



PORTFOLIOMNL.COM

THE BUSINESS OF DESIGN

THE ART OF DEALING WITH CLIENTS + KEEPING YOUR CREATIVE SOUL ALIVE

#1

LISTEN

**IDENTIFY THE (REAL) PROBLEM
DON'T BE A KNOW-IT-ALL**

#2

CHARGE
WITH EYES
OPEN

**UNDERSTAND WHAT YOU NEED TO
EXECUTE AND DELIVER**

Who are needed to create it?

- + How long will it take? (And can I live on it?)
- + Outside costs (hosting, SSL, etc.)
- + Guarantee “No F... ups.”
- + Maintenance

= PROJECT COST

#3

SET
EXPECT
ATIONS

BE REALISTIC.
UNDER PROMISE, OVER DELIVER

SET AGREEMENTS

Schedule / Timelines

- + Number of Rounds (of Design)
- + Number of Rounds (to comment)
- + When is a project DONE?

#4

TELL
THE
TRUTH

FAILURE IS NOT AN OPTION
DON'T DISAPPEAR

#5

HOW TO TELL CLIENTS THEY'RE WRONG

=

**DESIGN FOR THE CUSTOMER
NOT THE CLIENT**

“I” ISN'T THE GOAL

#6

GET
PAID

STEP 1: MEET

STEP 2: BID

STEP 3: GET A DOWNPAYMENT

STEP 4: BALANCE UPON TURNOVER

#7

GET
REPEAT
BUSINESS

WHEN TO “FIRE” A CLIENT

Have you delivered everything you are obliged to give them?

Do they owe you any money (if so, is it worth it)?

Are there any other links that can't be easily severed?

#8

GROWING YOUR BUSINESS



#9

ATTRACTING THE RIGHT CLIENTS



PORTFOLIOS

JOB LISTINGS

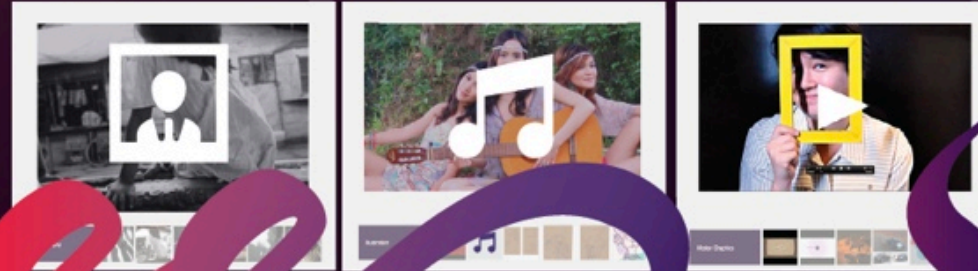
SEARCH



POST A JOB!

