

July 27, 2012 Freelance Friday #EFA Chat

Topic: How to Successfully Raise Your Freelance Rates

233 tweets, 21 contributors, 30 retweets, 12 @ replies, 0 links

@EFAFreelancers Hi and welcome to the EFA's Freelance Friday! It's 3pm EST. Let's begin. Today's topic is how to successfully raise your rates.
#EFACHat

@EFAFreelancers Let's introduce ourselves & say hi to today's guest tweeters
@isadora_ink and @cghartman #EFACHat

@isadora_ink Excited to be here as a guest tweeter! Because tweeter is a fabulously silly word. #efachat #efachat

@jamesfraleigh Welcome to you both! I'm a #freelance copy editor, proofreader, & writer from northern NJ.

@EInspirations I am a freelance editor, indexer, and proofreader in Richmond, VA. Welcome guest tweeters! #EFACHat

@EFAFreelancers What have been some of your experiences with trying to raise your rates either with existing clients or new clients? #EFACHat

@isadora_ink I've been a full freelance editor for 2.5 years but have been in publishing professionally since 1999. #EFACHat

@EFAFreelancers I'm the #EFA Freelance Friday host @beck_napoleon from Wilmington, DE. I've been freelancing for about three years now. #EFACHat

@SVB_Editor Hello again! I am a copyeditor and writer in living Western New York, freelancing since 2002. #EFACHat

@YogiSaraPhD I am a freelance medical writer and editor in Ann Arbor, MI. I'm excited for today's #EFACHat

@LisaLOWens Hello, EFACHatters. Welcome to our guests! I'm a freelance writer-editor of 20 years (10 years in-house). #EFACHat

@cghartman A little about me: I'm a writer, editor (primarily of books), and keep a weblog. I have been in publishing for over 12 yrs. #EFACHat

@jamesfraleigh I've tried to ask for a little more with new clients. Hasn't always worked, but I try to keep the bar moving. #efachat

@KOKEdit Hi, everybody. I'm a medical editor from Long Island (NY) who's been freelancing since 1995. #EFACHat

@isadora_ink I start out asking for top dollar with new clients. It's much harder to get more down the road, IME. #efachat

@BergmannEdit Welcome! I'm a textbook author and have been a freelance editor for 1 1/2 years. Currently in Providence RI. #EFAChat

@jamesfraleigh Last year's rate won't account for inflation/COLA if I'm using it for today's potential new client. #efachat

@cghartman I personally believe in writing proposals for my clients. If they are agreeable, we go forward. #Freelancing #EFAChat

@isadora_ink And I'm not quick to ask for more when I'm in the process of establishing myself with a new client, however. #efachat

@isadora_ink @jamesfraleigh Exactly! You have to always have your own financial goals top of mind! #efachat

@EInspirations I haven't raised my rates with existing clients. I sometimes try to raise rates with new clients. #EFAChat

@KOKEdit At this stage of my career, I don't find it hard to get existing clients to accept it when I announce that I'm raising my fees. #EFAChat

@LisaLOWens I approach each project as a new negotiation. Don't always ask for more but always consider my needs. #EFAChat

@cghartman Everything's a negotiation, I've found. I also believe in getting comparables from others. I know indexers list their rates online. #EFAChat

@isadora_ink My goal is to become a client's preferred vendor. So when I do need to ask for more? They consider me worth it. #efachat

@EFAFreelancers @isadora_ink When you ask for top dollar with new clients, do they ever refuse your rates? #EFAChat

@MWritesMedia Giving #efachat a try. Hello, all! @YogiSaraPhD led me here. :) #efachat

@KOKEdit Most often, though, I quote total project fees instead of hourly or page rates, so clients aren't as aware of rate increases. #EFAChat

@EInspirations @LisaLOWens Yes, I agree. Each project should be a new negotiation depending on the particular needs. #EFAChat

@jamesfraleigh @LisaLOWens Yes indeed; there's usually something unique about new clients that can influence the final number. #efachat

@LisaLOWens For existing clients, I keep a running dialogue about fees so there are no surprises when I do ask for more. #EFACHat

