

FREELANCING SURVIVAL

Christina Fox

www.urbanfox.tv

UrbanFox Ltd

- All of this presentation will go
- on our website

- www.urbanfox.tv/seminar

Get to know your client
and their business

Let them know how you
can help them

Think Like A Business

- You are a business (yes a brand too)
- You need to get your finances sorted
- Get your paperwork in order
- You need to market your services
- Get professional advice

Forum advice - good

- There are some excellent fora out there
 - www.creativecow.net
 - www.2-pop.com
 - www.kenstone.net
 - www.shootingpeople.org

Forum Advice - bad

- Accounting
- Financial planning
- Legal (especially copyright)

Don't listen to people like me

- I've made loads of mistakes
- Talk to the experts

Best advice give to me...

- Work out your expenses for 3 months (ie rent/mortgage, food, utilities)
- Then start saving...
- ...into a high interest account
- www.fool.co.uk
- www.moneysavingexpert.com

Then...

and this is the important bit...

Forget all about it

Bank Accounts

- Personal bank accounts...
- ...are for personal finances
- Get a business bank account...
- ...to separate you from the business
- Watch out for banks that charge

Talking Of Money

- Get a receipt for everything - even magazines, cinema tickets, bus tickets, this seminar...
- If you drive keep a note of your mileage (even if you cycle)

Proper Advice

- Get a good accountant - ask around
- Take their advice on how to trade
 - Sole trader
 - Limited company

Accountants

- Ask about their qualifications - specialisation
- Are they experienced in dealing with businesses of a similar size to yours
- Do they understand your business sector and its needs

Accountants

- Check who will look after your business on a day-to-day basis
- will they remind you when to submit accounts
- find out if they offer any additional services - eg financial planning, insurance
- Ask about charges and what they cover

VAT registered

- You must register if your turnover is over £70,000
- BUT ALSO...
- If you want to make your business look successful from day 1
- You like getting 17.5% discount on everything - even stuff you've bought already

However...

- If your clients are members of the public you will be 17.5% more expensive than your competitors
- You must file a return on a regular basis (usually every 3 months)

Paperwork

- He who has the best paperwork wins.
- A verbal agreement is only as good as the paper it is written on.
- Therefore, I cannot stress enough...

GET IT IN WRITING

MANDATE

- This is to confirm you have booked Christina Fox (of UrbanFox Ltd) to provide two days camera training at £xxx per day, plus VAT.
- This will take place in Leeds on Thursday 11th and Friday 12th December 2008. Please note those dates are now in my diary and will not be offered to anyone else.

Talking Of Paperwork

- Read the small print
- Don't sign if you are unhappy
- Never - do nothing
- Question the wording
- Ask if it can be changed

How many of you
own your own
domain name?

DO IT

GET ONE NOW
AS SOON AS POSSIBLE

Less than a lunch

- www.1and1.co.uk
- .co.uk will cost £2.99 per year
- .com - around £9.00 per year
- www.tv
- .tv - start around \$25

Marketing

- A website is cheap advertising
- ...people can Google you
- You can show examples of what you've done
- You can add testimonials about how wonderful you are

Charge the going rate

- There will be times when you will happily work for less
- Perhaps the client is a charity/good cause
- Perhaps it gives you an opportunity to do something new

Do You Give Discounts?

- Some clients like to haggle - don't be frightened to just say no
- If they are offering a lot of work - yes. But, get it in writing
- Yes, but get something in return
 - Photos/video/testimonials for your website
 - Extra days leave

Don't do unpaid work for the chance to be paid.

You could end up wasting your time.

Can I pay you once you've finished?

No - if it is a long-term project, you need to eat.

Get staged payments.

Getting Paid

- Send in the invoice asap
- Make sure you clearly state when payment is due (28-30 days)
- Clearly state how they can pay (BACS, Cheque etc)
- Clearly state who they pay

Watch Out

- Do you need a purchase order number? (the BBC is very picky about this)
- Are you sending it to the correct person? (client or accounts dept)

Pay Up

- Don't pussy foot around
- it is your money

Please Pay Up

- Friendly phone call
- Follow up with a polite letter/email
- www.payontime.co.uk
- <http://tinyurl.com/2hguop> (sample letters)

Pay Up Or Else!

- Include another copy of the invoice
- Print it on pink paper
- State the exact date you want it paid
- ...and what will happen if they don't

Whatever You Do

- Keep a record of calls
- With who and when
- Keep copies of all paperwork
- Because....

He who has the best
paperwork wins

Late Payment of Commercial Debts (Interest) Act 1998

- Interest can be charged at a rate of 8% above the official dealing rate of the Bank of England (base rate).
- <http://tinyurl.com/288fju> (calculator)
- <http://tinyurl.com/yu9mn3> (legislation)

Now What...

- Another friendly phone call/letter
- Threaten to charge interest
- Remind them you still own the copyright until you are paid
- Time to go to court

Small Claim - on line

- <https://www.moneyclaim.gov.uk/csmco2/index.jsp>
- **Full name** and **address** of the person(s) you wish to make a claim against
- **Amount** you wish to claim (with interest)
- **Facts** relating to the claim e.g. dates, times, events, invoice numbers

A few random
thoughts...

Copyright

- BBC contract clause asked you to sign away your copyright and moral rights ...
 - To all media, for all time
 - ...in the known universe.

If owning your
copyright is so
important to them...

Make sure they
understand it is of
great value to you too.

One reason why
companies fail is
because they have no
assets to sell when the
bad times come.

Copyright is a real
asset
Get proper legal advice

How many of you have
a pension?

DO IT

- GET ONE NOW
- AS SOON AS POSSIBLE

Raise Your Profile

- Take part in industry fora - answer questions, be helpful - get noticed (leave your web address - aids google rankings)
- Volunteer for panels at conferences
- Write articles (and also use them for your website)

High Profile

- Enter competitions
- Put your stuff on YouTube, Facebook ...and any other site that will get you noticed
- Put your best stuff on sites that will pay you money. Such as BabelGum, Metacafe, Revver and Joost
- Link up with other people in complimentary areas eg new bands, new directors

Who has a iPod?

Who has a Mac?

MobileMe account

Educational discounts

Skillset money

British Film Council

EU script fund

- Give your clients a
- good experience

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