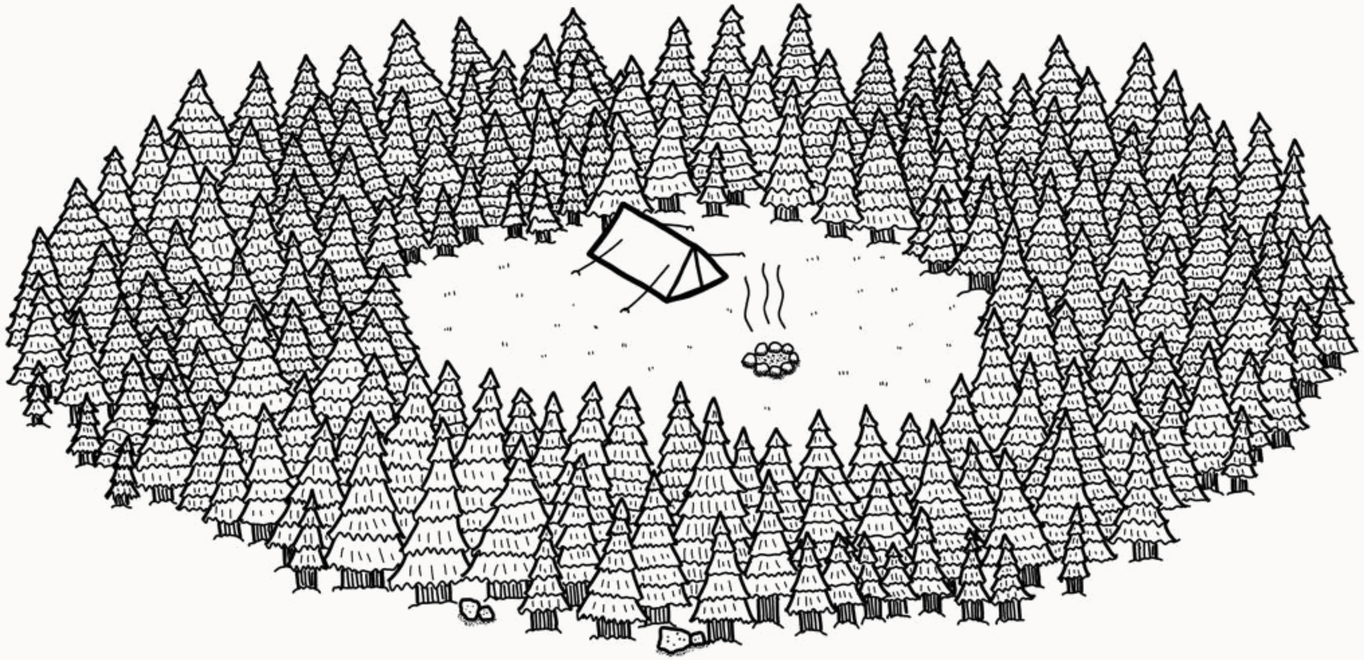
