

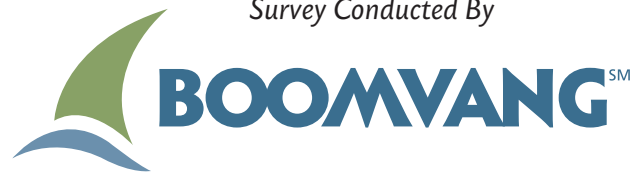
FREELANCE FORECAST 2009

Survey Results:

Understanding
the relationships
between creative
freelancers and
their clients



Survey Conducted By



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I launched *Freelance Forecast 2009* in January as a means to get a better feel for the state of the market and to gain a better understanding of the relationships between creative freelancers (writers and editors, graphic and web designers, photographers, illustrators, PR gurus, etc.) and their clients. As freelancers, you have an intuitive sense of what works...but do you really know what the end users of creative talent want and expect? As clients, you want to get the most out of your freelance talent pool...but do you really know the best way to motivate creatives who've chosen to operate as entrepreneurs rather than employees?

The following pages provide insights on those questions and as many others as can be squeezed into a 10-minute online survey. *Freelance Forecast* would not have been possible without the many freelancers and client-side respondents who completed the survey—thank you! It was gratifying to see such a positive response (nearly 170 total from the U.S. and elsewhere around the world) and the honest, no-punches-pulled quality of your answers.

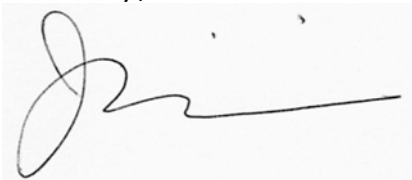
Thanks also to Ned's Job of the Week (<http://www.nedsjotw.com/>) and the Editorial Freelancers Association (<http://www.the-efa.org/>) for their willingness to post the survey links in their respective communications.

And finally, congratulations to Anne Ketchen, the winner of the \$100 gift certificate drawing.

Interested in participating in *Freelance Forecast 2010*, or have some ideas about other data points you'd like to see in future surveys? Shoot me an email at Jake@BoomvangCreative.com.

Now, let's move on to the good stuff...

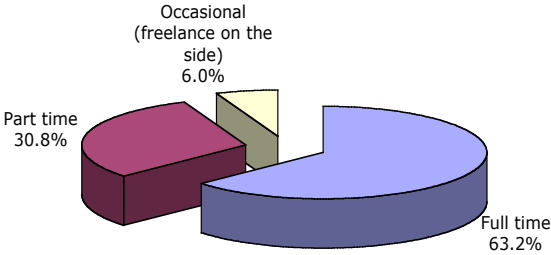
Sincerely,

A handwritten signature in black ink, appearing to read 'Jake Poinier', written on a light-colored rectangular background.

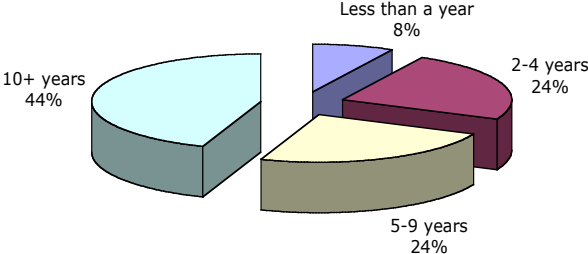
Jake Poinier
Boomvang Creative Group
BoomvangCreative.com
<http://jakepoinier.blogspot.com/>