@EFAFreelancers @LisaLOWens Good point about considering YOUR needs. What kind of factors do you figure into your idea of a good rate? #EFACHat

@isadora_ink @EFAFreelancers Absolutely! And I sometimes negotiate down, depending on the type of work involved. #efachat

@LisaLOWens RT @isadora_ink: My goal is to become a clients preferred vendor. So when I do need to ask for more? They consider me worth it. #EFACHat

@SVB_Editor My chief client is big org that isn't eager to raise freelance rates. I could always ask again sometime.... #EFACHat

@cghartman @KOKEdit - I agree with you. I've edited/written 3 books and believe in quoting the project - including provisions for expenses. #EFACHat

@MWritesMedia @jamesfraleigh Great topic! I've raised rates w/ clients at least once. New clients get current rates. #efachat

@jamesfraleigh @KOKEdit I'm getting better at fairly pricing project rates. They fit better for certain types of jobs/clients. #efachat

@isadora_ink @SVB_Editor Also, keep looking for new clients that pay better rates. #efachat

@EInspirations RT @isadora_ink: My goal is to become a clients preferred vendor.//Definitely #EFACHat

@WriterRuth Generally increase rates every Jan. Few clients have complained. W new clients, I aim for my preferred rate. W writing, hard to do. #EFACHat

@isadora_ink Since I joined the EFA? I have taken very few clients that will pay less than market rate. Usually done as a favor! #efachat

@LisaLOWens @EFAFreelancers I factor my time, interest level/benefit to my portfolio, type of work, and the schedule. #EFACHat

@jamesfraleigh Good-rate factors: expenses, rounds of revision, complexity of content, and maybe frequency of work. #efachat

@EInspirations @KOKEdit Yes, project quoting is great! Clients want the project done; they don't care how long it takes. #EFACHat

@YogiSaraPhD @KOKEdit this is a great practice! I also try to quote project fees instead of hourly rates. #EFACHat

@Dottyeyes #Efachat: Hi, all. Trade book copyeditor and editor of medical articles, hailing from Pittsburgh. In business for >20 years.

@cghartman Allow room in contracts for added expenses/compensation. If they see you're worth it, more often than not, they'll pay. #EFACHat

@EditorMark @EFAFreelancers If I raise rates, I explain that I charge more to others and so can no longer afford to spend time at the old rate. #EFACHat

@WriterRuth My idea of good rate = helps me meet my budget need and feels appropriate to my skills & experience levels. Can be hard to define. #EFACHat

@MWritesMedia RT @cghartman Allow room in contracts for added expenses/compensation. If they see you're worth it, more often than not, they'll pay. #efachat

@isadora_ink I believe in weeding out low-paying clients and going after those that can afford me. #efachat

@EFAFreelancers @writerruth That's a great approach to raise your rates on a yearly basis. It will come to be expected then, it seems. #EFACHat

@KOKEdit @YogiSaraPhD Once I got good at estimating time for different types of projects, I found that project fees served me best. #EFACHat

@MWritesMedia I'm a wedding vendor writer, social media manager and occasional editor. Nice to meet you all. :) #efachat

@EFAFreelancers Hi, @dottyeyes and welcome to the chat! #EFACHat

@MWritesMedia @isadora_ink That's a good approach. How do you screen them to determine if low paying? #efachat

@cghartman As editor, I've seen often where clients drive the project – added requests/time/expenses. This must be allowed for in contracts. #EFACHat

@EFAFreelancers Welcome to the chat, @MWritesMedia! #EFACHat

@KOKEdit .@MWritesMedia Sounds like you do fun stuff: "wedding vendor

writer, social media manager and occasional editor." #EFACHat

@WriterRuth The ideal is to find clients who respect our skills and experience; then raising rates becomes less of an issue. #EFACHat

@MWritesMedia @cghartman Yes! Have to watch for scope creep and factor in extras from beginning. #efachat

@FastEditing Belated hello, folks => #efachat

@MWritesMedia @EFAFreelancers Thanks! #efachat

@SVB_Editor @isadora_ink Thanks for the reminder! I do have some better-paying clients to be sure. #EFACHat