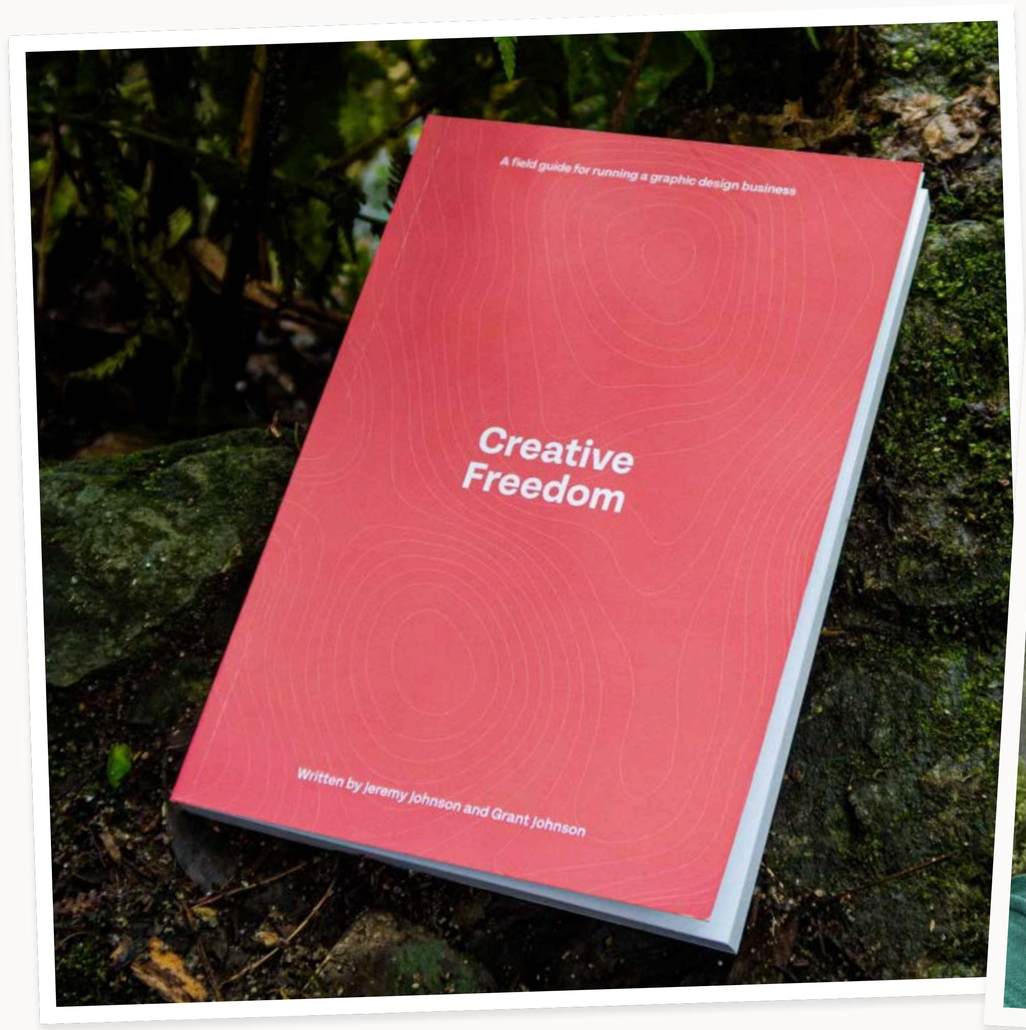
seven steps to

