



## Freelancing as an artist or designer

### Marketing & Promotion

1. Have a clear brand – could be simply your name in a colour or typeface – make sure it looks good and use it across all your marketing tools (see no. 3)
2. Be clear on your Unique Selling Point – what makes you distinctive?
3. Depending on who your customers are, use a range of relevant marketing tools including web; networks; social networks; stationery/print; newsletters
4. Who is the customer? When using your marketing tools, think about where your potential customers hang out in person and online? What do they read? What else do they buy?
5. Keep in touch with your past customers – an occasional newsletter?
6. Assess all the promotional work you do (eg how much work did you get from an event/ mailing).

### Pricing Your Work

There are 3 variables to balance:

#### 1) What you want or need to earn?

What are your overheads?; What is a reasonable rate per hour for your time?; What does it cost you to create one work/item?; If you are selling via a third party, what will they charge?

#### 2) What do other people charge?

Are there industry standards (eg Assoc of Illustrators, a-n recommended rate)?; Who do you compare yourself with? What are your peers charging?; Who do you want to be in 2 years time? What are they charging?

#### 3) Where are you placing yourself in the market?

Who is going to want your sort of work?; Where are you going to sell; Are you 'affordable', middle market or 'luxury'?

Selling via a third party

- Retail and 'trade' prices
- Commission rates for websites, shops, agents, dealers
- Publicly funded galleries/shops vs commercial
- Sale or return issues
- What you need to see in an agreement with a third party

## Intellectual Property

As well as the tangible things you may own for the business (equipment, vehicles, buildings) you will also create 'intangible' but valuable property. The four main types of IP rights are: Patents; Trademarks; Designs and Copyright. The first 3 need to be registered with the IPO (see below), but copyright is yours automatically as soon as you have created an artistic work. Find more about how to protect your work at: [www.ipo.gov.uk](http://www.ipo.gov.uk)

## Financial management

1. Register self-employed for tax at [www.hmrc.gov.uk](http://www.hmrc.gov.uk). Find out roughly what you will need to pay in tax and national insurance. Remember it is not all your money. Put aside 20% from each payment you get in for your bi-annual tax bill.
2. Have a system for sending out invoices to people who owe you money/ fees. Log when they are paid and chase unpaid ones.
3. Have a system for logging your expenses/receipts and how much you have paid yourself from the business.
4. Ask for a purchase order from each organization which employs you.
5. Create a template invoice for charging people which includes information on

who to pay; geographic address; payment terms; a number for each invoice [plus registered company number and VAT registration if you have them]; bank details for BACS payments

## Contracts

1. Have a standard contract ready in case client doesn't have one.
2. Make sure you include:
  - roles and responsibilities of each party including what you will deliver
  - who will pay for and provide materials and equipment
  - payment terms
  - time limits for raising a dispute
  - who owns copyright of anything produced
  - what happens if you or they cancel

## Insurance & legal checks

1. Where relevant, you may need to be insured for Public Liability, Professional Indemnity, Legal Expenses protection, Personal Accident cover. Many of the organizations below provide membership packages which include insurance packages.
2. If working with children or vulnerable adults, make sure you are up to date with being checked by the Criminal Records Bureau. <http://www.crb.homeoffice.gov.uk/>

## **Time Management**

1. Plan out all the strands of your work in one diary (eg commissions, self-generated work, regular workshops or classes)
2. Allow time for admin, marketing, networking, learning during each week/month.

## **Your own learning and development**

1. Find a mentor, coach or other critical friend
2. Networking - meet with other practitioners for exchanging ideas, working together
3. Join mailing lists of support organizations (eg Creative Leicestershire!)
4. Go to conferences (where your clients will be!)

## **Get more help**

Association of Illustrators [www.theaoi.com](http://www.theaoi.com)

Artists Newsletter [www.a-n.co.uk](http://www.a-n.co.uk)

Art Quest [www.artquest.org.uk](http://www.artquest.org.uk)

East Midlands Participatory Arts Forum – [www.empaf.com](http://www.empaf.com)

Artslink – online directory of classes/workshop leaders

[www.artslinknetwork.org.uk](http://www.artslinknetwork.org.uk)

Made in Leicestershire – online directory of artists, makers and galleries

[www.madeinleicestershire.org.uk](http://www.madeinleicestershire.org.uk)

[www.creativeleicestershire.org.uk](http://www.creativeleicestershire.org.uk)

updated March 2011