables?

Who's the audience?

What are the project goals?

PROCESS

What is the collaboration going to look like?

Set expectations.

Helps support your rate / value.

WORK SAMPLES

Show previous work.

Limit it to your best work.

Helps sell your skillsets / value.

TIMELINE

Hold team members accountable.

Setting proper expectations.

Helps guide the project.

INVESTMENT

Remember:

In hiring you, business owners are
investing in themselves.

CONTRACT

Be specific. Protect yourself & work.

Account for things going wrong.

QUESTIONS

TOPIC NO. 04(B)

Pricing

HOURLY RATES

VS

VALUE RATES

HOURLY RATE

Hourly Rate(\$) x Hours = Total

$$\$20 \times 5 = \$100$$

HOURLY RATE

Good For

Retainers

Small Projects

Specific Client Agreements

PROS

CONS

VALUE RATE

Based on the potential value the product / service will bring (health, efficiency).

Not based on cost, but what someone is willing to pay.

VALUE RATE

Good For

One-off Projects

Mid-Large Projects

PROS

CONS

HOURLY

Focus

You

VALUE

Focus

Client / Customer

QUESTIONS

THANKS
FOR
HANG-
ING
WITH
US

 KAPY +
Angel