Creative Freedom



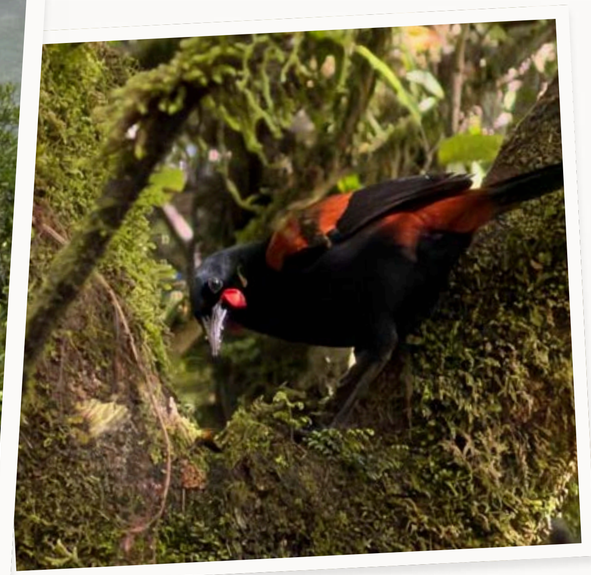
AUCKLAND
Creative Freedom
Brunch

rocketspark carbon invoice™ Quotient



maungatautari





AUCKLAND
Creative Freedom Brunch

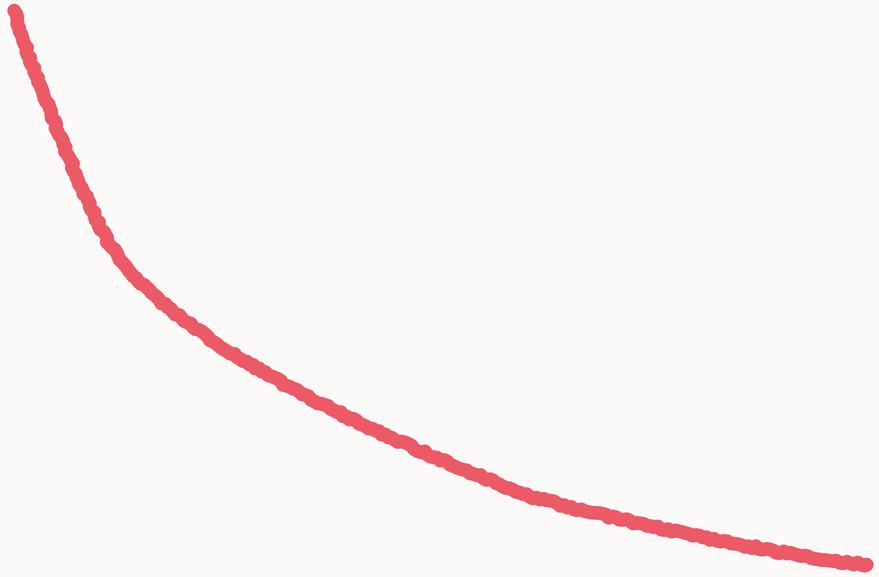
rocketspark carbon invoice™ Quotient



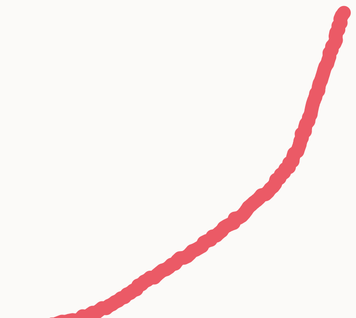
Why a book?

BA (film/comp sci.)

BA (film/comp sci.)



