



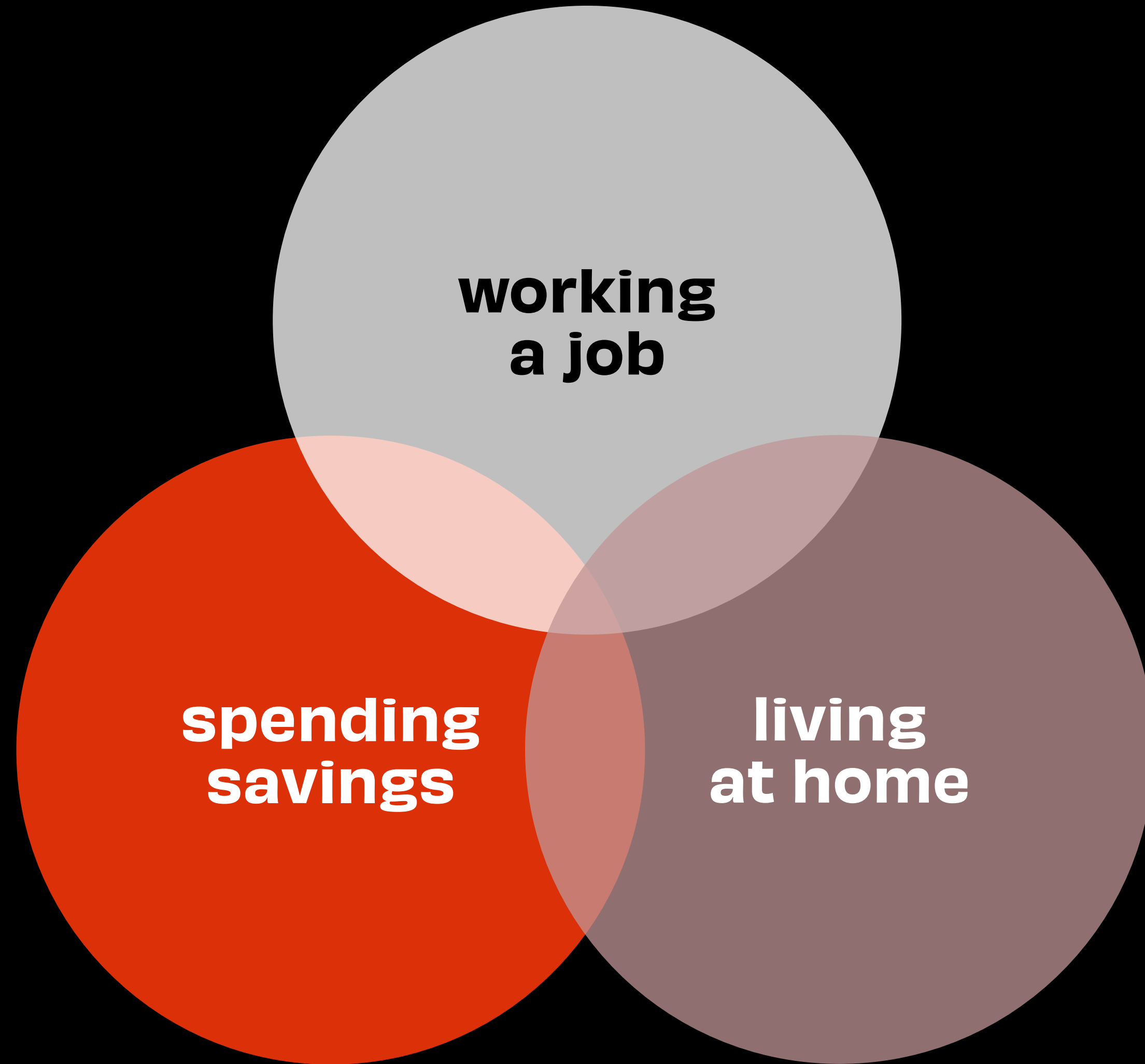
# Business for Creatives





REAL TALK —

You do not make a lot of  
money in the beginning.






# HAWAII



## After-School All-Stars program

2.2K views • 5 years ago

 Mary Makes Media

Go behind the scenes with the **After-School All-Stars program** at Washington Middle School in Honolulu with The Aloha Effect ...





