

PRICING YOUR ILLUSTRATIONS



- 1 Calculate your **PREVIOUS ANNUAL INCOME** from past freelance projects.
- 2 Set a goal for your **FUTURE ANNUAL INCOME** from new freelance projects.
- 3 Track your earnings from your various **INCOME STREAMS**.
- 4 Appreciate the value of **REPEAT BUSINESS** and nurture your client relationships.
- 5 Focus your effort on maximizing income from projects within your **NICHE**.
- 6 Consider how **EASY OR DIFFICULT** the client will be to work with.
- 7 Adapt your **ILLUSTRATION STYLE** to fit the budget and timeline of the project.
- 8 Seek out **ADVICE** from other illustrators who've worked with your client.
- 9 Figure in the potential **EXPOSURE VALUE** of the project.
- 10 Consider using an **HOURLY RATE** for loosely defined projects with no clear end.

ILLUSTRATORS *for* HIRE

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