Advanced Freelancing
Notes from the 2006 GAMA Trade Show
seminar led by
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Marketing Yourself
• Do good work.
• Do it on time.
• Be kind but not shy.
• Attend conventions.
• Volunteer.
• Network.
• Have a website/blog.

Time and Project Management
• Figure out how fast you can work.
• Determine how long it should take you to complete a project.
• Then double that.
• Set daily and weekly goals.
• Communicate with your clients if you fall behind.
• Learn to say no.

Going Full-Time
• Create a personal budget.
• Determine how fast you would have to work to meet that.
• If it’s not possible, wait until you can raise your rates.
• Allow for clients who pay slowly or not at all.
• Consider costs of benefits, especially health insurance.

Tax Planning
• Self-employment tax: 15.3% (up to $94,200; only 2.9% thereafter)
• IRS.gov.
• Find an accountant.
• Track expenses and write-offs.
• Quarterly estimates: if you owe more than $1,000.
• Consider asking your day job (if you have one) to withhold more.

Royalties vs. Flat Fees
• Do the math.
• Ask the publisher about the expected print run and sales.

Work-for-Hire
• Most work is work-for-hire.
• If you create the original concept, you have more leverage.
• Artists may be able to negotiate to retain certain rights or can sell second-use rights.

Legal Recourses
• Avoid court if you can.
• Communicate early and often.
• A threat can end a relationship.
• Keep contracts and correspondence.
• Consult with a lawyer if all else fails.

Raising Your Rates
• The better your rep, the more you can earn for each project.
• Value your time.
• Keep reaching higher.