SECTION 1: Freelance Respondent Results

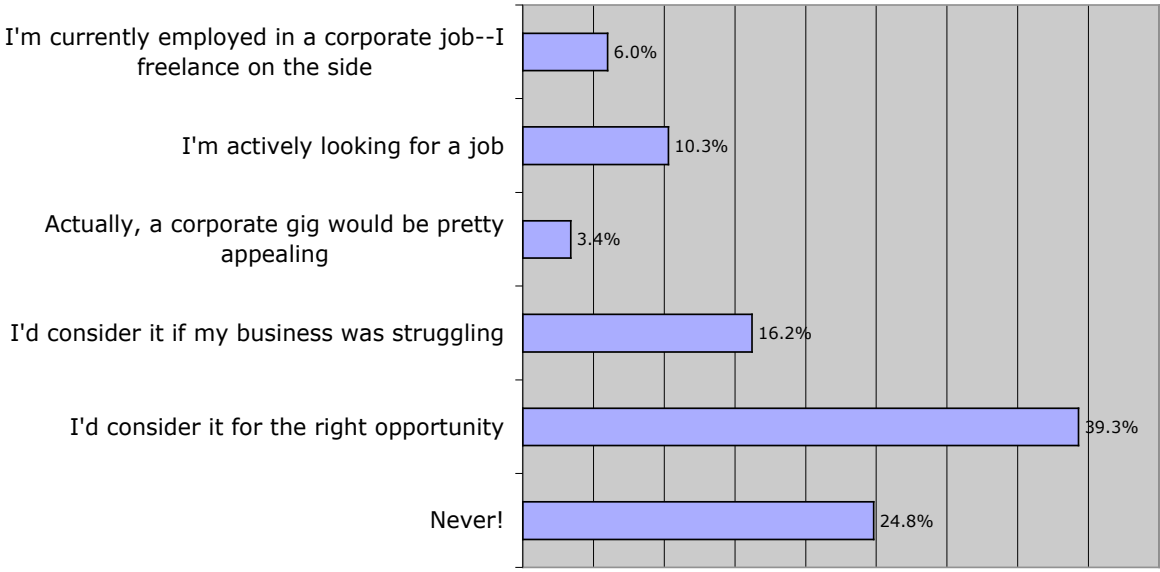
Current Freelance Status



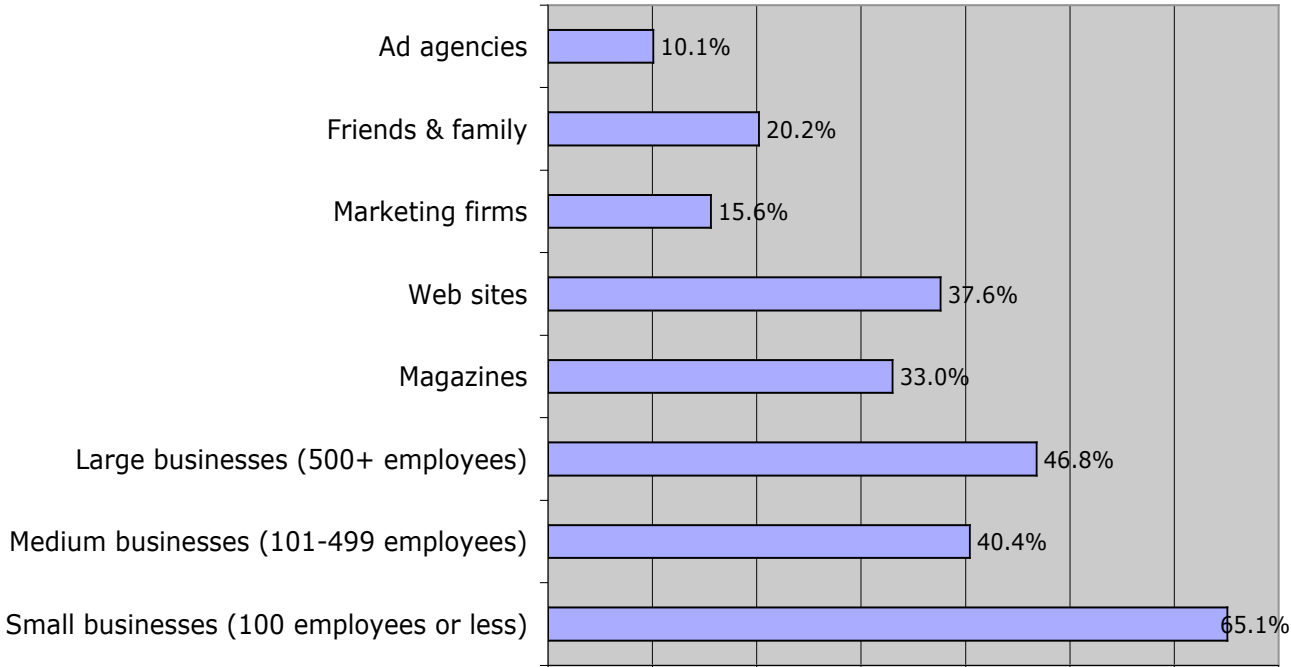
Duration of Freelancing



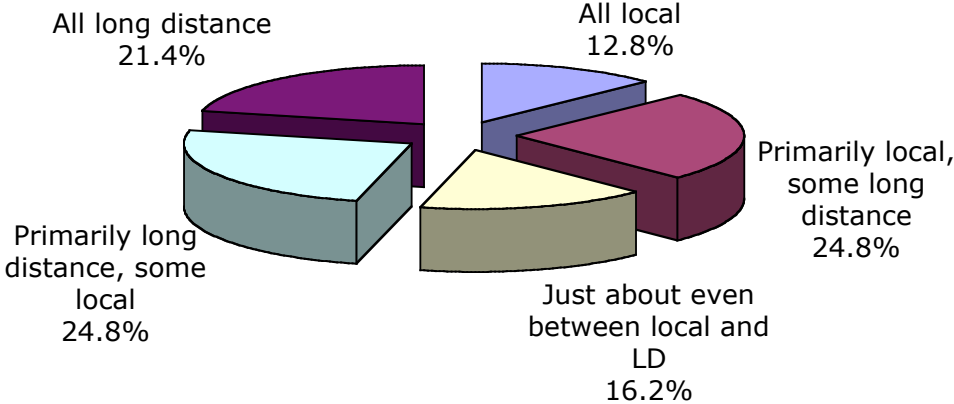
Would you ever go back to a corporate job?



