



[Graphic Artists Guild](#)
[Creative Relay](#)

Justin Perricone: [Twitter](#) and [Instagram](#)
 Ed Shems: [Twitter](#) and [Instagram](#)

Get an EIN: <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

An EIN: A Simple Way to Protect Yourself <http://www.creativerelay.com/ein/>

Ed printed his mini portfolio book at <https://smartpress.com/>

Finding Work/Finding Clients

1. Design events
2. Meet-ups for creative
3. [SCBWI](#) conventions, and meet and greets
4. Creative Conferences (such as [ICON](#))
5. Museum/gallery openings
6. Local restaurants usually need better menus
7. Also look for terrible websites if you're a web developer (there are plenty!)
8. [Agency Access](#) for illustrators and photographers (pay for lists in all categories)
9. **Tweet ups**
 - a. Here's a [website with a schedule](#)
 - b. My fave is #kidlitart on Thursday nights: <https://twitter.com/kidlitart>
<http://kidlitart.blogspot.com/> <https://storify.com/kidlitart>
 - c. I just discovered #Grossetchat: <https://twitter.com/hashtag/grossetchat> (#kidlit, #illustration, #editorial, #design)
10. Hashtag parties (like [#PitMad](#) for Literary Agents)
11. [Publisher Weekly job moves](#) (see when an editor has moved to a new position/company and send a congrats postcard)
12. Post regularly on Social Media
13. Ask a mutual friend to intro you on Linked in
14. Dinner party
15. Search and follow on Social Media (like [THIS](#))
16. Post your portfolio everywhere online! Like on the Graphic Artists Guild's [portfolio site](#)
17. An attendee suggested [Adrian's Network](#) (thanks Carolyn!)

Everyone you meet is a potential client. [Rock the Interview](#) (article)

Find creative complements

UNITE to Diversify - [Creating more business for you and good karma for our industries](#) (article)
[Be a creative partner to your clients](#) (article)

Promote yourself on Social Media. Our top favorites are [Instagram](#), [Behance](#) and [Dribbble](#), followed by Facebook, Twitter and Tumblr.

Pro bono work: Even when doing free work, send an invoice so the client understands the value of your work and time. Treat them the same as a paying client.

[Crowdsourcing](#) article.

Takeaway:

“Crowd-sourcing may be legal as a business model, but it is another form of spec work taken to an extreme, and far from ethical from the Guild’s perspective. We’re talking about devaluing the work of an entire profession in an incredibly public fashion. Crowd-sourcing sites encourage below market rates and treat graphic artists as an expendable commodity instead of highly trained professionals providing a genuine service.”

Pricing

Hourly Rate Generator: <https://www.beevits.com/portfolio/hourly-rate-generator/>

Pricing and Ethical Guidelines Handbook (PEGs) [Book version](#) and [Digital version](#)

Don’t be afraid to talk money or negotiate

1. Use your value-based rationale
2. Use your hourly rate
3. Use the PEGs (and/or friends doing similar work)

[Jessica Hische](#) helps you reply to freelance job offers

Drop in price? Drop in deliverables.

Talk budgets with clients. Ask questions. Don’t give a price right away!

1. Schedule (is it a rush job?)
2. How will it be used? For how long?
3. What rights are needed?
4. Work for hire? Why? Probe to find out why WFH and convince them they don’t really need to pay the extra \$ for it.
5. Who’s making the decisions? Is it a committee or 1 person? 1 person = easier.
6. Is there a set budget?

Contracts

Pricing and Ethical Guidelines Handbook (PEGs) [Book version](#) and [Digital version](#) (or free to members within Guild’s site)

[Contract glossary](#)

[Work for hire definitions](#)

Accounting: [Wave](#)

EXTRAS!

1. [Should I Take the Freelance job?](#) (flow chart)
2. [Should I Include it In My Portfolio?](#) (flow chart)
3. [Resources for Illustrators and Designers](#)
4. [Your © Notice](#) An important read!
5. [Article on protecting your work online](#)
6. The Guild’s [Upcoming Webinars](#) and [Past Webinars](#)