# self- esteem







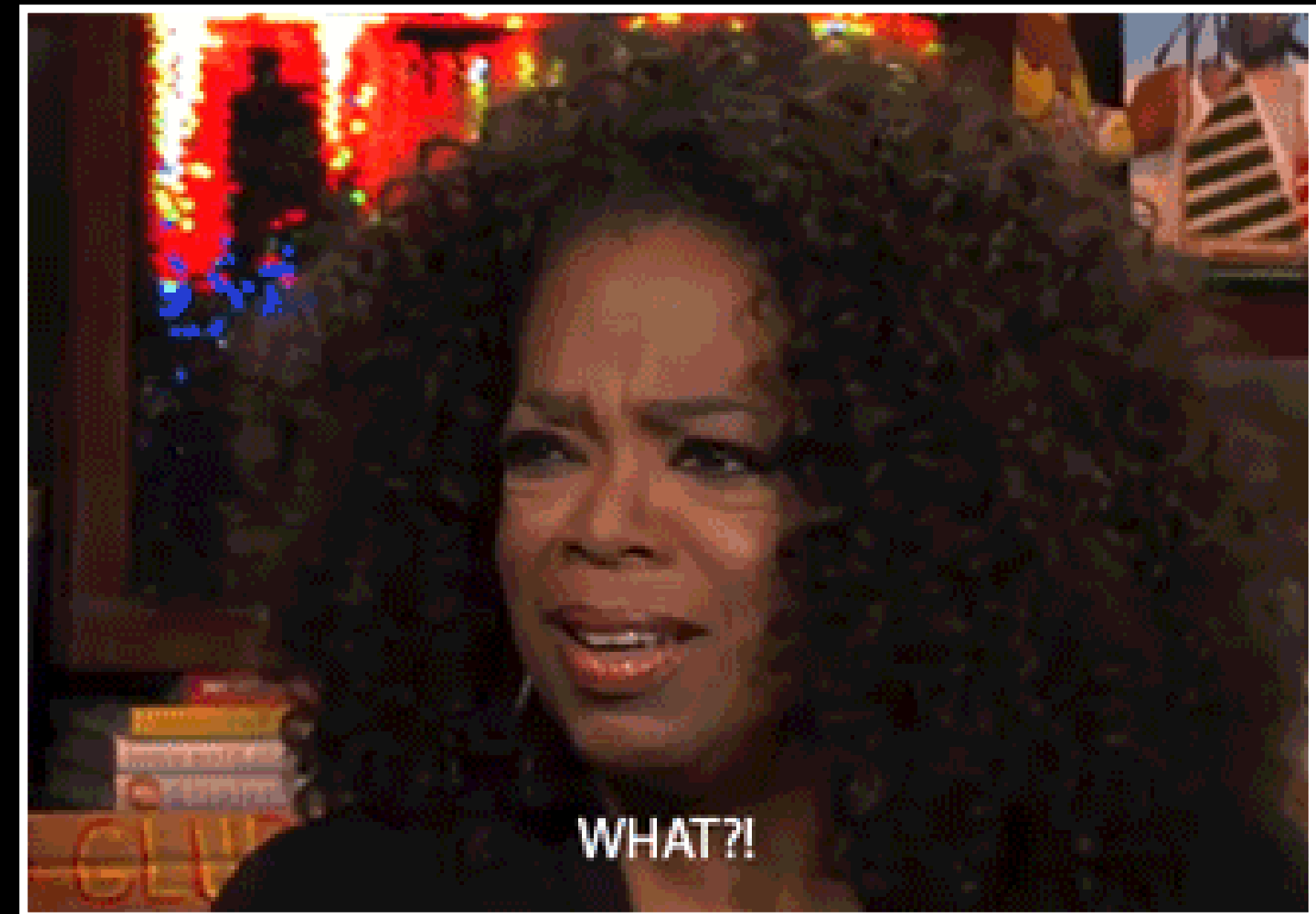
**I SUCK.**





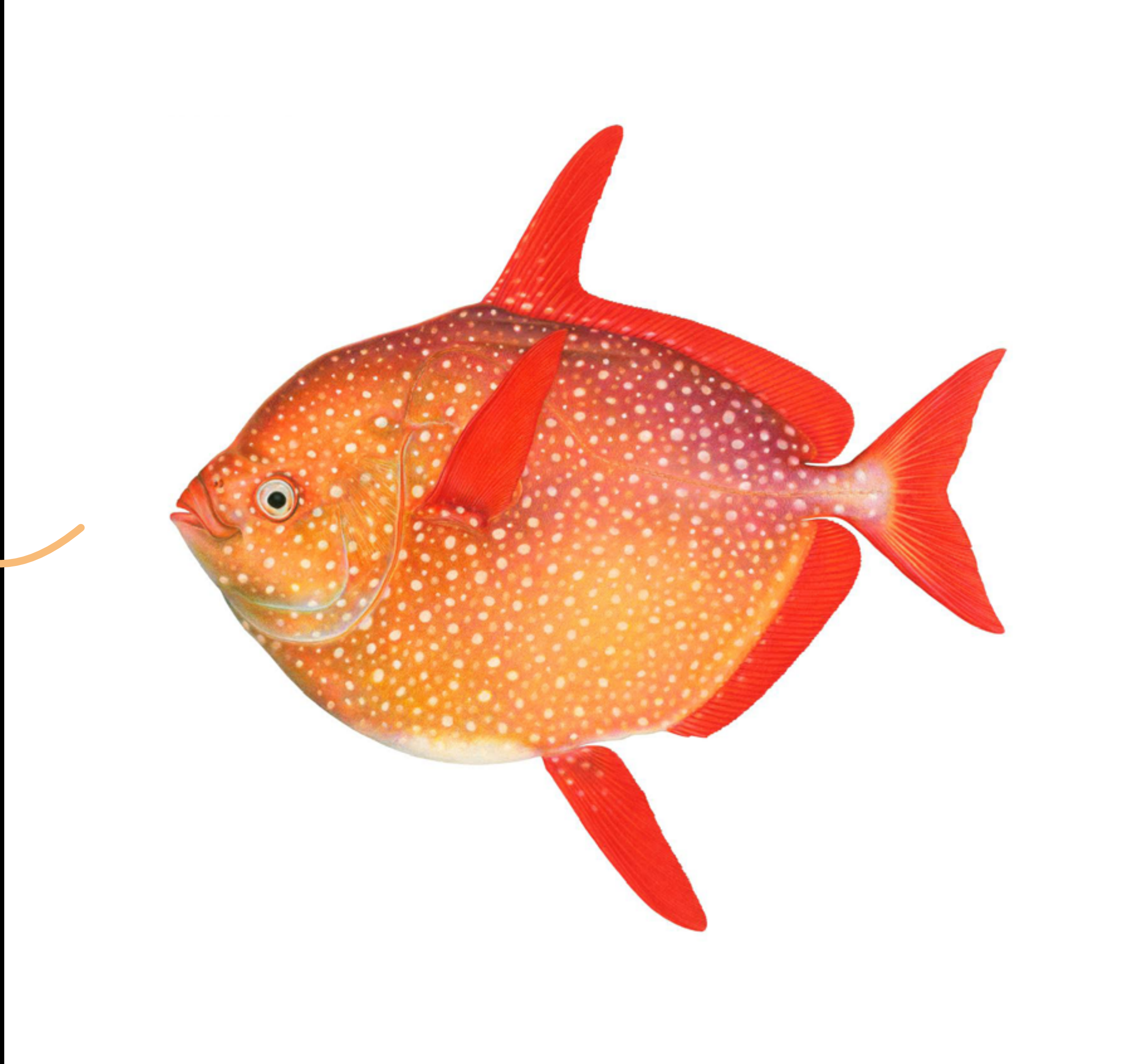
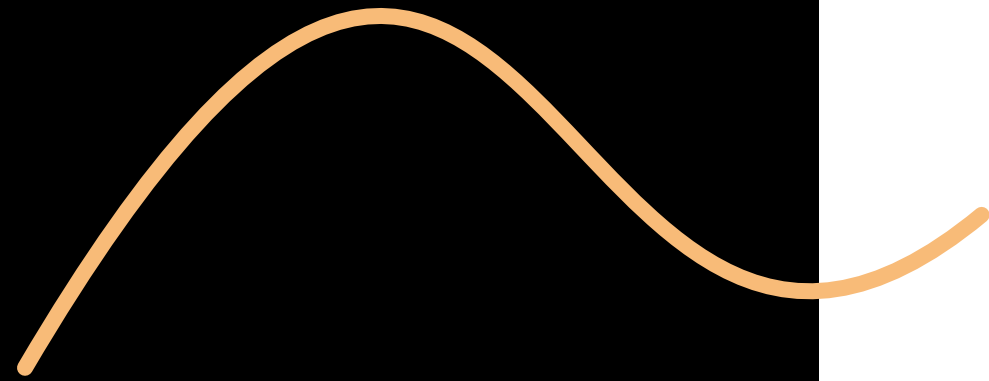


That's just  
how it is.





