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| 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.**
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| **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.**
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| **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.**
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| **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.
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