50/50 freelancing
& contracting



design diploma
cancelled



freelancing

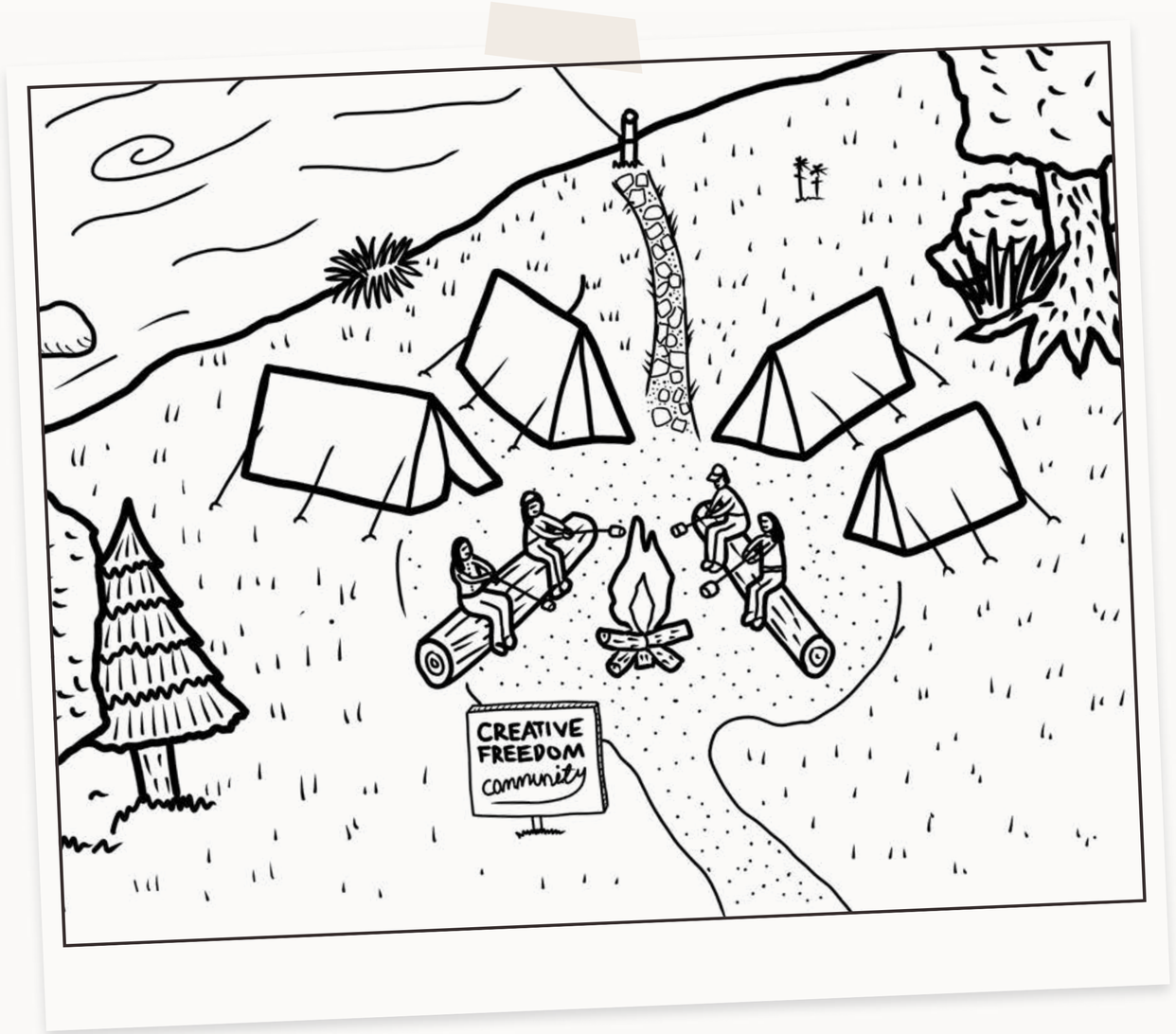