Types of Clients (Top 8 Responses)



Geographic Mix of Clients



Top 5 Ranked Favorite Aspects of Being a Freelancer

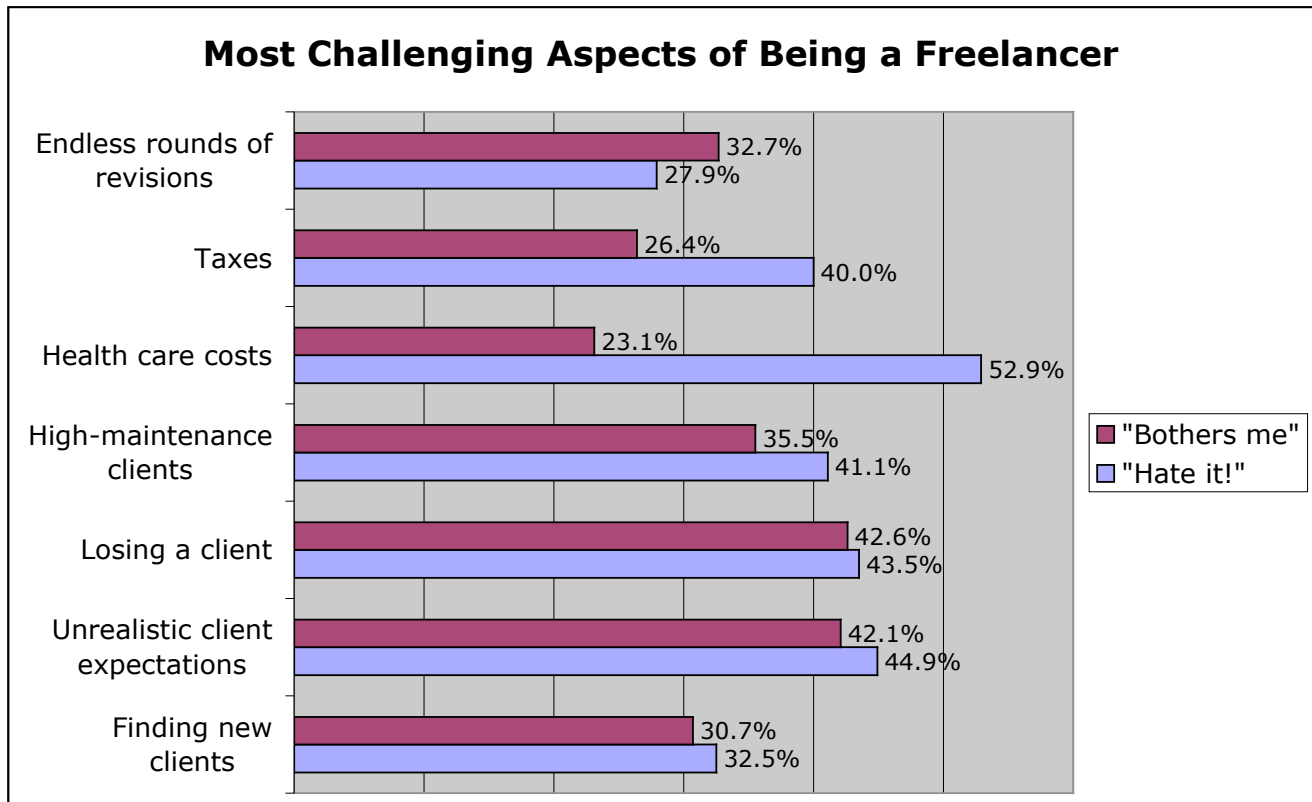
- 1) Time flexibility
- 2) Being my own boss
- 3) Variety of subject matter
- 4) No corporate politics
- 5) Can work from anywhere