**I AM  
GLORIOUS!**



Joseph Tomelueri



# FORWARD FILMS



 2015







**marybetsy.com**



# self- esteem





# How do you earn a living as a creative?

- + How do you market?
- + What should you charge?
- + What's the client process?





# Creative roles



kotutohnum  
👉



# Creative roles

**01 — full-time  
employee**

02 — freelance  
specialist

03 — agency  
manager



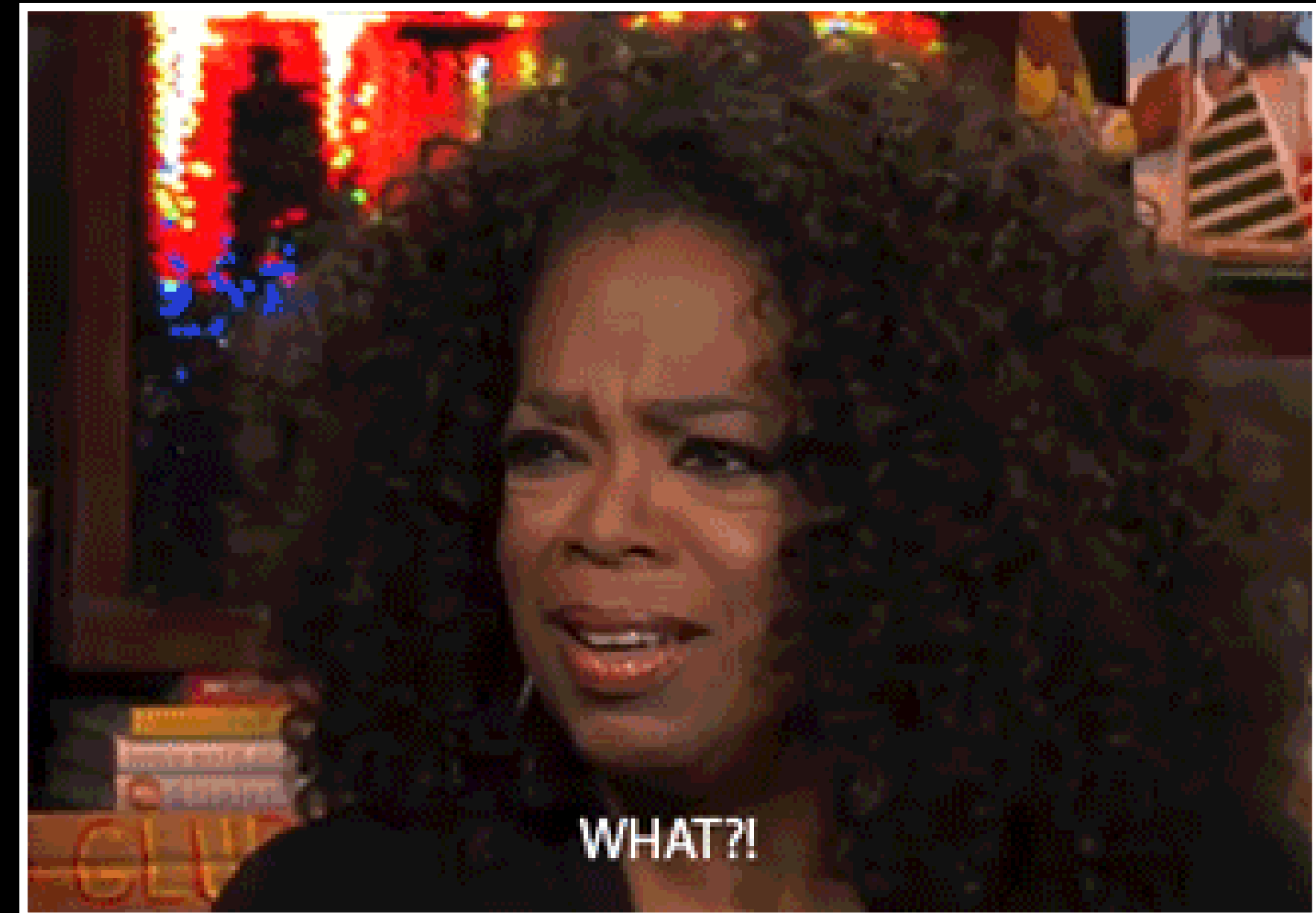


# Creative roles

01 — **full-time  
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02 — freelance  
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# Creative roles

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**02 — freelance  
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Snuggie  
👉