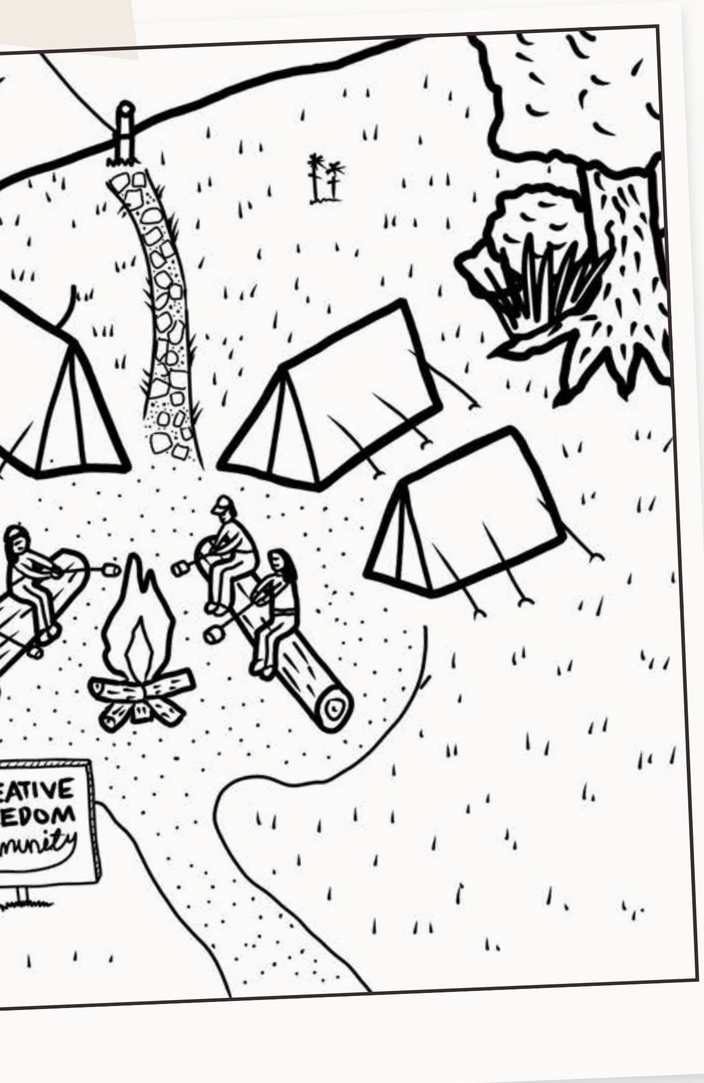


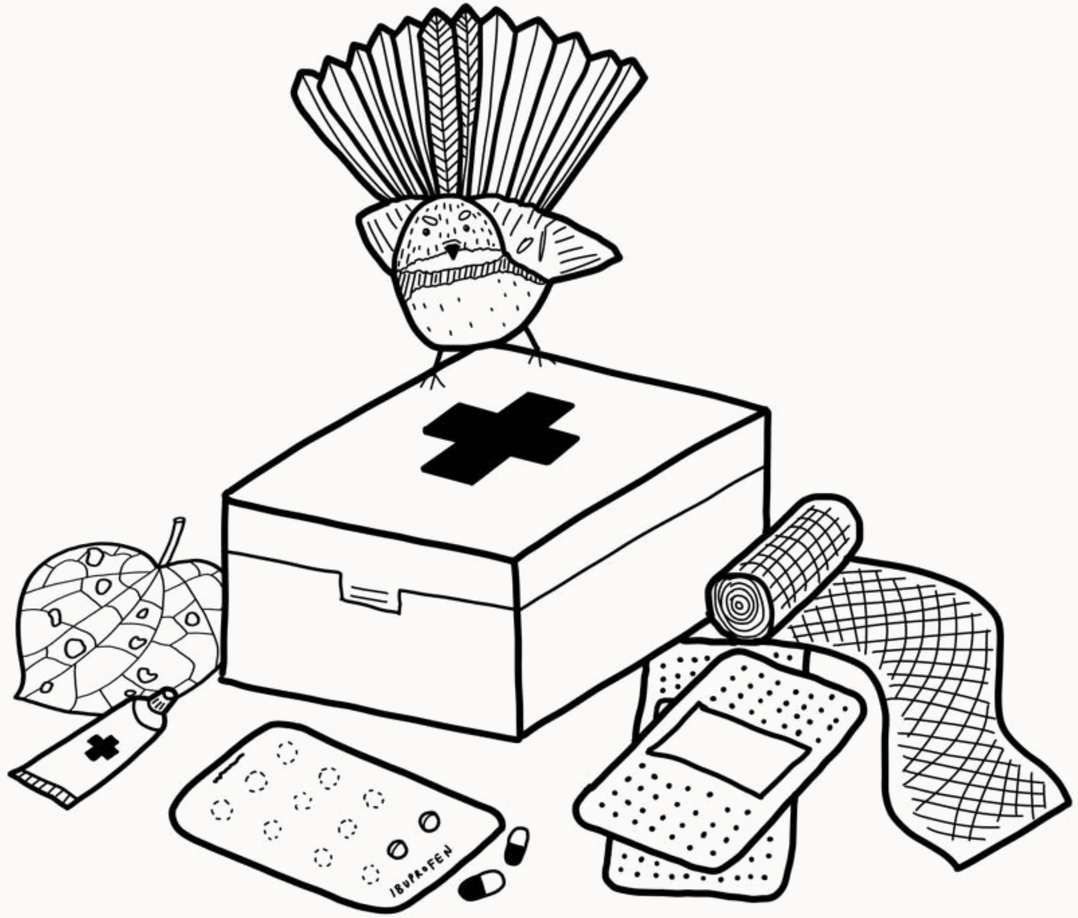
rocketspark (agency & software)