@MWritesMedia @KOKEdit I try! :) #efachat

@MWritesMedia RT @WriterRuth: The ideal is to find clients who respect our skills and experience; then raising rates becomes less of an issue. #efachat

@EFAFreelancers Hello @FastEditing! #EFACHat

@Dottyeeyes @EditorMark That's a good approach. My present clients span quite a range of rates. Also a good way to weed out low payers.n #EFACHat

@EFAFreelancers @EFAFreelancers: If you're just joining us, welcome to Freelance Friday. Jump in any time! Use #EFACHat hashtag to join in!
#EFACHat

@KOKEdit MT @MWritesMedia: Have to watch for scope creep. ... // Yes. I just negotiated increase bcz of scope creep. #EFACHat

@SVB_Editor @isadora_ink Though to some extent I've traded off high pay in favor of steady workflow. #EFACHat

@WriterRuth I include language in contracts/agreements 2 protect vs. project creep - u hv 2 define scope of project & where new charges apply. #EFACHat

@MWritesMedia @FastEditing Hello! #efachat

@cghartman It's a business. I would encourage everyone to approach it that way and get everything in writing. Clients will respect that. #EFACHat

@KOKEdit @FastEditing Hiya! :-)) #EFACHat

@isadora_ink @MWritesMedia When I started I took EVERY job I could get and that

helped pay bills but low payers make themselves known over time!
#efachat

@FastEditing RT @editormark: I explain that I charge more to others and can no longer spend time at old rate #EFAChat // Yes, I've used this strat too

@LisaLOWens @WriterRuth Totally agree. You've got to work with professionals who value freelancers as professionals. #EFAChat

@isadora_ink @SVB_Editor I think that's a challenge we all face at times! #efachat

@EInspirations RT@WriterRuth:The ideal is to find clients who respect our skills and experience; then raising rates becomes less of an issue./Yes! #EFAChat

@KOKEdit RT @WriterRuth: I include language in contracts/agreements 2 protect vs. project creep. // Yes, excellent practice. #EFAChat

@EFAFreelancers @cghartman Yes getting everything in writing is an absolute must!
#EFAChat

@MWritesMedia @KOKEdit Good for you! #efachat

@YogiSaraPhD @KOKEdit I agree! I have found that hourly rates result in less pay when a project goes more quickly than I originally thought. #EFAChat

@WriterRuth One way to screen for low-paying is to consult the EFA's chart of common rates. Another is to look at what you feel u need to earn. #EFAChat

@MWritesMedia @isadora_ink That's true. Low payers are also more demanding of time, in my experience. #efachat

@FastEditing RT @writerruth: Ideal is to find clients who respect skills and experience #EFAChat / I call it "making myself indispensable" :)

@isadora_ink Of course, the real issue is how to ask for more outright and that can be very scary. #efachat

@MWritesMedia To avoid scope creep, I include language in contract regarding hourly rate for work outside of project scope. #efachat

@isadora_ink @MWritesMedia And less respectful of your talents because there are many hungry newbies in line behind you! #efachat

@MWritesMedia @isadora_ink It's scary, but also exciting. :) #efachat

@LisaLOWens @EditorMark I use that bottom-line explanation, too. Keeps it all

business. #EFAChat

@WriterRuth Nice thing is to have clients who pay well so you can afford to do the occasional pro bono or lower-paying project for good causes. #EFAChat

@jamesfraleigh I track my hours for all jobs, even those not billed hourly, to see if the \$ provides a decent wage, covers taxes, health ins, etc. #efachat

@cghartman My experience is that I've asked for more at latter stages, and stick to my guns. My work quality is good, so I trust my instincts. #EFAChat

@KOKEdit MT @isadora_ink: Real issue is how to ask for more outright--can be very scary. // I think confidence comes w/ experience. #EFAChat

@isadora_ink And, I think it's important to watch your bottom line. Doing it annually is a good idea! #efachat

@MWritesMedia @isadora_ink So true. I'm getting better at weeding folks out from the beginning. #efachat

@MWritesMedia @jamesfraleigh Smart practice! #efachat

@EInspirations @WriterRuth I often review EFA's rate chart before submitting a quote. Verifying makes me feel more confident in my quote. #EFAChat

