



Payment. Because you're worth it.

No matter what your experience, setting the right day rate in exchange for your skills is crucial for your own motivation and sense of self-worth. This simple guide helps you to understand how to go about setting a rate that will enable you to earn the right income for your lifestyle based the workstyle you want to create.



To begin the process, it is worth understanding the market pricing in which we compete.

Here's how most contractors and freelancers set their day rates:

There are 260 working days in the year.		260 DAYS
Assume you take 20 days holiday a year (this may be more or less, but for arguments sake, let's say 20)	260 - 20 =	240 DAYS
The general principle is that you then assume it will take 50% of that time (i.e. 120 days) to seek out, nurture, quote and convert business, as well as invoicing, chasing payment from your clients and getting feedback, etc.	240 x 50% =	120 DAYS

To calculate your day rate as an independent freelancer or contractor, you would divide your desired annual salary by 120 days, and then prorate this for the number of days a week, or weeks a year, that you will be working.

However, working through Huckleberry Partners we help with finding and converting new business opportunities, as well as the administrative side such as receiving briefs, scoping, invoicing (we manage self billing on your behalf) and chasing payment (we manage collecting all the fees from clients).

So this is how we recommend our Associates set their day rates:

There are 260 working days in the year.		260 DAYS
Assume you take 20 days holiday a year (this may be more or less, but for arguments sake, let's say 20)	260 - 20 =	240 DAYS
We believe it will take no more than 25% of that time (i.e. 60 days per year) as a maximum to work with us in helping quote and convert business, leaving you the capacity to work 75% of your available working days.	240 x 75% =	180 DAYS

This means you spend 50% more of your time doing what you love than other freelancers would. This is how we recommend Associates calculate a competitive day rate, but ultimately it's your choice.

We then add a margin to cover our central costs and ensure we have the necessary funds to keep promoting the movement.



THE HUCKLEBERRY MODEL MEANS THAT YOU GET TO SPEND MORE TIME DOING WHAT YOU LOVE

THE HUCKLEBERRY MODEL WORKS FOR EVERYONE

Clients get teams of exceptionally talented individuals working together to produce the output of a creative agency for the same price as them employing a freelancer or contractor.

As our **Associates and Partners**, you get to do more of what you love, and less of what you don't - most of you didn't become freelancers or contractors in order to search for new business, manage client invoicing, etc.

At **Huckleberry Partners**, we are able to run a successful business that delivers profit. Some of this profit is distributed to our Partners, but most is reinvested into promoting the workstyle movement and building our community.



HUCKLEBERRY USES A PROPORTION OF PROFIT TO PROMOTE THE WORKSTYLE MOVEMENT