# Creative roles

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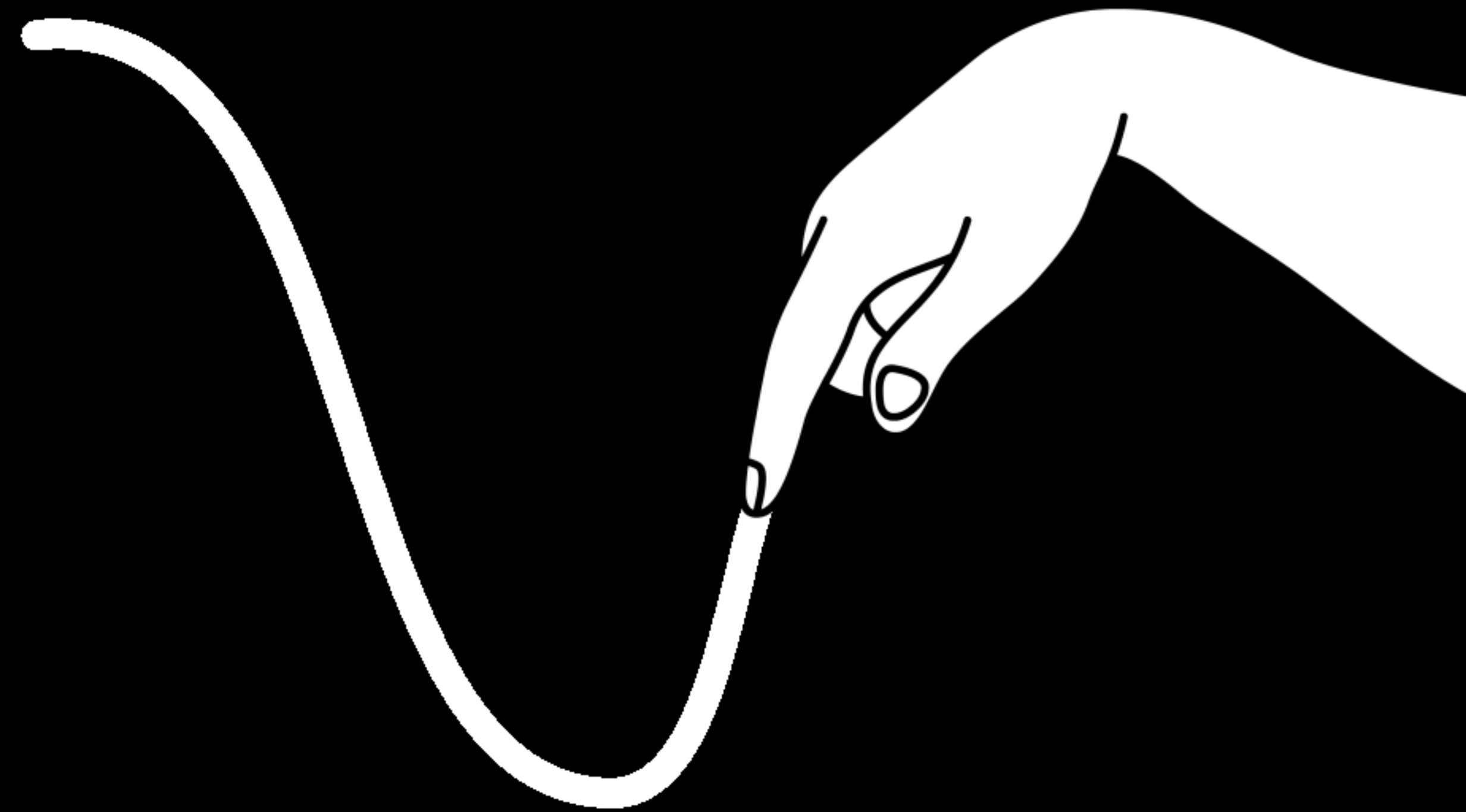


# Creative roles

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# Creative roles

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02 — freelance  
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aiLadi  
👉



# Creative roles

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VIRTUTE



# Creative roles

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02 — freelance  
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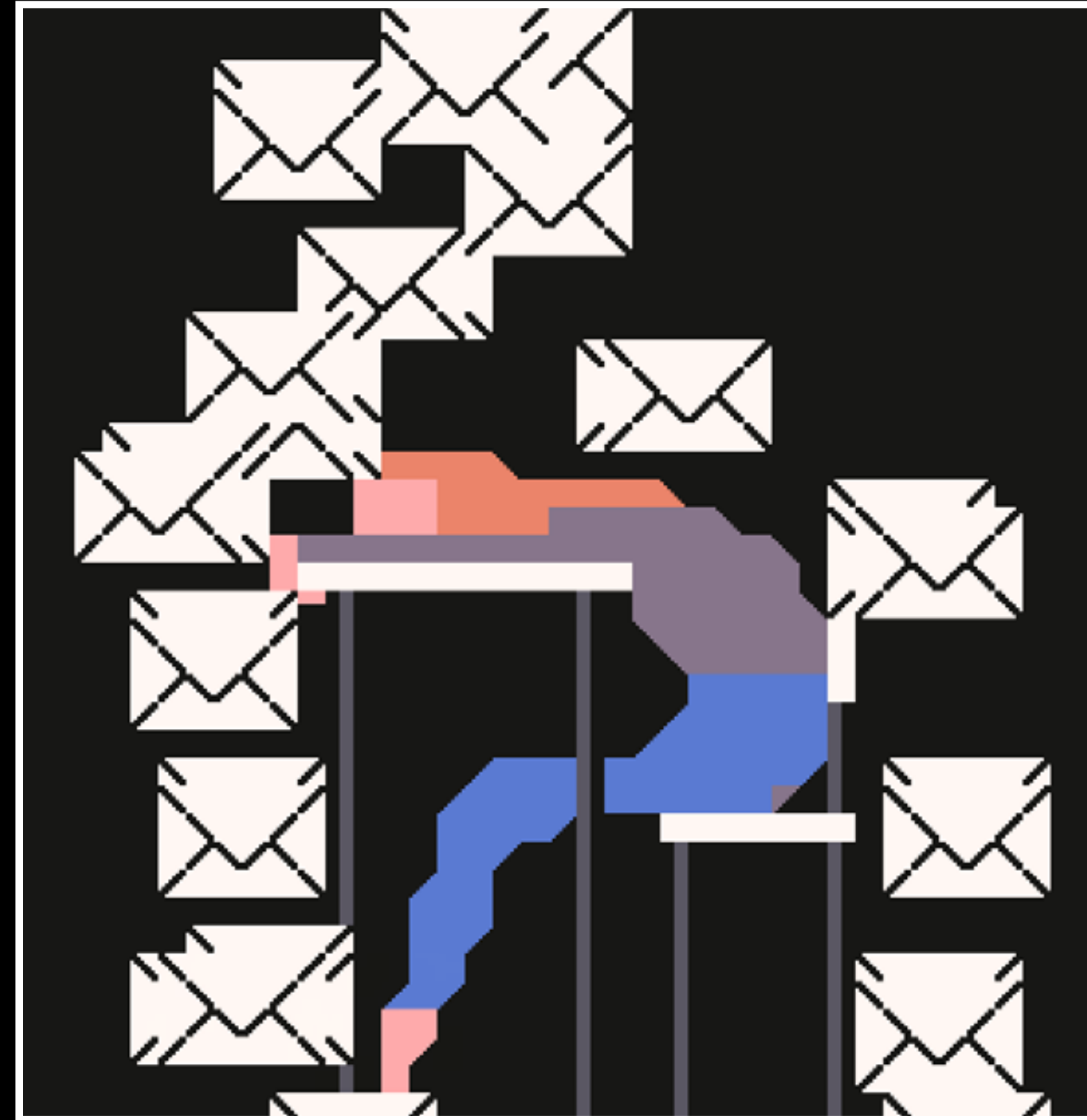


# Creative roles

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02 — freelance  
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aiLadi  
👉