Alchemy
FA ARTIST

STEAL THE SPOTLIGHT WITH
MULTIMEDIA PORTFOLIOS



FEATURED PORTFOLIOS



FEATURED JOBS





BORABOUND

Website design



ANNA DELA RAMA

Graphic Design
Illustration
Web Design

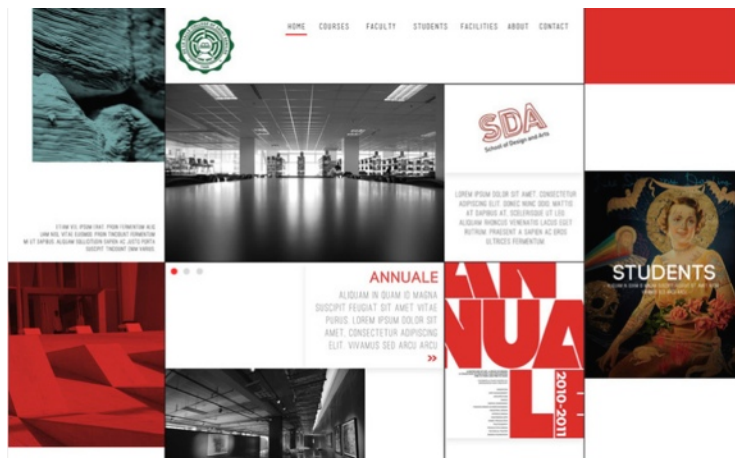
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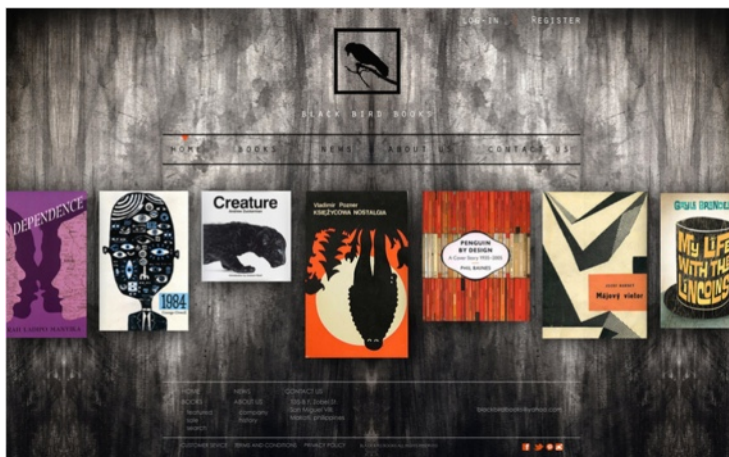
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WORK SAMPLES



**SHOW YOUR FUTURE,
NOT YOUR PAST**

**PUT YOUR FAVORITE WORK
IN THE FIRST 5 SLIDES**



FREE IS GOOD

15 - 20 IMAGES

#10

INTERNATIONAL CLIENTS

**SET REALISTIC EXPECTATIONS
BE AWARE OF YOUR CAPABILITIES**

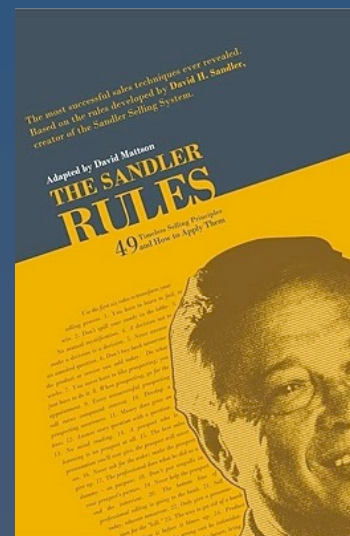
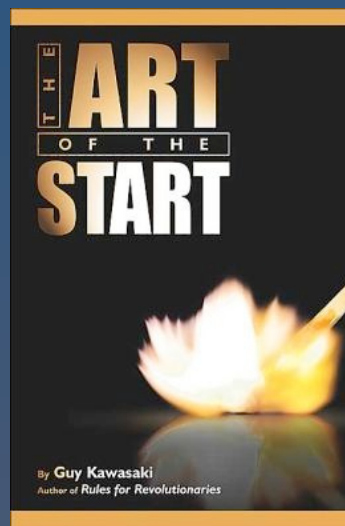
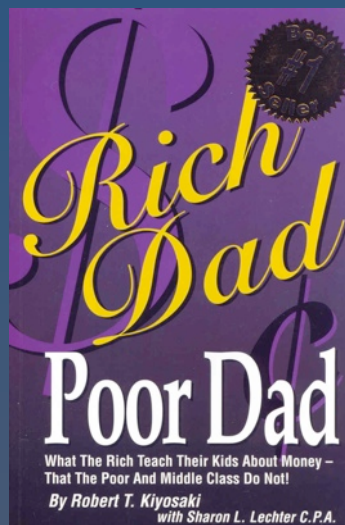
**ALWAYS COMMUNICATE
DON'T LET THEM FEEL THE DISTANCE
NEVER DISAPPEAR
NO EXCUSES**

**BE UPFRONT WITH MISTAKES OR POSSIBLE FAILURES
THROW MONEY AT THE PROBLEM**

#11

KEEP LEARNING

INVEST IN YOURSELF



Workshops

Going Pro

A 3-part workshop for creative freelancers + start-ups

Ready to hit the big time? Going Pro is your starter kit for setting up a business. It's tailor-fit for creative professionals, giving you all the tools to go from amateur to professional:

Part 1 SETTING UP A CREATIVE BUSINESS

Discover how to register your business, order official receipts and more

Part 2 MONEY MATTERS

Understand accounting basics and learn the best way to set up your taxes.

