

# Freelancing 101

Session 12

# Domains

Are the names, urls, or addresses

About \$10.00/yr

# Hosting

The space you use on a computer

About \$100.00/yr

# Shared Hosting

# Dedicated Hosting

# Reputable Hosting Companies

- Dreamhost - <http://www.dreamhost.com/>
- Host Rocket - <http://www.hostrocket.com/>
- 1 & 1 – <http://1and1.com>
- Lunarpages – <http://lunarpages.com>
- And many more

# Recommendations

- Pass on all hosting costs to the client
- Open a brand new account with all new clients (if host allows)
- Purchase domains through your host (if reasonably priced)
- Support is important
- All in all, the more space, the better

# Choosing a name

Jeah.com vs Triplejeah.com

# Choosing a name

~~Jeah.com vs Triplejeah.com~~

Jeff Brown Designs LLC,  
jeffbrowndesigns.com

**Your personal name  
offers the most  
amount of protection**

# Set up a legit business

- LLC or Inc
- Can pay a lawyer to do it for you
- Can do it yourself

# Finding work

Why should someone choose you?

# Sell yourself

- You're inexperienced (cheaper)
- You have skill
- You give personalized attention
- You're a human
- Let them price themselves out of work

# Convince yourself

- You can do it
- You have resources
- Connect
- Don't be afraid to take on work that you have no idea how to complete

# Business Models

Hourly vs Flat

# Hourly

- You get paid for your time
- Forced to define an hourly rate
- Forced to guess-timate total amount of time a job will take

# Hourly

- It can be difficult to track time
- Clients don't like not knowing for certain how much a job will cost

# Flat Rate

- You get a lump sum all at once (or broken down)
- Clients like this because they know how much they are paying and it doesn't change

# Flat Rate

- You better get damn good at estimating your time
- You could end up spending way more time than your paid for
- You get frustrated

# Combination

Flat rate until I hit X hours of work

# \$20/hr

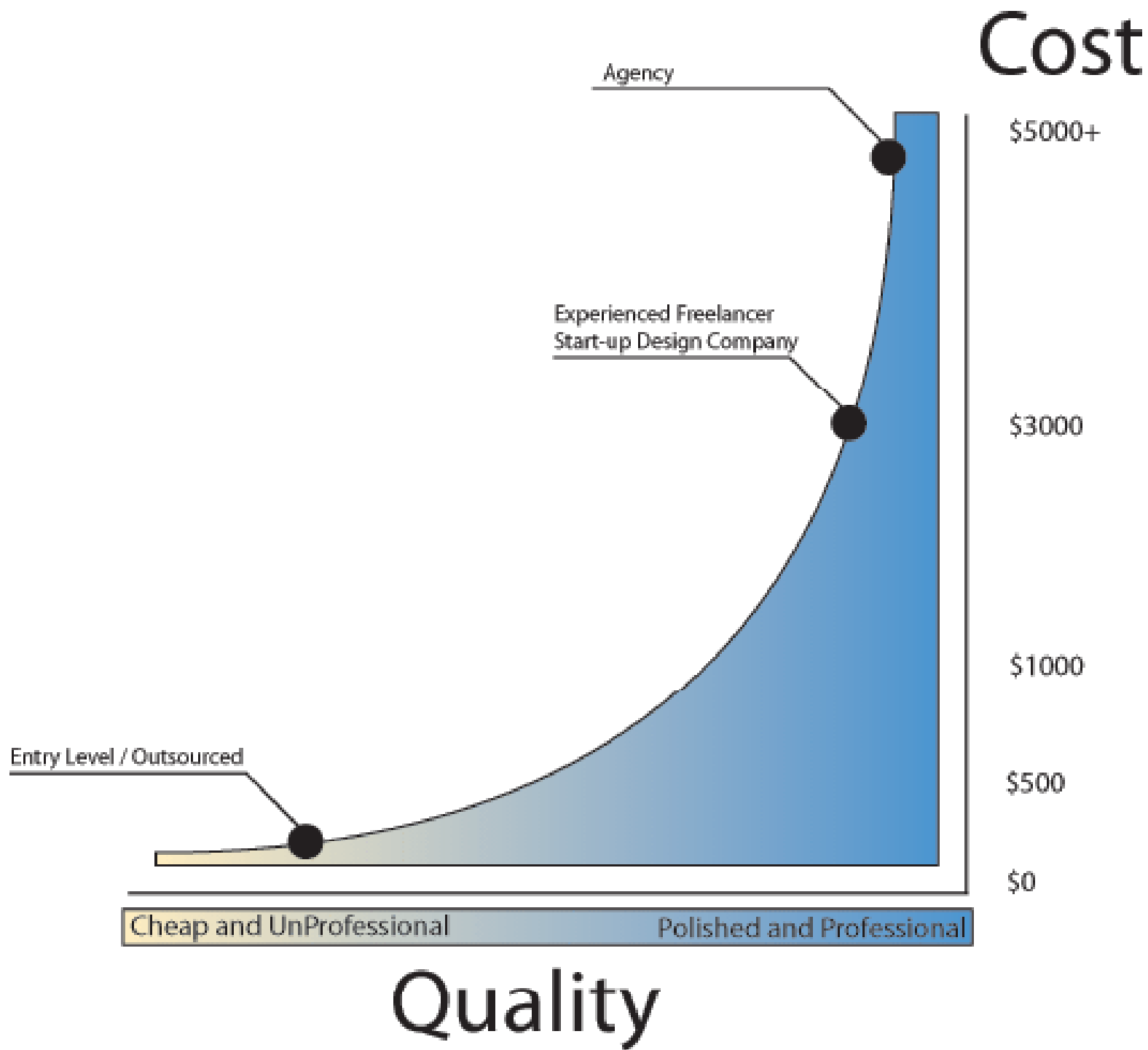
- You think job is going to take you 5 hours
- $\$20.00 \times 5 \text{ hours} = \$100.00$
- As an incentive give them 6 hours for the price of 5
- But say if this job goes over 10 hours I am going to charge you for each hour over

**Keep it Simple**

**Deciding upon an  
hourly rate**

**What is your time  
worth?**

**ALOT**



# Contracts

Use `em`

# Memorialize Everything

Keep email trails

# Other **STRONG** Suggestions

Really strong

# Be Open and Honest

A short-lived business model

**Trust your instincts**

**Say No**

**No Friends, No  
Relatives**

# Enjoy it

When you stop, quit

# Resources

- Freelance Switch -  
<http://www.freelanceswitch.com/>
- Web Design Business Kit -  
<http://www.sitepoint.com/kits/freelance2/>

**In Summary**