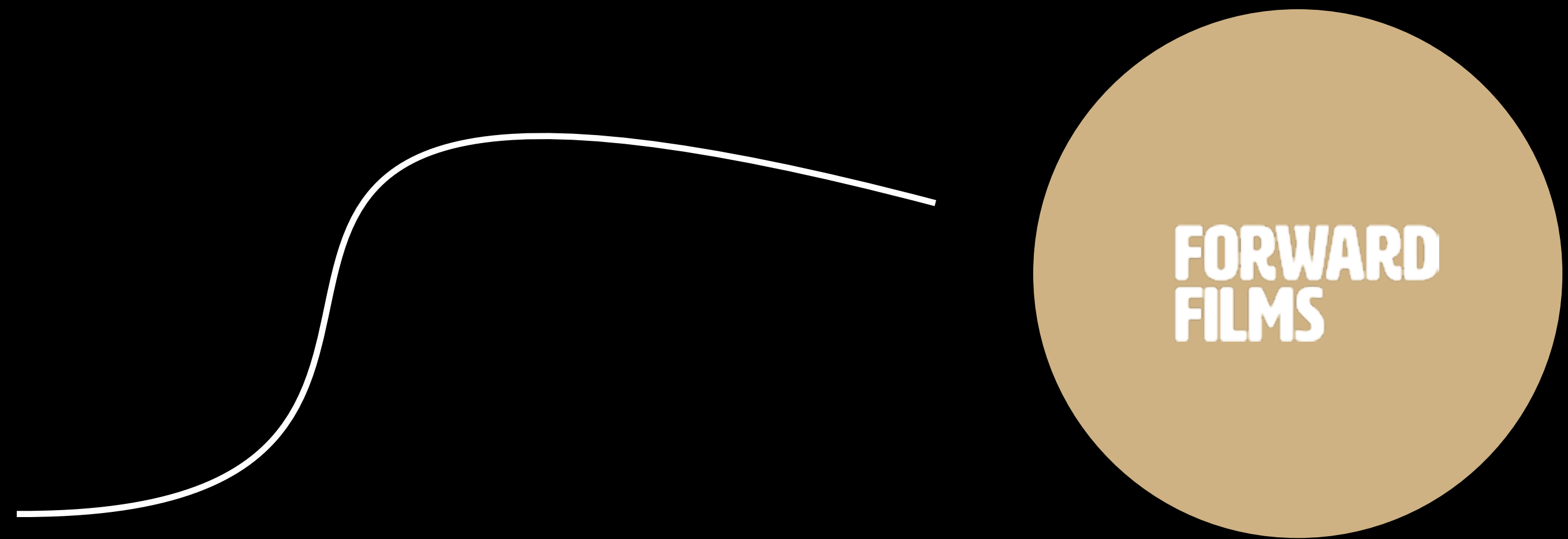


# Creative roles

01 — **full-time  
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02 — **freelance  
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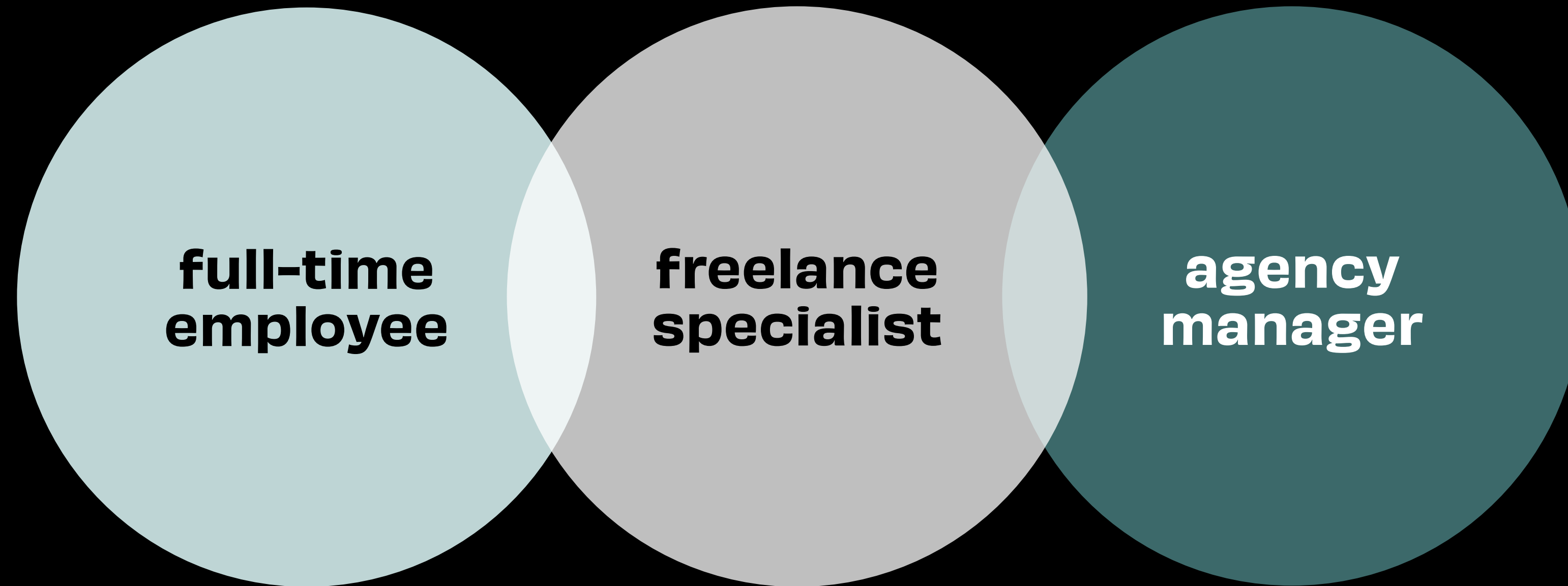
03 — **agency  
manager**



**FORWARD  
FILMS**



# Creative roles





# Marketing





If your portfolio ain't  
on point, none of the  
other stuff matters.





**How do you build an  
effective portfolio?**





**How do you build an  
effective portfolio?**



+ unpaid projects



# How do you build an effective portfolio?



- + unpaid projects
- + prove your concept







# How do you build an effective portfolio?



- + unpaid projects
- + prove your concept
- + full creative control



youtube.com

start-up weekend

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**Startup Weekend hackathon full documentary film**  
55K views • 5 years ago

Mary Betsy

What crazy person would try to launch a world-changing business in 54 hours? Find out in this heartfelt mini doc about Startup ...

CC

22:41

**What Is Startup Weekend?**  
4.6K views • 5 years ago

Techstars

Learn, Network, Startup. At Startup Weekend, a Techstars Startup Program, you'll be immersed in the ideal environment for startup ...

