

Breakfast Roundtable: Growing Your Team, When is the Right Time? - Worksheet

Figuring Out Your Strengths

Let's figure out what you do best, what you're meh at doing and where it would help you to start collaborating with someone else who does it better.

What services do you offer as a freelancer or business? *Ex: web site design & coding, branding, identity, copywriting*

Of those, which do you do the best & how much do you charge for them per hour (internally)? *Ex: I design best and I charge \$100/hr for it*

How long does it take you to do those types of projects and well?

Of the services you offer, which do you suck at doing or really hate? What do you charge for those services? *Ex: I'm 75% of where I should be coding wise and take really long doing it. I charge \$100/hr for it also.*

Now, how long does it take you to do those parts of projects? Be honest.

Okay, Let's Do Some Math (!!)

After being honest with yourself, now let's see how much your jack-of-all-trades system was costing you in time, money and headaches.

Take a sample project you did or one you expect to do. Let's say a web site project. Break it down into sections: research, design, coding, and administration (meetings, etc). As a designer you're probably best at all of them except the coding part (60% good at it). **You charge your client a flat rate of \$6,000 which covers about 60 hours of work at \$100/hr. It most likely breaks down like this:**

Research – 10 hours (\$1000)

Design – 30 hours (\$3000)

Coding – 20 hours (\$2000)

Admin – 10 hours (\$1000)

Let's see how it works out if you decide to do it all yourself.

Best Skill: Design (*Ex: Design*)

Flat Rate \$3000 ÷ 30 Hours It Takes to Complete = \$ 100/hr

Sucky or Just Meh Skill: Coding (Ex: Coding)

Flat Rate \$2000 ÷ 40 Hours It Takes to Complete, Honestly = \$ 50/hr

So, in the example above, you end up making half the money with double the stress because you're trying to really keep everything in house. Let's do an example project for yourself with some real life numbers you had.

Best Skill: _____ (Ex: Design)

Flat Rate \$ _____ ÷ _____ Hours It Takes to Complete = \$ _____/hr

Sucky or Just Meh Skill: _____ (Ex: Coding)

Flat Rate \$ _____ ÷ _____ Hours It Takes to Complete, Honestly = \$ _____/hr

What Would You Rather Be Doing?

That was pretty eye opening, right? Now, what would you rather be doing besides stressing out over finishing something you're not good at doing? For me at the time, the complications were spilling over into my time to do school work for my MFA as well as other clients and my personal life. All of those had a negative effect.

What could you do with the extra time? Ex: more marketing, other client projects, finishing my own site, reading, exercising, etc.

Presented June 2010 by Tricia Okin of

