|  |
| --- |
| How to Set Your Freelance Marketing Consultant Rates *Checklist* |
| **Step 1 Research What Other Professionals are Earning** |
| * **Use PayScale to find out the average earnings of professionals in your field.** * **Research deeper by customizing the report with your education, experience, and skills.** |
| **Step 2 Determine How Much You Need to Earn** |
| * **Make a list of your monthly expenses.** These are the expenses you absolutely need to pay every month. * **Make a list of your yearly expenses.** These include health checkups, car maintenance, etc. * **Make a list of your luxury expenses.** These include your hobbies, vacations, and things you love to buy. * **Add everything up to determine your yearly earning needs.** |
| **Step 3 Determine How Much (Or How Little) You Want to Work** |
| * **Plan how many hours per week you want to work.** * **When you get a new project, determine how long it’ll take to complete it.** * **Put a price on the project depending on how much time you can spend on it.** |
| **Step 4 Decide if You’ll Charge per Hour or Per Project** |
| * **Determine the type your project you’re taking on.** If it’s a complex project that will need a lot of revisions, charge per hour. If you know exactly what to do and how long it’ll take you to do it, charge per project. * **Determine your skills and experience.** If you’re relatively new, charging per hour is a good practice. If you’re a veteran and you work fast, charge per project. |