CC

1:31




FF Forward Films x +


goforwardfilms.com

Apps Bookmarks Pinterest EE Pexels YouTube Teachable Premiere Giphy Emojis G-Cal FlatIcon SFX Pixlr Upwork

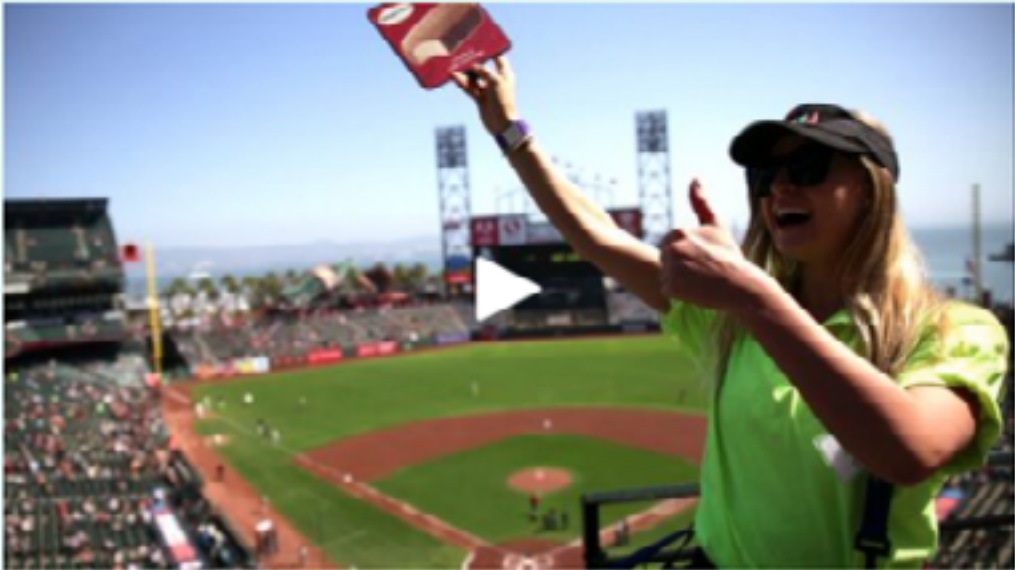
**FORWARD FILMS** ABOUT PROCESS TEAM VIDEOS CONTACT




GOOGLE CAREERS VIDEO



STARTUP WEEKEND MINI-DOCUMENTARY



JUMA VENTURES VOLUNTEER VIDEO



GOOGLE CAREERS ENGINEER PROFILE





# **Your marketing goal**

Get clients to discover  
you when there's no  
competition around.



# Client referral email

Andrew meet Mary and Myles.  
Mary and Myles, meet Andrew.

Mary and Myles are a dynamic duo that I had the honor of working with for over a year on approximately a million videos for Google (including this record-setting one!).

They are phenomenal humans with so much talent, creativity, care, and grace – with a perfect dose of spunk.



**HOW?**



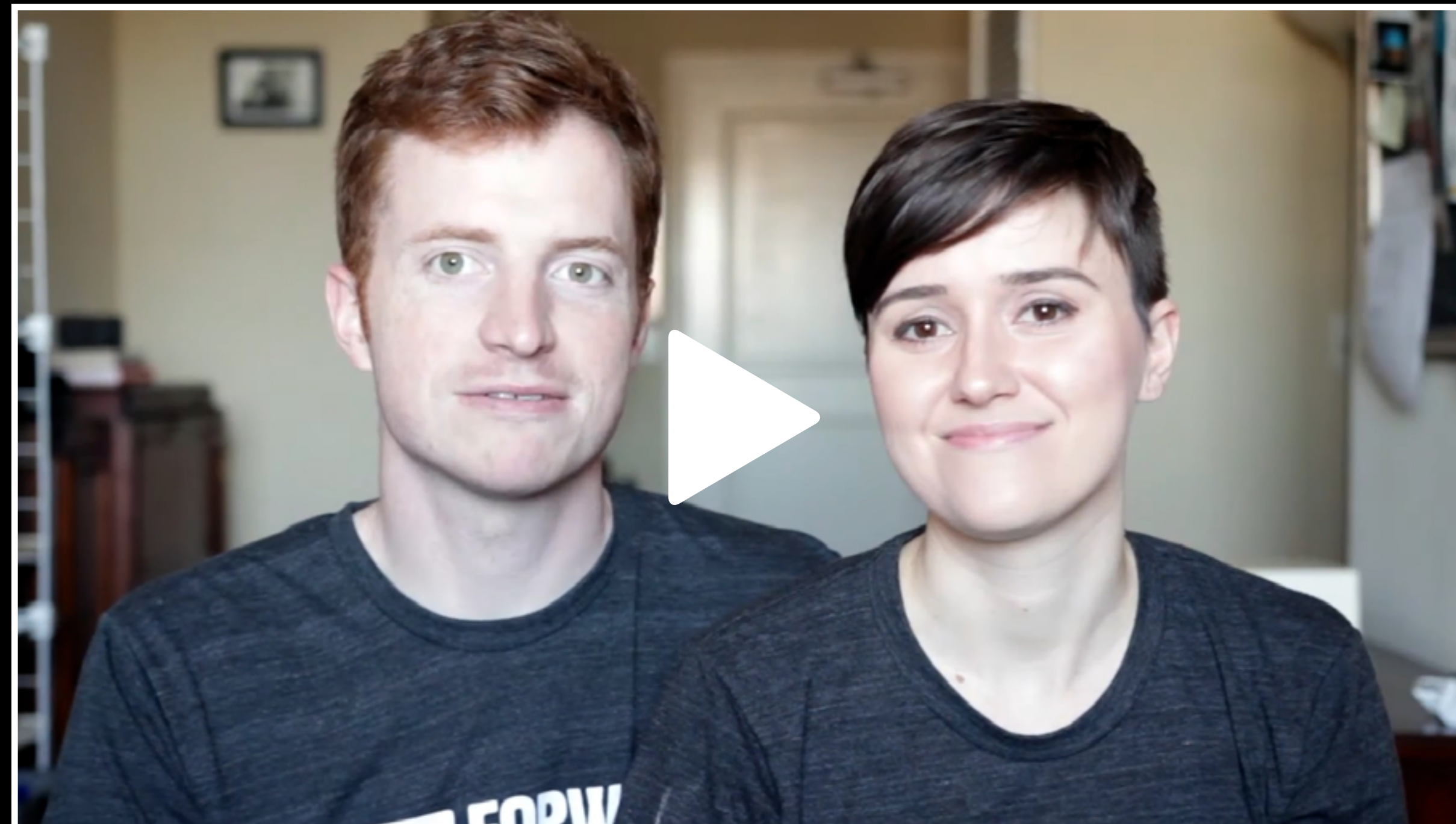


## **What's worked**

IRL face time has landed us more jobs by far than any other marketing channel.



