



Module 6 Worksheet

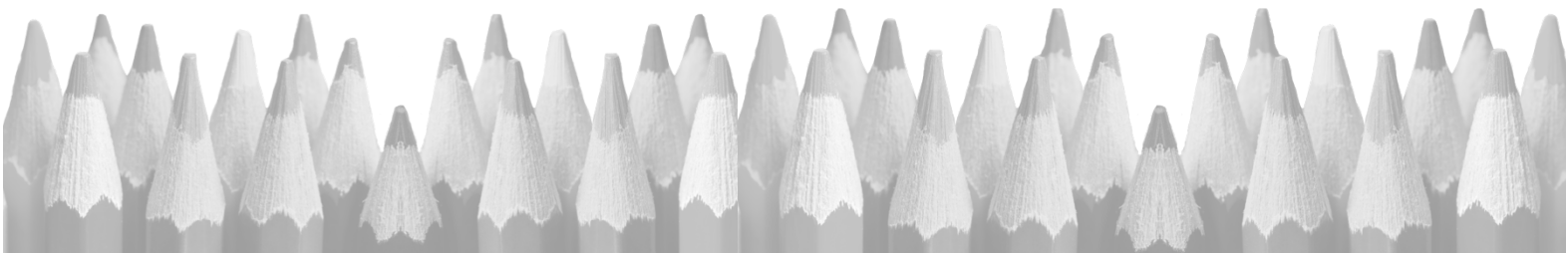
Your Identity and Brand in the Marketplace

Breaking out of the Freelancing Mentality:

How long have you been freelancing?

The first time you set your wage, how did you decide what your time was worth?

How have you increased your rates? What was the catalyst for that decision?





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Seeing Yourself as a Partner with Your Client:

How do you describe yourself and your business to prospective clients?

Has your description positively or negatively impacted your business in the past?

How will you change that description?



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Distinguishing and Presenting Yourself as a Partner:

Consider the last project you edited. Did you present your services as a *what* (an expense) or as a *why* (a partner)?

How will you continue developing the idea of partnership rather than expense when considering how you present your business to prospective clients?



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Understanding Your Clients' Needs and Beliefs:

If you were one of your recent clients, how would you assess your presentation of the value you placed on the client's work and your reasoning behind the client's need for an editor? Could you have done something more to help him/her see a need for you?

Has anything in the course thus far opened your eyes to something new? Any "aha" moments?



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The Need to Ask Key Questions of Your Client:

What's the most important question you want to ask prospective clients about their work?

List two questions that will help the author understand the value of partnering with an editor.

What prevents you from listening well when speaking with prospective clients?



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Valuing and Presenting Your Rates:

What do you currently charge for your editing services?

After rethinking the value you add to your clients' projects, what will you charge for your services?
