

Pricing Projects

Pricing Projects

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What is a Page?

- # Matter of preference
 - 1 Page
 - 250 words
 - 1,500 characters
- # Font size and paragraph spacing have no impact on page estimation
- # Microsoft Word Tools/Word count
- # PowerPoint File/Properties/Statistics (not accurate)
- # Does not count words in graphics

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Types of Writing

- # Technical and Copy Writing
- # Translation
- # Editing
- # Other services

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How to Charge

Technical and Marketing Writing

- # Hourly - Range between \$20 - \$60 (avg. \$35-40)
 - Estimate average hours per page ($2\frac{1}{2}$) = X
 - Estimate number of pages in project = Y
 - Calculate project time
 $X \cdot Y = Z$ (e.g. $2\frac{1}{2} \times 40 = 100$) 100 hours
 - Determine hourly charge (\$35)
 - Multiply hourly charge by estimated project time (e.g. $100 \times \$35 = \$3,500$)
 - Add VAT 15.5% ($\$3,500 \times 1.155 = \$4,042$)
- # Per Page - determine flat rate
- # Per Project - use formula above. Become proficient and earn a higher rate

Use creative license when pricing marketing projects!

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How to Charge

Translation

- # Typically charged by page/word/character
- # Word count is made from finished material, not source
- # Work directly with client: 60 – 120 NIS per page
- # Work through agency: approx. 30 NIS per page
- # Special fields earn more. e.g., technical, medical, law, copy-translation
- # Example – 20 page document with word count of 4500 words $4500/250 = 18$ pages $\times 90$ NIS per page = 1,620 + VAT (15.5%) = 1,871 NIS

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Pricing Projects

How to Charge

Editing

- ✦ Never price before seeing material
- ✦ Determine level of editing
- ✦ 3 – 5 pages per hour
- ✦ Charge by hour, page or project
- ✦ If editing translated material, request source document
- ✦ Sometimes easier retranslating than editing translated material

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How to Charge

Other Services

- ✦ Creating flowcharts
- ✦ Formatting MSWord documents
- ✦ Editing images and adding callouts
- ✦ Layout for publishing
- ✦ Charts, graphs and Excel spreadsheets
- ✦ Working with HTML, updating websites

Do your homework, determine a worthwhile rate.
See Histadrut rate table referenced at end of this presentation.

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How to Charge

Sample Rates

- ✦ **Technical Writing:** \$100 per page (with 2 revisions)
- ✦ **Marketing Writing:** \$150 per page
 - Tagline (slogan): NIS 1,250
 - Two page brochure: \$350 - \$500
 - Web content: based on amount of text \$300 - \$1000
- ✦ **Translation:** NIS 90 per page for general text, more for specialized
- ✦ **Editing:** \$22 per hour (approx. 3 pages per hour)
- ✦ **Journalism:**

YOU CAN CHARGE MUCH MORE!

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Write it in the Contract

- ✦ The price proposal is the contract
- ✦ Get a down payment if possible
- ✦ Don't begin working until you receive a signed copy of price proposal
- ✦ Clearly note in price proposal:
 - Cost + VAT
 - Payment guidelines: 30% down, shutaf + 30 days
 - Job includes 2 sets of revisions, additional revisions involve charge based on hourly fee

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Your Options as a Freelancer

- ✦ **Tium Mas**
 - Don't need to register as a freelancer
 - Can be conducted 2 – 3 times a year
- ✦ **Esek Patur**
 - Enables you to work freelance up to 60 hours a month earning up to 60,000 NIS extra a year
 - Cannot deduct expenses
 - Don't pay VAT
- ✦ **Esek Morshe**
 - Registered entity
 - Can deduct expenses
 - Pay VAT - once you're in, tax authorities watch you like a hawk

Speak to an Accountant!

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How Much is My Work Worth?

- ✦ **Whatever the client is willing to pay**
- ✦ New client – good rate to get the work
- ✦ Build a good working relationship
- ✦ Be competitive – you're not the only writer on the market
- ✦ Be outrageous at your own risk, or benefit

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Resources

- ✦ **Histadrut Rate Table for Writing:**
<http://groups.yahoo.com/group/CIWI/files/>
- ✦ **Israel Translation Association:** <http://www.ita.org.il/>
http://www.ita.org.il/download/pdf/transrate-eng_261106.pdf
- ✦ **Elephant.org:** writer's salary survey www.elephant.org.il
- ✦ **Society for Technical Communications:** <http://www.stc-israel.org.il/>
- ✦ **CJI Salary Survey:** <http://www.cji.co.il/docs.htm>
- ✦ **Yahoo! Groups in Israel.** Conduct a search for "rates" or other keywords in the relevant group. Useful Yahoo! groups include:
 - **Ciw:** Independent Writers
 - **Techshoret:** Technical Writers
 - **MarcomIsrael:** Marketing Writers
 - **Targum:** Translators