# Market-research cold email video 📧





Thick & Thin Films | San Francisco


thickandthinfilms.com

Apps Bookmarks Pinterest EE Pexels YouTube Teachable Premiere Giphy Emojis G-Cal FlatIcon SFX Pixlr Upwork

THICK & THIN FILMS

FILMS STYLE PRICING TEAM CONTACT GET STARTED

WHO WE ARE



**Hi! We're Mary and Myles, a married team of filmmakers who love kindness, laughter, and being a little bit weird.**

For more than a decade, [we've made videos](#) for brands like Google and Startup Weekend.

Now we're thrilled to be branching out into wedding videos through the recent launch of Thick & Thin Films. What can we say? We're suckers for love.



# Pricing mistakes





# Pricing mistakes

Letting the wrong clients tell me what to charge.

\$1400







# Pricing mistakes

Pricing assuming that everything will go perfectly.

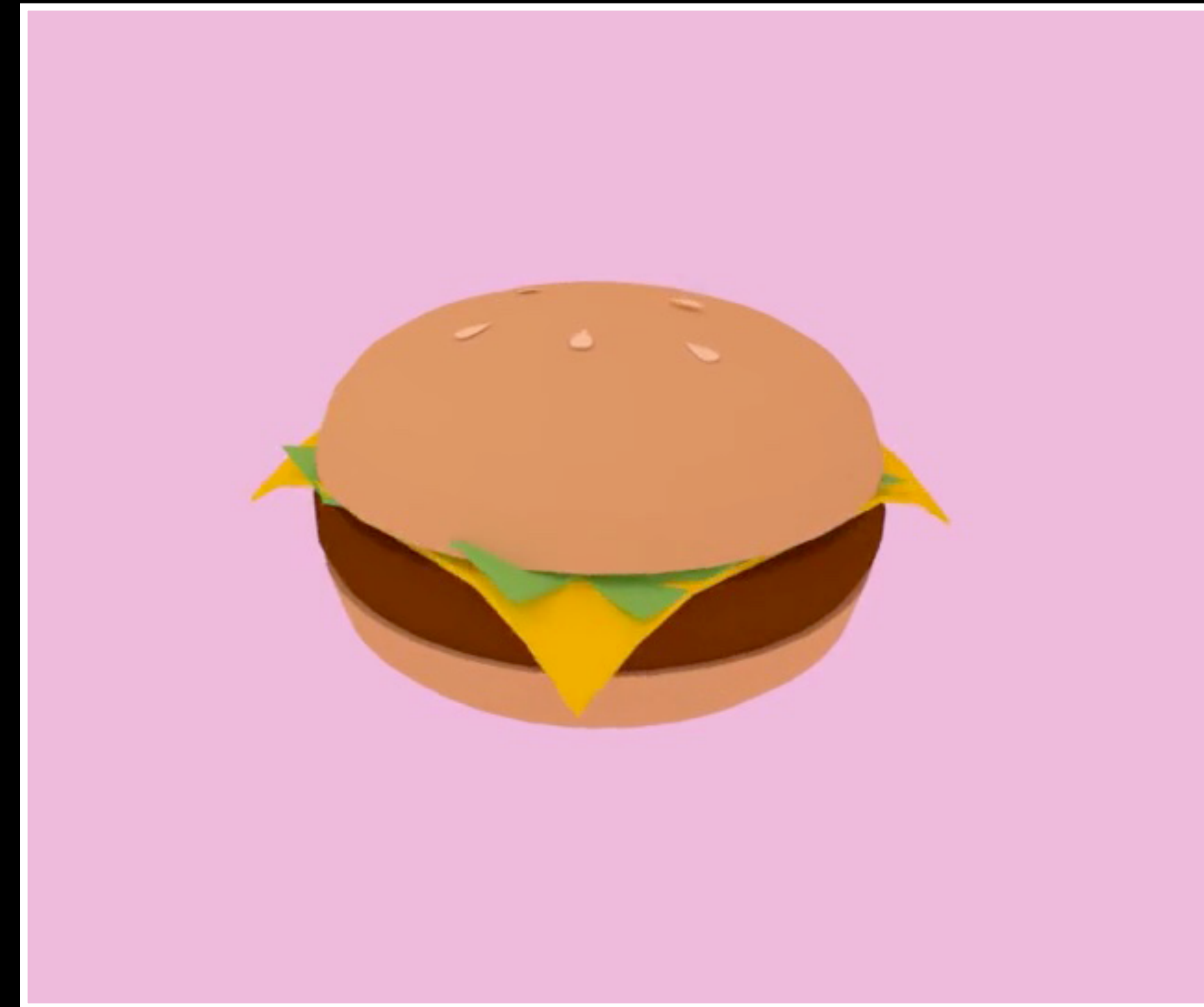


Julian Andrews



# Pricing mistakes

Pricing my services like a fast-food menu.



moLeh111  
👉



# Pricing mistakes

Charging every client the same price.





# How we charge





# How we charge

+ flat, custom price per project



# How we charge

- + flat, custom price per project
- + minimum booking amount



# How we charge

- + flat, custom price per project
- + minimum booking amount
- + cover quality of life



## **How we charge**

- + flat, custom price per project
- + minimum booking amount
- + cover quality of life
- + price for successful outcomes





## **How we charge**

- + flat, custom price per project
- + minimum booking amount
- + cover quality of life
- + price for successful outcomes
- + aim for repeat customers



@maxheluskitchen

# The process of pricing



# Process

- **inquiry**
- first reply
- video chat
- chat followup
- proposal
- contract
- deposit payment
- planning
- creation
- revisions
- final payment
- delivery

Hi! We're looking for someone to help us create a 2-minute marketing video in the next six weeks for our startup.

It will include:

- + product shots
- + 2 customer testimonials
- + our founder talking about our mission

Are you available and if so, how much would you charge for something like this?



# Process

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- **first reply**
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Thanks so much for your email!