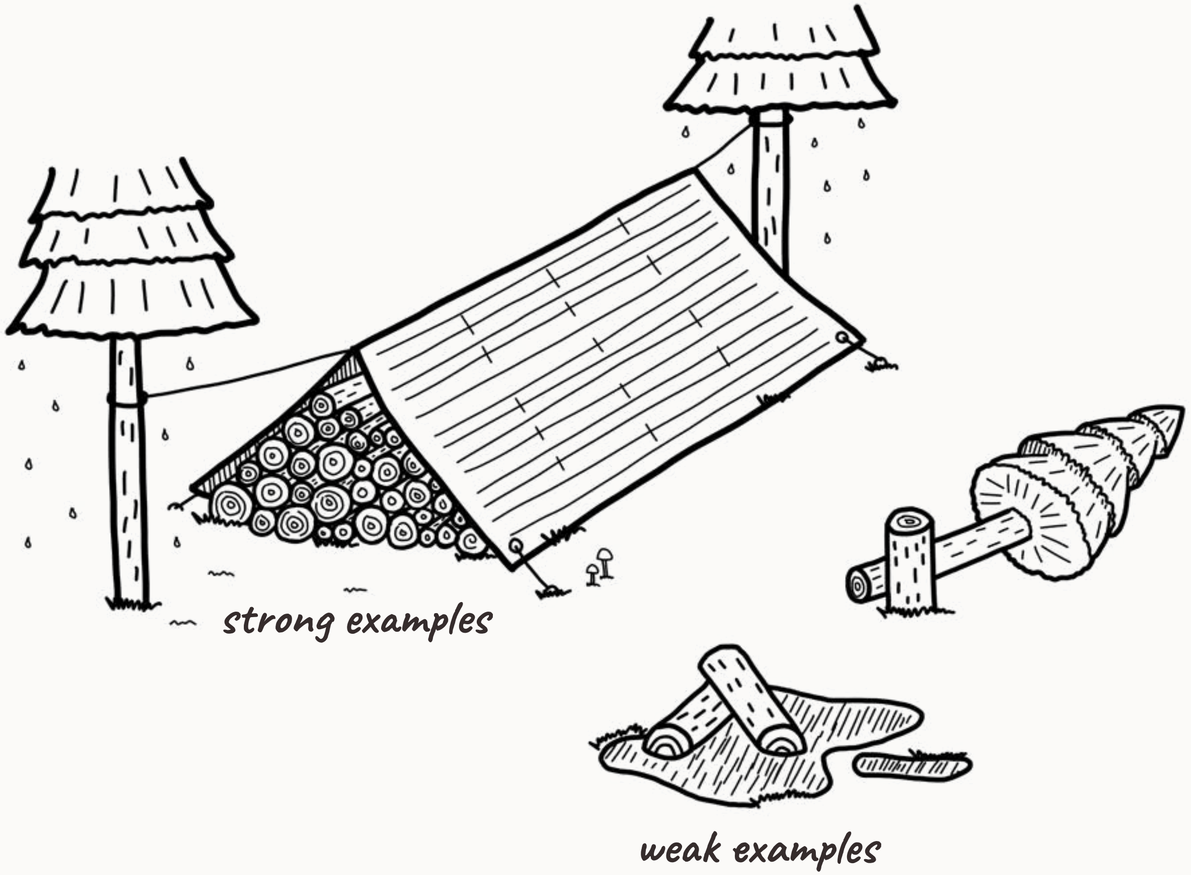
rocketspark (software + community)




