

# *Navigating* **THE WORLD OF FREELANCE DESIGN**



## **MASTERCLASS CLIFF'S NOTES:**

- Get your foot in the door with Facebook groups, word of mouth, different associations, and social media.
- Your own performance speaks volumes.
- Freelancers can and will refer freelancers for specific jobs.
- Designers that have experience and excellent references can surely get that job.
- Certifications and insurances, or an LLC, can help motivate the employer to use a freelancer.
- Do not be afraid to ask questions and really jump into the work.
- A great attitude is most important.
- A flexible freelancer is most desirable.
- Transparency is key.
- Some freelancers book out a year in advance.
- Set boundaries and be very clear of expectations.
- Contracts are very helpful to establish boundaries.
- It comes down to reputation on both sides.
- You want to be prepared for anything.
- A huge red flag is bad or lack of communication.
- If you are coming in as a freelancer, you are there to work, not give advice, unless you are asked!
- Take lots of notes!
- If you are certified with any degrees and confident in your ability, companies will most likely pay more for that.
- A certification does show a positive work ethic and that the person is a self-starter.
- One of the best sources for labor can be members from a local theatre department! They are used to set up and strike.
- Most people request \$25-\$30 per hour for jobs
- If you know you are not fast, practice and be transparent!
- If you are bringing in a freelancer, make sure you compensate them for their needs.
- If you are a freelancer, make sure you bring your own tools to a job.
- Some companies do provide overtime pay.
- Best advice to Freelancers is to be legitimized as possible, create an LLC, and have contracts.



- Virtual Designing can be a valid way to still want to get your foot in the door for freelancing
- Handing the Recipe PDF and Delivery PDF to your freelancer takes the guesswork out of designing.

**Adelena Whittaker Rooney** is a well-known industry Freelance Designer & Founder of Fleurology Inc.

- Follow Adelena on Instagram: <https://www.instagram.com/adelenaw/>

**Parie Donaldson** is another one of the industry's top Floral Designers & Freelancer with over 30 years of experience and owner of Parie Designs.

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**Jenny Thomasson** is a Floral Designer specializing in Avant-Garde style, owner of Stems, JennyT Floristry, & Meraki Floral Tools.

- Follow Jenny on Instagram: <https://www.instagram.com/jennyt.floristry/>

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**Renee Tucci** is another amazing Freelance Designer, Educator, and Author of the new book *Framing Floral Techniques*.

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