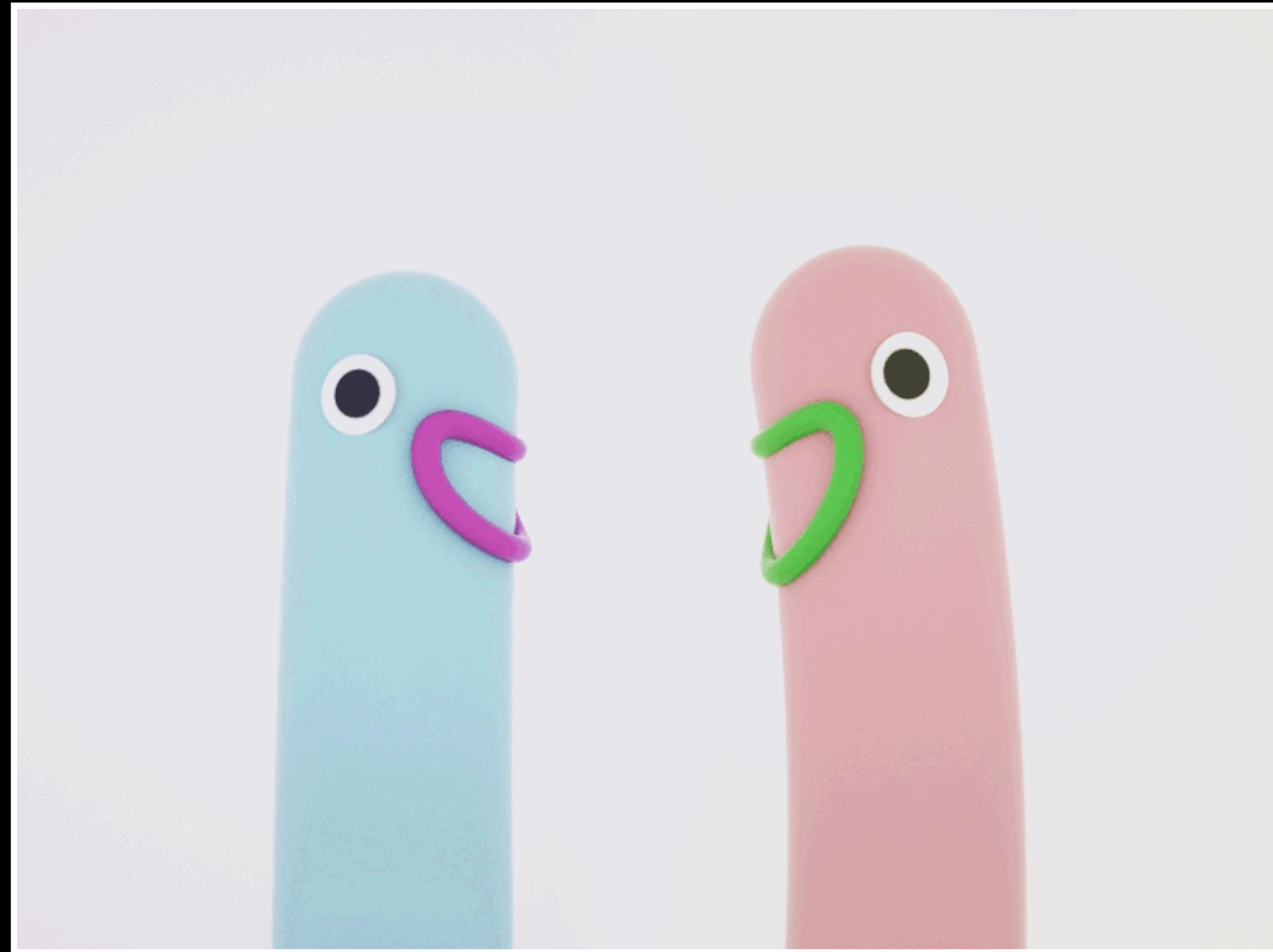
[Say something specific about the client and why you'd like to work with them.]

We'd be honored to collab with y'all on this. Our videos start at \$X. If that sounds good, I'd love to jump on a quick video chat to learn more your project so I can give you an accurate quote.



# Process

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Alex Bractt



# Process

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## IMMEDIATE EMAIL

So nice talking with you earlier and learning more about your project. I'll follow up with some pricing options by [date/time].



# Process

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## OPTION #1: \$7,000

- filmed at your office
- 1-day shoot
- 1 x 2-minute hero video

## OPTION #2: \$9,800

- filmed at Breather rental
- 2-day shoot
- 1 x 2-minute hero video

I'm happy to answer any questions about these — or if you're ready to move forward with an option, let me know and I'll send over a contract so we can start ASAP.



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## WHAT TO INCLUDE

- + description of deliverables
- + timeline with benchmarks
- + limited number of reviews
- + hourly rate for scope changes
- + you get promotional rights
- + max liability = project cost





# Process

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You do not start working without a deposit. Periodt.



Important Dates - Bursar's Office

sc.edu/about/offices\_and\_divisions/bursar/my\_bill/important\_dates/index.php

COVID-19 Campus Safety Status: New Normal

GATEWAYS FOR: STUDENTS FACULTY & STAFF ALUMNI PARENTS CALENDAR MAP DIRECTORY GIVE

**Uof SC** South Carolina

SEARCH SC.EDU

**Bursar's Office**

**Bursar's Office**

**My Bill**

How to Pay

**Important Dates**

Drops, Withdrawals & Late Registration

Student Statement of Financial Responsibility

**Tuition and Required Fees**

**Self Service Carolina Tutorials**

**Refunds**

**Collections and Loans**

**Forms**

**Important Dates**

Being aware of important dates and deadlines is critical both academically and financially.

**Upcoming Tuition Payment Deadlines**

**Summer Tuition Payment Deadline: May 26, 2021 by 5:00 p.m.**  
*Mail-in Deadline: May 19, 2021 (Mail-in payments should be received by this date.)*

**Fall Tuition Payment Deadline: August 11, 2021 by 5:00 p.m.**  
*Mail-in Deadline: August 4, 2021 (Mail-in payments should be received by this date.)*

**The Bursar's Office**

Our dedicated customer service team is available during normal business hours:

**1244 Blossom Street - Suite 128**  
 Columbia, SC 29208  
**Phone:** 803-777-4233  
**Fax:** 803-777-7953  
**Email:** [bursar@mailbox.sc.edu](mailto:bursar@mailbox.sc.edu)  
 Open 8:30 a.m. - 5 p.m.



# Process

- inquiry
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- revisions
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meeting 01 — **listening & learning**

meeting 02 — **presenting ideas**

meeting 03 — **nailing down logistics**



**[marybetsy.com/  
free-tools](https://marybetsy.com/free-tools)**



# Process

- inquiry
- first reply
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- chat followup
- proposal
- contract
- deposit payment
- planning
- **creation**
- revisions
- final payment
- delivery





# Process

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- **revisions**
- final payment
- delivery



**Endless revisions**  
ruin your profitability.

**Stingy revisions**  
ruin your relationship  
with the client.



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[cha ching] ✨



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The more you can do to help clients use your work effectively, the better.







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