@EFAFreelancers @isadora_ink How do you get up the courage to ask for more outright? I've had some clients tell me flat out that they can #EFAChat (1/2)

@KOKEdit RT @jamesfraleigh: I track my hours for all jobs...to see if the \$ provides a decent wage, covers taxes, health ins, etc. #EFAChat

@isadora_ink @cghartman So true! Experience builds confidence. #efachat

@jamesfraleigh If I've made myself an easy-to-work-with solution to client problems over many jobs, the discussion of raises gets a bit easier. #efachat

@sarahprotz @WriterRuth Hard to define indeed. I always ask for *a little more* than I want. Probably b/c I fear appearing self-satisfied. #EFAChat

@EFAFreelancers @isadora_ink get cheaper editors a dime a dozen. (2/2) #EFAChat

@isadora_ink @EFAFreelancers Drink first? Kidding! #efachat

@jamesfraleigh @MWritesMedia thanks! #efachat

@cghartman @isadora_ink - so true on the experience factor. Confidence grows

with the number and quality of projects you undertake. #EFAChat

@LisaLOWens Sometimes I ask for more from a new client if I'm not sure I want to do the work. Helps me like the decision either way. #EFAChat

@CCCopyEditor Very sad to be missing today's #EFAChat, but a deadline calls me. I'll have to read the transcript later!

@MWritesMedia @EFAFreelancers Those are the folks I try to avoid working with. Let them get cheap freelancers - you get what you paid for. #efachat

@EFAFreelancers Thanks for stopping by @CCCopyEditor! #EFAChat

@isadora_ink @EFAFreelancers I think you have to lay the groundwork for raises immediately--by that I mean never miss deadlines & (1/2) #efachat

@jamesfraleigh Sometimes you can get a sense, at a larger company, of where the \$ decisions come from. Esp if you've been FL'ing for them a while. #efachat

@cghartman When I approach a new client, I always give them a CV and a sample of what I've done in the past. Then we talk turkey. #EFAChat

@WriterRuth Time and experience bring greater confidence. Support of colleagues is a huge help for those not sure abt asking for more \$. #EFAChat

@Dottyeyes Beware client's word counts of big prjcts. Often underestimated. Deliberate or careless? Anyone else find this? #EFAchat.

@isadora_ink @EFAFreelancers be proactive with your clients--always ask them how your processes could better complement their processes. #efachat

@KOKEdit .@LisaLOWens Every time I bid high on a project because I'm not sure I like it, I end up getting the project. ;-) #EFAChat

@LisaLOWens @CCCopyEditor Deadlines trump the chatting! Good luck! #EFAChat

@KOKEdit .@Dottyeyes Oh, I *always* double-check clients' word counts! #EFAChat

@LisaLOWens @KOKEdit Gotta love that. #EFAChat

@FastEditing RT @dottyeyes: Beware client's word counts of big prjcts #EFAchat / Sometimes a prob, but their page counts are usually more wrong.

@jamesfraleigh @Dottyeyes I seem to recall an EFA list chat thread about varying Word count results,so it's probably worth establishing a standard #efachat

@cghartman Deadlines - particularly in book projects, are landmines. I allow for every kind of contingency in my proposals/contracts. #EFAChat

@LisaLOWens @Dottyeyes I don't think it's usually deliberate. More about inexperience or lack of full understanding. #EFAChat

@KOKEdit MT @cghartman: Deadlines are landmines. I allow for every kind of contingency in my proposals/contracts. // Excellent. #EFAChat

@WriterRuth Client miscounts can be deliberate or inadvertent. Always do own word count on editg & proofrdg assts & tell the client I'll do so. #EFAChat

@jamesfraleigh @cghartman Always worth mapping a project with client during negotiation, if only to see if payment is equitable for all phases. #efachat

@isadora_ink Ultimately, you have to screw up your courage, examine the client as best you can, and approach them as your relationship dictates. #efachat

@cghartman I should also emphasize most of my clients are private and not businesses. They take me on at their pleasure. Persuasiveness is key. #EFAChat

@Dottyeyes #EFACHAT Page counts a joke! Clients use 1.5 spacing 2 make proj look smaller! I tell them EFA's "250 wpp is industry standard."

