



What to Charge: Pricing Strategies for Freelancers and Consultants

Laurie Lewis

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What to Charge: Pricing Strategies for Freelancers and Consultants Laurie Lewis
Everything you need to know about freelance fees!

Do your palms get sweaty when a prospective client asks, "How much do you want for this project?" Learn the techniques presented in **What to Charge: Pricing Strategies for Freelancers and Consultants** and you'll never panic again!

What to Charge takes you through the processes of setting rates, assessing fees dictated by clients, and evaluating your pricing experiences. You'll learn how to dig for information before quoting a fee. You'll examine the pros and cons of different pricing methods, such as hourly rates, project fees, and retainers. You'll discover the only two rules of pricing and why following them will guarantee you pricing success. You'll find out how to keep records that will enable you to maximize your profits on future projects. And you'll see how and when to analyze your income retroactively and to raise your rates with little effort.

With self-employment being the hottest job trend, **What to Charge** is essential reading and a must-have reference for all entrepreneurs. No other book provides the detailed guidance of this volume, which is now in its second edition. Here's what readers of **What to Charge: Pricing Strategies for Freelancers and Consultants** have said:

"I wish I had this book when I began freelancing."

"You've taken the guesswork out of pricing!"

"This is the most logical, practical approach to pricing-and business management%u2014for the self-employed that I have ever seen."

"I've had my own business for years, and I thought I knew it all. But **What to Charge** gave me new insights and new approaches. As soon as I implemented one of these strategies, I recouped the cost of the book."

Lessons learned in the trenches form the basis of this book. The author, Laurie Lewis, has more than 25 years as a freelance medical writer and editor. Active in several professional associations, the author has incorporated not only her own experiences but also those of other self-employed professionals to create a model for successful pricing of consulting services.

The techniques presented in **What to Charge** have stood the test of time, remaining valid through the recession that occurred since the first edition was published in 2000. In fact, because the book presents strategies, it will never go out of date. Whether you're just launching a freelance business or you have many years of consulting under your belt, **What to Charge** is for you.

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