PERSUASIVE PRICING: A STRATEGIC APPROACH TO YOUR FREELANCE RATES

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#ACES2017
PRICING IN THE ZONE

- Great Client
- Passion Zone
- Interesting Project
- Nirvana Zone!
- Grind Zone
- Mercenary Zone
- Excellent Compensation

DoctorFreelance.com
LET'S TALK ABOUT VALUE
THREE EASY PIECES

- What you need to earn
- What you want to earn
- What the traffic is willing to bear

TIP: Use the pricing calculators at MoreCowbellBooks.com
FACTS AND OTHER FACTORS
7 AMAZING WAYS TO PRESENT YOUR OFFER
(WELL, MAYBE NOT AS AMAZING AS FLYING KNIVES AND CARDS)
DO YOU KNOW WHERE YOU STAND?

IT'S NEGOTIATING TIME...
GIMME YOUR BUDGET
USING PRICING FOR OTHER PURPOSES
YES, THE UNIVERSE IS TELLING YOU TO RAISE YOUR RATES
QUESTIONS FROM THE CREW?
FINAL THOUGHTS

Let's connect!
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(or drop by the Copyediting table in the vendor hall)