Top 5 Ranked Means of Acquiring New Clients

- 1) Word of mouth
- 2) Traditional networking groups
- 3) Hunt and gather (Craigslist, elance, classifieds, etc.)
- 4) Cold calling
- 5) Professional associations

Top 8 Ranked Qualities You Value Most in a Client

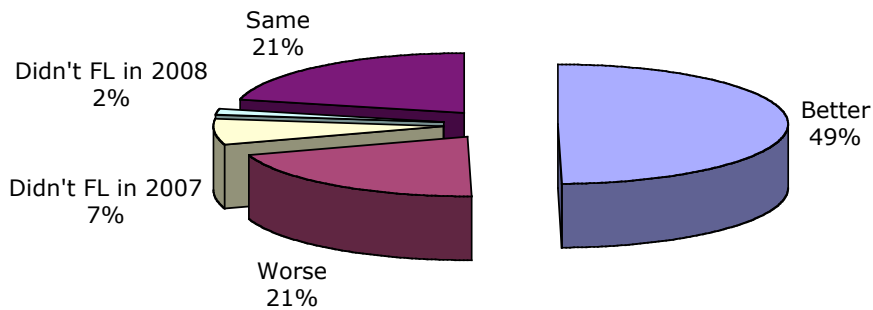
- 1) Consistent, steady flow of projects
- 2) Interesting/enjoyable projects
- 3) Pays well
- 4) Client is personally easy to work with
- 5) Pays invoices quickly
- 6) Clear communicator
- 7) They provide referrals
- 8) High-quality services/products



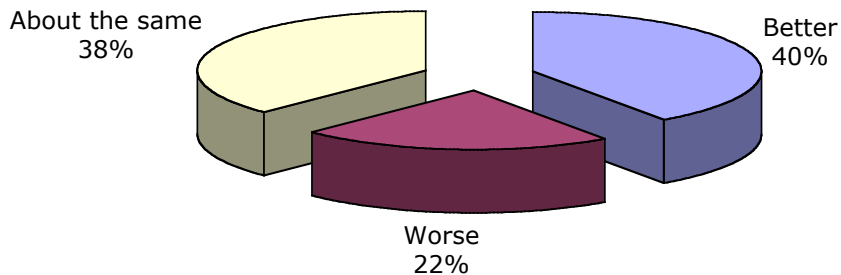
Top 5 reasons you "fired" a client in 2008

- 1) Slow pay, no pay or haggling over invoices
- 2) Generally difficult to work with
- 3) Changes in scope or deadlines
- 4) Unrealistic expectations
- 5) Poor communications

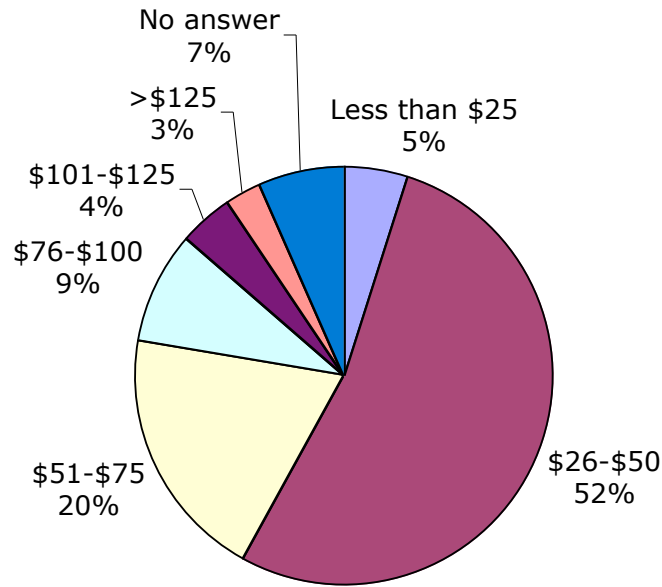
How successful was your freelance business in 2008 vs. 2007?



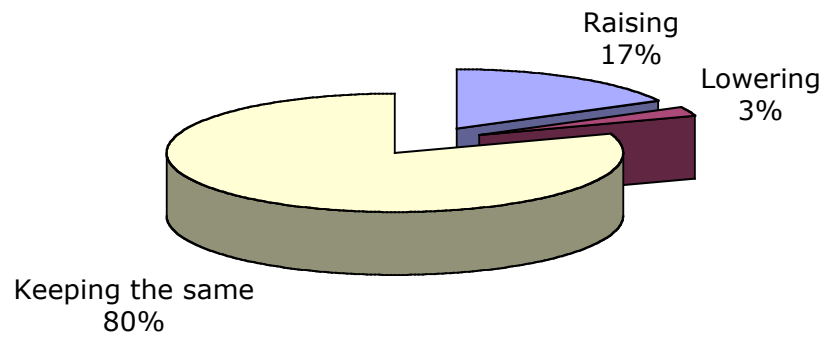
What are your expectations for your freelance business in 2009?