@EFAFreelancers @cghartman Do you think having mostly private clients helps your rates? #EFAChat

@MWritesMedia MT @WriterRuth Time and experience bring greater confidence. #efachat

@KOKEdit RT @FastEditing: In one contract, I specify that the word count will be calculated by WordCounter from Editorium ... no disputes. #EFAChat

@FastEditing I neg'd significant rate increase with regular client by pointing out how many hats I'm wearing and how many projects I've rescued #efachat

@WriterRuth To build confidence, keep all client thank-you's & compliments. Look 'em over before startg negotiations abt setg/raisg rates. #EFAChat

@EFAFreelancers Great tips @dottyeyes and @FastEditing! #EFAChat

@MWritesMedia @WriterRuth Great tips! #efachat

@jamesfraleigh @FastEditing Good on ya! Over a long time they might forget everything you've brought to a project to make it work. #efachat

@isadora_ink @WriterRuth Excellent idea! #efachat

@WriterRuth Some private clients - individuals - R cheapskates, some genuinely low on cash, some generous. Same for bizs, assns. No consensus. #EFACHat

@EInspirations When creating estimates, I try to include the word count so if it changes (and it has) I can change the estimate. #EFACHat

@jamesfraleigh I add a Praise Gmail tag to client emails to remind me of spots where I've hit a high note, so I can keep doing what works for them #efachat

@FastEditing RT @dottyeyes: #EFACHAT Page counts a joke! I tell them EFA's "250 wpp is industry standard." // I even build this into contracts.

@isadora_ink @FastEditing Excellent tactic. Always present clients with a firm case so they are clear what you bring to the table! #efachat

@EInspirations @WriterRuth I keep them, but I haven't looked at them in awhile; maybe I need to. #EFACHat

@cghartman @WriterRuth. Great point. Keep those thank-yous and look at them on occasion. Build yourself up before going into the lion's den! #EFACHat

@isadora_ink @jamesfraleigh I am stealing this idea! #efachat

@LisaLOWens @jamesfraleigh Love that "praise" tagging idea, James. #EFACHat

@FastEditing @isadora_ink @jamesfraleigh Yes, they can easily forget -- not from ill will, just a fact of time passing and new urgent projects. #efachat

@isadora_ink @MWritesMedia Best kind of client! #efachat

@FastEditing RT @jamesfraleigh: I add a Praise Gmail tag to client emails #efachat / GREAT tip. Easy to find whenever we need a boost or bargaining chip.

@MWritesMedia @jamesfraleigh I need to do that. I've had some awesome client encouragement - keeping close by would be helpful. #efachat

@MWritesMedia @isadora_ink Yep! Wouldn't be where I am without his help. #efachat

@isadora_ink Sometimes referrals can be a kind of raise. #efachat

@WriterRuth Been meaning 2 put compliments & testimonials at my website. Might get 2 it this wkend. Some I've printed out & stuck 2 ofc wall! #EFACHat

@LisaLOWens Let's all agree: No apologizing for asking for what you're worth.
#EFACHat

@cghartman @jamesfraleigh - I believe in the LinkedIn referrals approach, also.
Try and get your clients to ante up in endorsing you. #EFACHat

@KOKEdit All those bits of client praise are good to place on your business web
site too, as testimonials. #EFACHat

@KOKEdit RT @LisaLOWens: Lets all agree: No apologizing for asking for what
you're worth. // Bingo! #EFACHat

@MWritesMedia RT @LisaLOWens: Lets all agree: No apologizing for asking for what
you're worth. // Agreed! #efachat

@jamesfraleigh @isadora_ink A possible force multiplier for a raise; refs. can
propagate in a new organization and bring whole new range of work. #efachat

@EFAFreelancers @cghartman LinkedIn is a great place to house referrals! That's what
I've been trying to do (@beck_napoleon) #EFACHat

@EInspirations @KOKEdit I have an entire page on my website dedicated to client
testimonials. #EFACHat

@FastEditing RT @lisalowens: Let's all agree: No apologizing for asking for what
you're worth. #EFACHat // Hear, hear

@jamesfraleigh @cghartman Yes! I actually suggested my LinkedIn profile to a client
who had some nice words for my most recent bit of work. #efachat

