

Things to Consider When Pricing Your Work

There's a lot to think about, and it can be tricky to find the right balance between making your clients run the other way and working for less than you deserve.

I can't tell you what to charge for a given project, but I can highlight some factors that you should consider when coming up with your next quote.

Keeping the following things in mind will help you to get as close as you can to a fair and reasonable rate that will sustain your freelance business:

Cost of Living

Obviously, you need to put your survival first, so do your best to figure out the bare minimum that you need to earn per month in order to keep up with your expenses.

Industry Standards

What is the going rate for the project at hand, what do your peers charge, and where do you fall within that range?

Complexity and Scope of Project

How difficult is the Illustration and how long will it take you to complete? (One of the reasons we keep timesheets, as most Illustrators underestimate the number of hours involved.)

Number of Revisions

How many times will you be required to go back and forth with the client?

Usage

What is the intended purpose of the Illustration, and what value will it provide for the client?

Rights Transferred

Are you selling all rights to use the Illustration for anything, anywhere, or just for one specific purpose?

Your Experience / Reputation

How much can you charge based on the demand for your work and talents.

Perceived Difficulty of Client

Some artists refer to this as the Pain-in-the-Butt Fee, and it can help you to tolerate an otherwise taxing relationship.

The Client's Budget

What can your client afford, and how can you accommodate their needs?