Get into the habit of smart spending — make tax deductions work for you.

Part 3 PROTECTING YOUR INTELLECTUAL PROPERTY

Learn the difference between copyright, trademark & patents. What you need to register for each, and how they protect your creative work.

Date 22 February 2014, Saturday | 1-3:00 pm

Sponsored by:



Going Pro: Part 1

Setting up a Creative Business

BREAKING GROUND

Not sure what type of business to set up? We'll give you an overview of what's required to set up a freelance or start-up business, and break down the perks and downsides of setting up a sole proprietorship vs. an incorporation.

PAPER WORK

Avoid running around in circles. Paper Work is a hands-on workshop that provides you with all the necessary forms to set up your freelance or start-up business. Plus, we'll help you fill out your forms, give you an overview of all the steps required, government fees, and length of time to set-up your business. Includes business license (DTI/SEC), official receipt (BIR), barangay and municipal clearances.

Money Matters

TAXES + BASIC ACCOUNTING

Now that you've officially set up your business, it's time to manage your finances and be responsible for your taxes. Understand basic accounting and learn the difference between standard and itemized deductions. Does your accountant know which one works best for you? Learn the basics: how often you'll need to pay taxes, all required fees and how to hire the right accountant. This workshop is for freelancers and sole proprietors (not corporations).

SMART SPENDING

Did you know that going to a movie, buying a book and riding taxis to client meetings can be tax deductible? Spending is not always a bad thing especially if it goes towards developing your skills and maintaining your business. Learn how to spend wisely while investing in your business.

Intellectual Property

VALUE YOUR CREATIVITY

Do you know that you may have more assets than you realize? They are called INTELLECTUAL PROPERTY. Get to know them and use them to your advantage.

Learn how to protect your creative work, the difference between copyright and trademark, and important points to look for in a contract.

Resources

[PORTFOLIOS](#)[JOB LISTINGS](#)

[POST A JOB!](#)
FA Artist
BBDO Guerrero
Copywriter

SOLOPRENEUR KIT

Your companion guide for all your new creative ventures. Whether its a start-up, a freelance project, or perhaps your first time working with a creative team, the kit is designed to help you start on the right foot. Simply download the files relevant to your needs or click on the links provided to access external resources.

CREATIVE BRIEFS

Get the best from your creatives. A Creative Brief is the foremost communication tool between businesses and creatives. This is where the client outlines their business needs, goals, and requirements. It's the foundation of every project, big or small.

BUSINESSES: Eliminate guessing games with a brief that outlines your needs and wants. Keep it simple and focused — pare it down to the essentials. All these will help your creative team see the best solution for your business.

CREATIVES: Ask your clients the right questions to bring you to the right idea faster.

[SIMPLE CREATIVE BRIEF](#) 

[COMPLEX CREATIVE BRIEF](#) 

PROJECT BID

The project bid usually seals the deal. Having the lowest quotation ("bid") may be one way of winning new clients. Another way is to charge a bit more but provide extra services that make your clients' lives easier and worry-free.

[SIMPLE BID](#) 

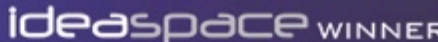
[COMPLEX BID](#) 

NON-DISCLOSURE AGREEMENT

Protect your "secret sauce". Great idea, check. Creative brief, check. After receiving the project bids, you're ready to hire people. Interviewing prospects means revealing some of your trade secrets. Protect your ideas by having every potential creative partner sign a Non-disclosure Agreement before you even begin your first meeting.

[SIMPLE NDA](#) 

[COMPLEX NDA](#) 

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