@EInspirations @cghartman Yes, I periodically request endorsements on LinkedIn.
This is a great way to publicly advertise your value. #EFACHat

@isadora_ink RT @LisaLOWens: Lets all agree: No apologizing for asking for what
you're worth. /Can't be said enough! #efachat

@LisaLOWens @KOKEdit and @WriterRuth, I need to put testimonials on my site.
Feel silly that I never have. #EFACHat

@cghartman As a writer, when I meet a potential client and want them to see my
cred, I give them my blog address. My bonafide, as it were. #EFACHat

@KOKEdit MT @EInspirations: I have entire page on my site dedicated to client
testimonials. /Good. Another way: scatter them thru'out site. #EFACHat

@BookKvetch RT @LisaLOWens: Let's all agree: No apologizing for asking for what

you're worth. #EFAChat

@jamesfraleigh Never hurts to be searchable in this world. (eyes EFA profile, realizes it needs sprucing up) #efachat

@FastEditing For clients not on LinkedIn, you can add their testimonial to a PDF in a linked #Box.net directory #efachat

@KOKEdit @LisaLOWens I'll bet you have lots of testimonials--you're such a prolific author that you have a big body of work to comment on. #EFAChat

@cghartman My point in macro - every arrow in yr quiver should be shown to the client. Each accomplishment is an added negotiating tool. #EFAChat

@isadora_ink Ultimately, you don't get raises if you don't ask! #efachat

@FastEditing ... with client permission, of course :) #efachat

@EFAFreelancers If you're a freelancer who's just starting out, how can you establish decent enough rates from the get-go? #EFAChat

@WriterRuth Portfolio page of website helps build credibility when asking for decent rates or increases. And it never hurts to ask. #EFAChat

@isadora_ink @EFAFreelancers I felt confident asking for higher rates from clients that utilized my real areas of expertise. #efachat

@jamesfraleigh First: Do some honest math on what you need to live, save, and be healthy. #efachat

@FastEditing RT @efafreelancers: How to establish decent rates from get-go? #EFAChat / Just do so. Use EFA rate list as guide, and proceed boldly.

@MWritesMedia Re higher rates from start: Talk to others. Read forums. Think about value you provide rather than dollar amt. #efachat #freelance #efachat

@KOKEdit @EFAFreelancers When starting out, sometimes can't get the higher rates. Have to work up to them, unless you're a specialist. #EFAChat

@WriterRuth It helps 2 hv solid experience, work samples, employer/client compliments. Focus on experience & skills, not on new 2 freelancing. #EFAChat

@MWritesMedia @KOKEdit @efafreelancers Definitely what I had to do. Had little to no clips, went from there for better paying work. #efachat

@FastEditing I tell new FLers not to undersell services. If charging by hour, can write off time as "education" -- but always charge market rate #efachat

@FastEditing *write off -some- time, I mean, not all of it :) #efachat

@WriterRuth Too many people nowadays jumping into freelancing with little professional experience. No experience > lower fees at first. #EFACHat

@cghartman I've found if you can put together a total, professionally crafted proposal w/samples for clients, they tend to be quite agreeable. #EFACHat

@MWritesMedia @isadora_ink That's where I'm at - started last June, have been making a more concerted effort since November. #efachat

@MWritesMedia @cghartman I think it depends on the industry - I've had a number of, "thanks, but no thanks" from new biz's when proposals sent. #efachat

@LisaLOWens @FastEditing Good advice. New freelancer doesn't have to mean free freelancer. #EFACHat

@isadora_ink @MWritesMedia I think it's a process that everyone should undertake. #efachat

@MWritesMedia @isadora_ink It's definitely a learning process, but I've learned a lot doing it! #efachat

@KOKEdit @YogiSaraPhD In medical editing, I see so many with PhD underprice their editorial services! #EFACHat

@Einspirations @YogiSaraPhD I have never been fully comfortable talking about money, but I have gotten better. #EFACHat

@cghartman @MWritesMedia I guess it depends on what people want. If it's quality, they should be willing to pay. Don't sell yourself short. #EFACHat