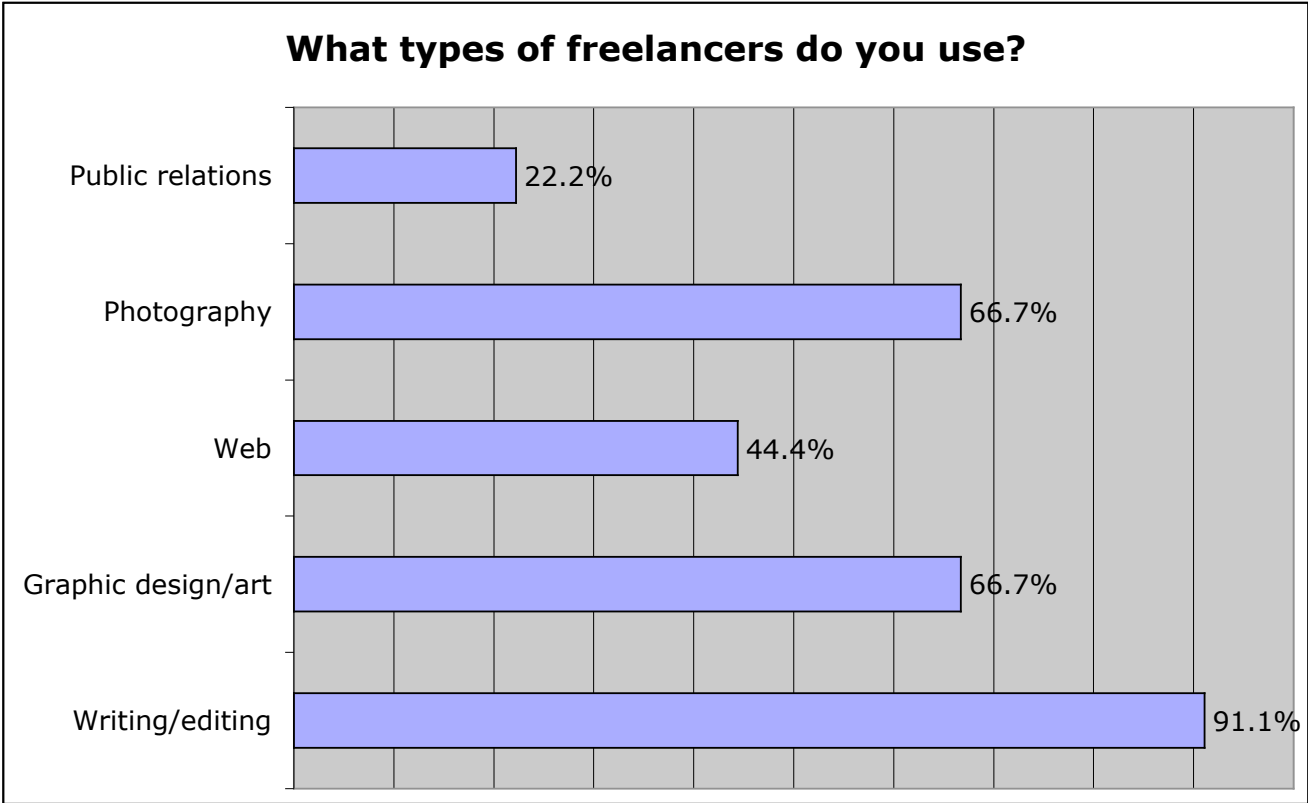
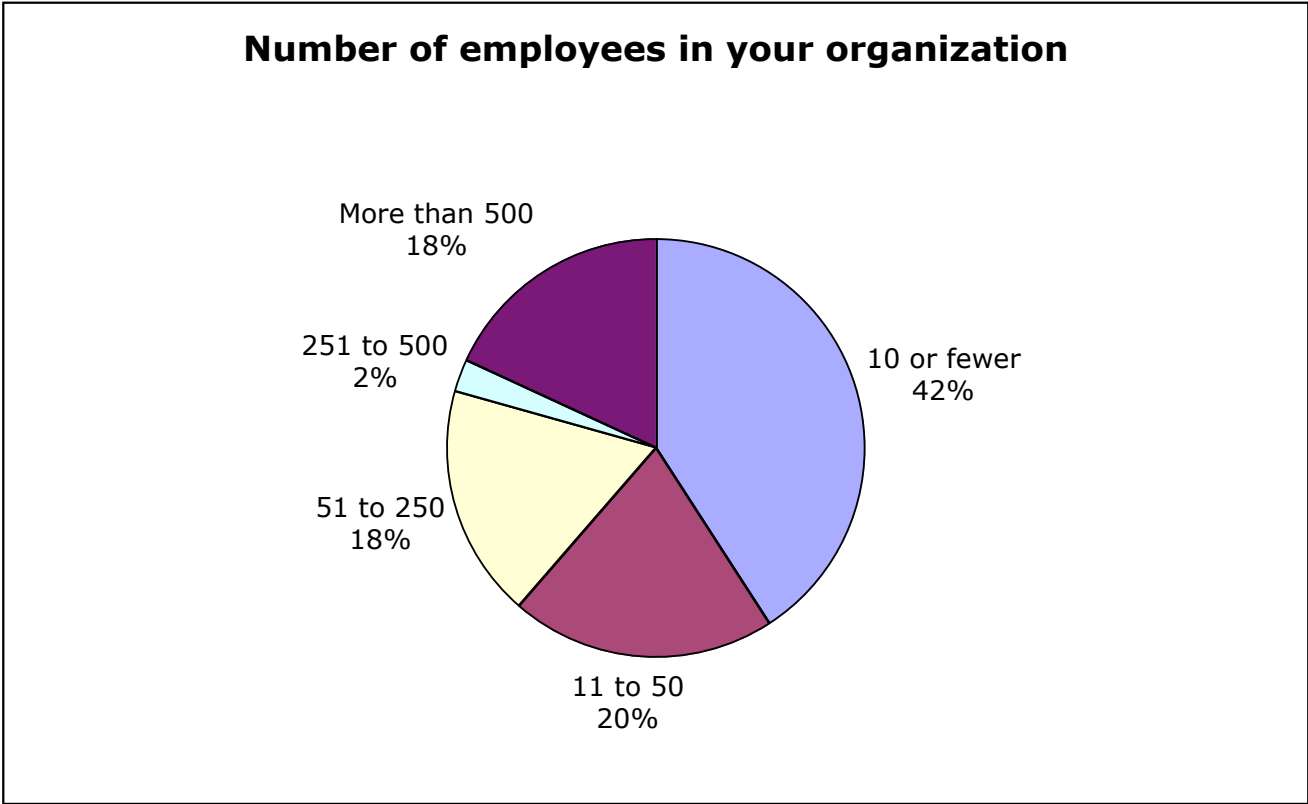
What is your hourly rate for a new client?

