



# TEMPLATES: HOW TO QUOTE YOUR FREELANCE RATES

Nervous about needing to share your price requirements with a client? Let's ease your anxiety by talking about the specifics of those conversations.

Before you can even get started on working out a quote, you need to make sure you're clear on the specifics of the arrangement. What sorts of things should you be sure to ask the client?

## MAKE SURE YOU'RE CLEAR ON:

- What the assignment is (i.e. a blog post, ebook, whitepaper, website copy, etc.).
- The word count of the assignment (if applicable).
- How much research or interviews are required to complete the assignment.
- Whether this is a one-off assignment or the start of a more regular relationship.

When you have a grasp on those things, you're ready to quote your rate. What exactly should you say? Use the below template to remove some of the sweaty palms from that situation.

## TEMPLATE FOR QUOTING YOUR RATE:

Hello [Client Name],

Thank you so much for that additional information. That really helps me to quote a more accurate rate!

In regards to your [type of assignment] project with a deadline of [due date], my fee would be [Fee].

Of course, I'm open to a conversation about this. So, if you have any questions or anything else you want me to be sure to be consider, I'm all ears.

Looking forward to hearing from you, [Client Name]!

All the best,  
[Your Name]

## BUT... WHAT IF YOUR CLIENT NEGOTIATES?

Your client might very well come back to you and attempt to negotiate about the price that you quoted. Typically, this involves countering your offer with a different rate.

First things first, don't panic! This is completely normal—and, perhaps even expected.

Next, it's up to you to decide whether or not you're willing to wiggle a little on the price you already stated. Here are two different email templates you can use—depending on which way you decide to go.

### IF YOU'RE WILLING TO NEGOTIATE:

Hello [Name],

Great to hear from you!

While I'm willing to negotiate about the price for this project, the rate of [\$Fee] that you suggested is too low. Would your budget accommodate an adjusted rate of [\$New Fee]?

Let me know what you think, [Client Name]!

Thanks,

[Your Name]

### IF YOU'RE STANDING FIRM WITH YOUR PRICE:

Hello [Name],

Great to hear from you!

While I appreciate the opportunity to quote this project, the rate of [\$Fee] that you suggested is too low for me to justify with my other work.

Wishing you all the best in finding what you're looking for, [Client Name]!

Best wishes,

[Your Name]