@sarahprotz Lots of people don't realize the trades are the ideal one-way ticket out of content mills. I have rescued a few writers in my day. #EFACHat

@MWritesMedia @cghartman Most prospective clients in that camp usually just want the best work for cheapest rate. I don't bite in that case. :) #efachat

@cghartman @MWritesMedia Besides, there's no shame in walking from a job or not getting one. There are many opportunities out there. #EFACHat

@WriterRuth PhD may not mean being good editor or writer. Expert in field not always=skilled in editorial work. Shd build self-confidence, tho. #EFACHat

@FastEditing RT @writerruth: Really isn't "mkt rate" 4 editorial wk #EFAChat /Agree that there's no market max, but can we agree there's a market min?

@sarahprotz I have the hardest time figuring out what to charge for one-off #copyediting assignments. Who has a good system? #EFAChat

@MWritesMedia @cghartman For sure! I've walked away many times and don't regret it. There're more fish in the sea. :) #efachat

@isadora_ink I think it also takes time to develop the tools to ask for more. Sometimes the answer will be no--and that's tough to face, too. #efachat

@stephauteri RT @LisaLOWens: Let's all agree: No apologizing for asking for what you're worth. #EFAChat

@MWritesMedia @sarahprotz Hm, per word usually works best for me. Publisher I work w/ pays flat rate based on that 10 days after edits submitted. #efachat

@isadora_ink @sarahprotz Depends on length, relationship with client... #efachat

@KOKEdit I've found it hard to convince some freelancers to spend time hunting for higher-paying clients instead of working w/ cheap ones. #EFAChat

@WriterRuth Treat all projects as if they'll be ongoing - or as if one-offs. Charge based on the project scope & yr skills, not on frequency. #EFAChat

@FastEditing @sarahprotz I quote per-word rate for one-off copyediting jobs, but I calculate based on internal benchmarks + project worth #efachat

@MWritesMedia @KOKEdit They probably don't realize they can find better work, or don't want to put forth the effort. That's why I'd rather (1/2) #efachat

@MWritesMedia @KOKEdit spend the time marketing and networking than apply to every job board I find. Definitely better work out there :) #efachat

@isadora_ink @KOKEdit SO important! Always work toward better clients until you are WILDLY happy with all of yours (and then keep looking). #efachat

@cghartman I've had lots of "nos" from prospective clients, and I'm still at it. I never take it personally & have learned to keep moving. #EFAChat

@KOKEdit @MWritesMedia I think it's partly fear and partly low confidence levels for these freelancers. #EFAChat

@FastEditing Chutzpah counts. I often ask for more than I think client will go for,

with a fallback rate in mind -- and get halfway between. #efachat

@EFAFreelancers @MWritesMedia That's a very good point. Rather to hone your "pitch" before going hog wild! #EFAChat

@WriterRuth Some flrs don't realize there's more "out there" than content mills & cheapos. Some scared 2 spend time lookg 4 better clients. #EFAChat

@isadora_ink @cghartman Learning to not take it personally is one of the most important skills a freelancer can have, IMO. #efachat

@jamesfraleigh @isadora_ink That "keep looking" part is vital. Never know when 1 or more might disappear. #efachat

@MWritesMedia @cghartman I typically have 2-3 proposals out at a time so that I can work on client projects without worry about rejection. #efachat

@isadora_ink RT @FastEditing: Chutzpah counts. I ask for more than I think client will go for, with a fallback rate in mind and get 1/2 between. #efachat

@LisaLOWens @KOKEdit The energy I put into seeking new clients always comes back in a positive way. Sometimes surprising. #EFAChat

@WriterRuth Freelancing = being in business. Pricing services appropriately is key to business success. Chutzpah is essential! #EFAChat

@MWritesMedia @KOKEdit Most likely. It can be daunting starting out! Was in that boat just a year ago. #efachat

@KOKEdit MT @MWritesMedia: I'd rather spend the time marketing and networking than apply to every job board I find. // Yes! #EFAChat

@FastEditing RT @cghartman: I never take it personally & have learned to keep moving. #EFAChat / Good for all stages of editing, not just the biz ;)