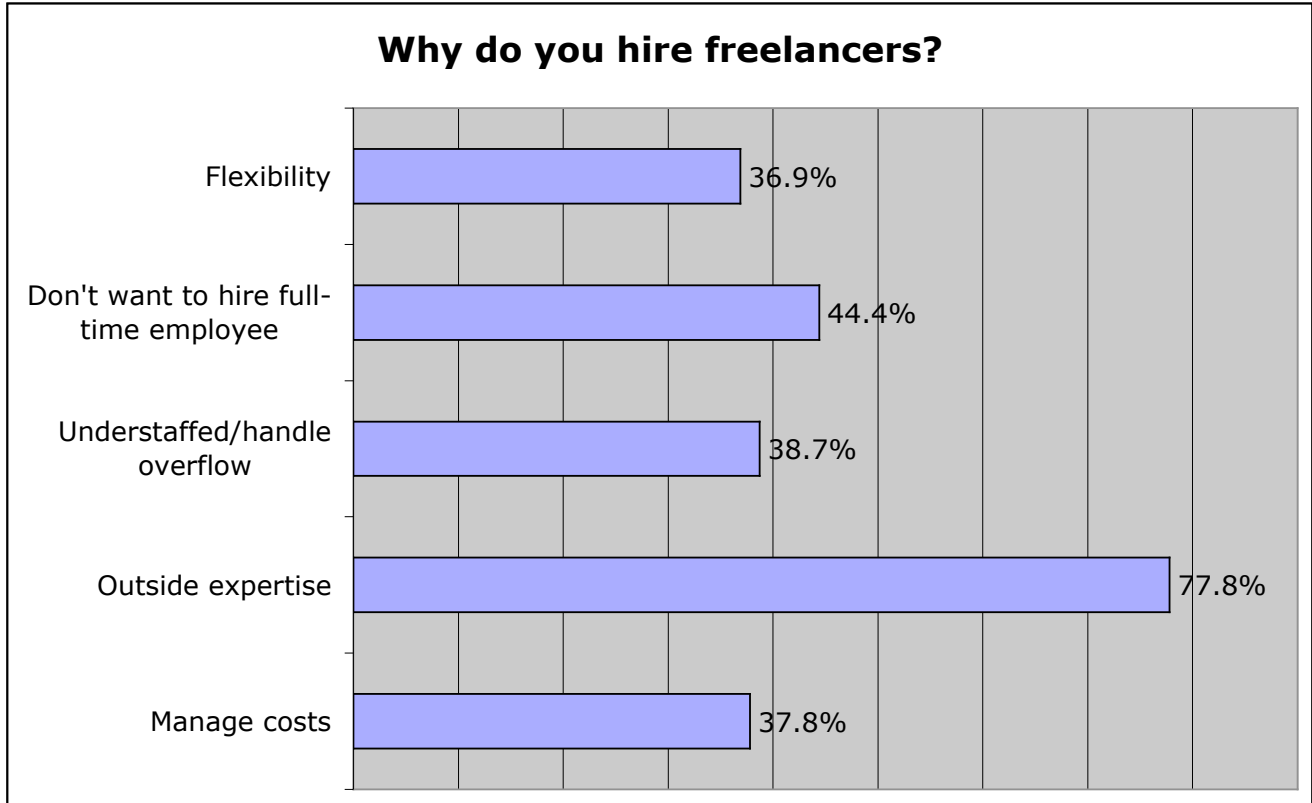


Are you making changes to your hourly rate in 2009?



SECTION 2: Client-side Respondent Results





Best Ways to Find Freelance Talent

"Word of mouth/referral" was by far the most popular response, voted by nearly 80% of respondents as the best. "Traditional networking groups" was a distant second with 17.9%, while "search services" and "social media" were mentioned by only a handful.

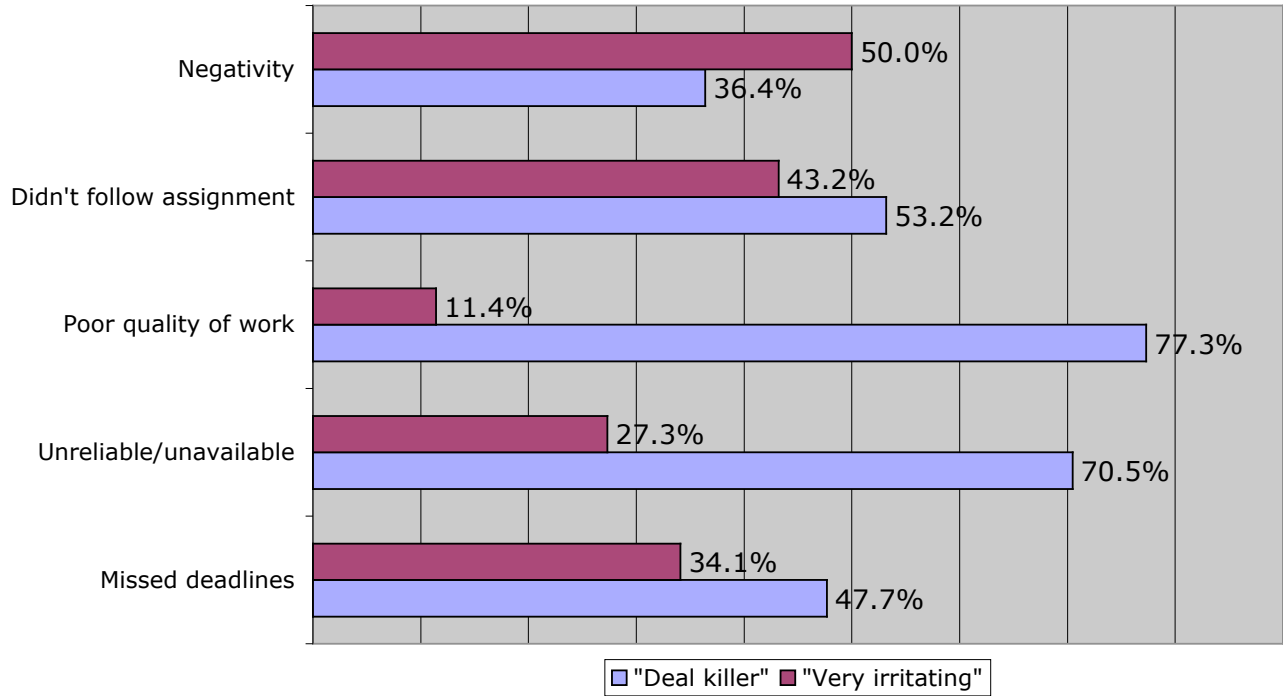
Top 5 Qualities You Look for in a Freelancer

