



# **What In The H\*\*\* Do I Charge As A Freelancer?: Find Out How To Set Your Rate, Stop Undervaluing Yourself and Get Paid What You're Worth!**

*Kenneth Westgaard*

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## **What In The H\*\*\* Do I Charge As A Freelancer?**

**Learn how raise your rate with confidence knowing you'll get paid what you're worth tomorrow. Your first lesson, it does not start with a calculator.**

At some point I'm sure you've ask yourself the exact same question. There's no easy answer, and to make it even harder you got clients asking for discounts or worse, complaining about your price.

And what do you usually en up doing?

You end up giving the client a discount or simply lower your rate and devaluing yourself...

## **In this book we'll go beyond just setting your rate**

Most common advice you'll find is to figure out how much you want to make a year and divide it by number of hours you would work during a year, and voilà you your hourly rate. The thing is, there's a numerous way to determine what you could charge.

- There's different pricing structures and they all have their pros and cons. That's why I walk you through them all.
- By avoiding being a commodity, you'll separate yourself from every single freelancer out there. You want to go from a being freelancer to a becoming a professional, consultant or a business owner. You have to change your mindset.
- To separate yourself even more, you need to understand your clients and listen to their problems. Only then can you find a solution. You are a problem solver!
- Of course we'll talk about setting your hourly rate. It's a good place to start, but you do want to take it a step further. But it doesn't end there, because you probably have some existing clients and how do you raise your rate without burning some bridges.

- There also the need to justify your rate when a client is questioning it. And trust me when I say, never ever negotiate your rate.
- I'm sure you've been ask to do a job for free, because of no budgets, etc. And you know what, sometimes is OK to work for free, but only if it benefits you.
- Should you charge more for a rush job? Yes, cause your time is valuable. You don't want be working nights and weekends for pennies.

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