@cghartman I don't say things like "you get what you pay for"; but in many cases, that's reality. Value yourself and your work properly. #EFAChat

@FastEditing RT @writerruth: Freelancing = being in business. Pricing services appropriately is key to business success. Chutzpah is essential! #EFAChat

@KOKEdit RT @LisaLOWens: The energy I put into seeking new clients always comes back in a positive way. Sometimes surprising. // Definitely. #EFAChat

@ReasonableHope @cghartman I totally agree. When we approach all we do in a professional manner, our respect level rises in clients' eyes. #EFAChat

@isadora_ink Laying groundwork for new clients pays off. I can't believe how many people have approached me months after I 1st approached them. #efachat

@MWritesMedia @cghartman Oh I don't say it to them, but I think it to those that want to pay peanuts. :P #efachat

@MWritesMedia @isadora_ink Yes! I've had that happen, too. Just being present pays off. #efachat

@FastEditing RT @isadora_ink: I can't believe how many people have approached me months after I 1st approached them #efachat // Wonderful!

@Dottyeyes Inertia my problem: 2 many clients at lower rates. 2day's chat encouraging me 2 spend time marketing 2 get hi-er paying clients. #EFACHat

@cghartman Building a client's respect = greater rates. If not initially, often down the road. #EFACHat

@ReasonableHope How many hours/week do you spend in marketing? #EFACHat

@KOKEdit @Dottyeyes I spend some time marketing every single weekday, and I haven't had a work dry spell in years. #EFACHat

@MWritesMedia @Dottyeyes Consider raising rates on current ones, too. You won't regret it. :) #efachat

@cghartman And think of it this way - it's not about the quantity of possible clients; but rather the quality of the ones you have. #EFACHat

@MWritesMedia @ReasonableHope Depends how busy I am with other projects. Usually 10-20% of my time is marketing in some way. #efachat

@KOKEdit RT @ReasonableHope: How many hours/week do you spend in marketing? // 7 to 14. #EFACHat

@ReasonableHope RT @cghartman: Building a clients respect = greater rates. If not initially, often down the road. // Absolutely correct. #EFACHat

@EInspirations @ReasonableHope I probably market about a 1/2 day each week, but that is spread out to be a little each day. #EFACHat

@WriterRuth I consider all online activity as part of marketing, and try to do formal efforts once/week - queries, msgs to past clients, etc. #EFACHat

@MWritesMedia Amt. of marketing I do depends on how busy I am w/ other projects.

Usually 10-20% of my time is marketing in some way. #efachat

@LisaLOwens @ReasonableHope I probably spend 5 to 10 hours per week on marketing. #EFAChat

@isadora_ink Wow, I clearly need to spend more time on marketing! #efachat

@ReasonableHope How often do you make any mention of your rates in your marketing? #EFAChat

@MWritesMedia Great ways to market: Blog posts, newsletters (I'm starting one finally), talking w/ past clients, Twitter, Facebook. #efachat

@FastEditing B/c I like to cultivate terrific regular clients, I view every project as a marketing opportunity #efachat

@MWritesMedia .@ReasonableHope, I don't mention my rates in marketing. That conversation is one-on-one w/ those interested. #efachat

@WriterRuth I don't talk about rates in my marketing activities or at my website. I focus on what I do and how good a fit I might be. #EFAChat

@Skye_Writes Re: marketing. Do you use a brochure? Call or email? How do you market yourself? #efachat

@KOKEdit @MWritesMedia I use these tools to market: blog, profession-related e-mail lists, LinkedIn, Facebook, Twitter, teaching classes. #EFAChat

@Dottyeys @MWritesMedia "Consider raising rates on current ones, too. You won't regret it. :)" YES; ready to start assessing present clients! #efachat

@ReasonableHope @MWritesMedia Not even in statements such as "Reasonable rates?" #EFAChat

@MWritesMedia @KOKEdit Yes! LinkedIn is one I didn't mention, oops. Working on that more, especially via groups. #efachat

@EFAFreelancers Thank you again to @isadora_ink and @cghartman along with everyone who participated today! #EFAChat

@EFAFreelancers Feel free to keep chatting with the #EFAChat hashtag, but the transcript of today's chat will be ending here. #EFAChat