

NEGOTIATING YOUR PRICES



- 1 Seek to understand the **ADMINISTRATIVE TIME** it takes to run your business.
- 2 Seek to understand the **EXPENSES** you incur to run your business.
- 3 Know the red flags to help detect an **E-MAIL SCAM**.
- 4 When an email from a new client pops into your Inbox, **REPLY ASAP**.
- 5 Be prepared to answer the **4 MOST COMMON QUESTIONS** asked by art directors.
- 6 **EVALUATE THE CLIENT** based upon the prices they might be able to pay.
- 7 Anticipate whether or not there will be **WIGGLE ROOM** on price.
- 8 Never negotiate **ON THE PHONE**.
- 9 Offer your client a **BALLPARK PRICE** range instead of a single price.
- 10 Understand the nuances of **USAGE RIGHTS** and use them as negotiation points.

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