HOW TO NEGOTIATE WITH YOUR CLIENTS

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ACT LIKE THE EXPERT YOU KNOW YOU ARE

You know how to shoot storytelling photos or write touching stories. This is why clients want to work with you. So be the expert: ask questions, take notes, listen to the client, and offer solutions. Create professional-looking budgets, cost estimates, and work schedules. When you act like the expert, you're more likely to be treated like an expert and get the compensation you deserve.

DON'T LOWER YOUR CREATIVE FEES

You've set your fees after much thought and consideration. They're not random numbers. You're an expert, and experts don't lower their fees, especially if you're going to run a viable, long-term business.

BE OPEN TO COMPROMISE

One way to negotiate with clients when you're out of their budget range is to remove a product or service from the scope of work. So, if a client wants me to film for 10 days and they can't afford that, I offer eight days instead. Or maybe a client wants me to photograph for five days and sell them the copyright to the pictures. They can't afford that, so I offer to photograph for five days, I keep the copyright, and they license the images from me for three years. There are so many ways you can negotiate without lowering your creative fees.

TAKE TIME WITH THE NEGOTIATION

The client may need you to start working right away. Or you may feel uncomfortable with negotiating and want it to be over as soon as possible. Don't rush! Rushing through a negotiation means you're more likely to accept a bad deal.