- 1) Talent/quality of work
- 2) Reliability
- 3) Understanding my needs
- 4) Subject matter/experience
- 5) Ability to hit deadlines

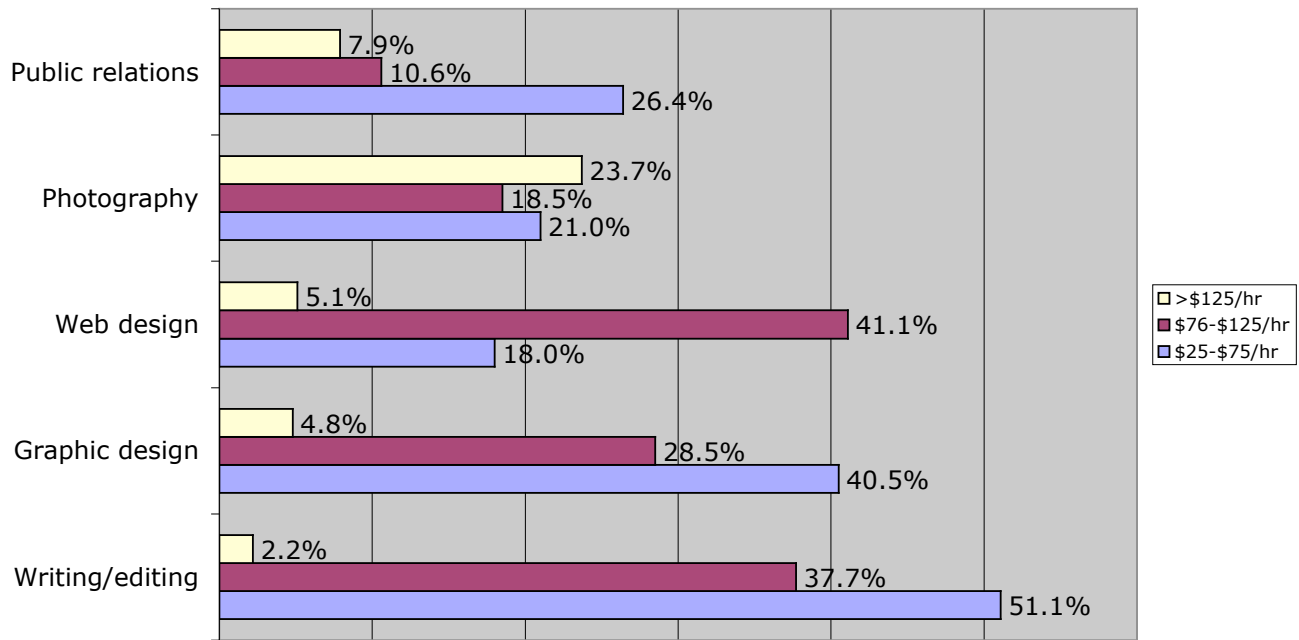
Top 5 mistakes that would ruin a freelancer's opportunity to get hired again?

- 1) Missing deadlines
- 2) Poor quality of work
- 3) Failure to follow assignment
- 4) Dishonesty
- 5) Requiring too much oversight/management

Most Frustrating Thing about Freelancers

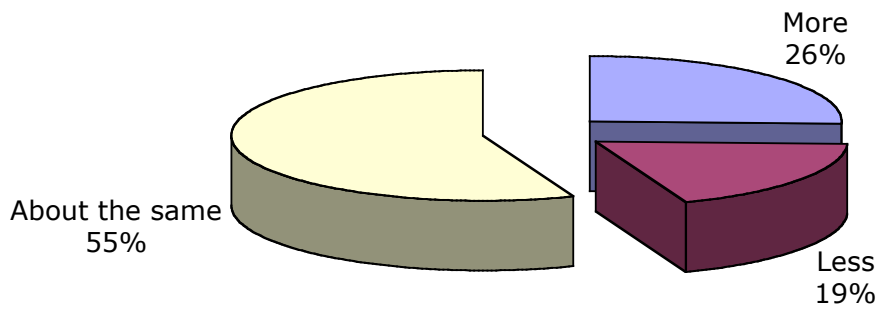


Client-Reported Hourly Pay Rates



NOTE: Hourly pay rate figures do not add up to 100% because not all respondents use freelancers in each category.

Compared to 2008, how much freelance work do you expect to assign in 2009?



Compared to 2008, how will your pay rates change in 2009?