EATIVE
EDOM
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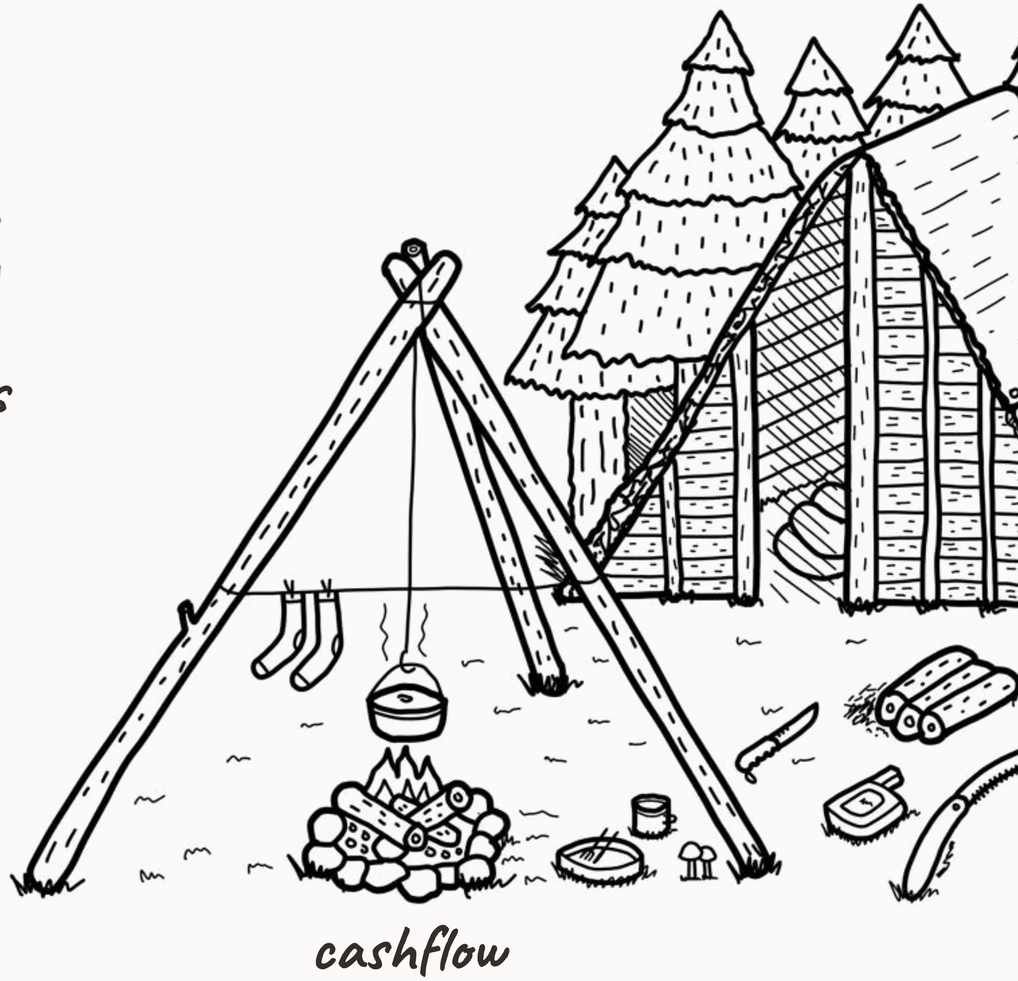

IBUPROFEN

1 Win enough business to create freedom





quotes





meredithS

"You have to start somewhere"

Sara-Jane took a leap of faith and harnessed social media to her needs. "I joined business Facebook groups and began offering logo design for $50, which makes me cringe now when I think about it, but you have to start somewhere don't you" she laughs. Sara-Jane's tactic worked and she began to grow recognition and credibility on social media and through word-of-mouth, which allowed her to increase her fees. Still, she wanted to expand her skillset, so she ventured into the web-design space which has been very fruitful for her.



Sara-Jane, Designerbloom

"find a niche industry that you understand, that you enjoy"

"The temptation is to say 'Yes!' to every website job that comes your way – we all do this in the beginning, but you should also practise saying 'No' as well! Specialising your business to a specific industry and to a specific client is a way you generate scale, efficiency and quality. Using SK Digital as an example – we specialise in blue-collar services-based industries, particularly civil construction. We've worked with dozens of clients in this industry and understand it well. When a new civil lead comes in, we can speak their language, understand and relate to their pain points; we can show industry-specific examples, and ultimately deliver a product that is better and more well-rounded than other designers. We can also deliver this faster with less of a learning curve, and also charge more! Getting your niche established takes time and repetition. You'll have to suck at it first and try a few different things. But once you find a niche industry that you understand, that you enjoy and that you can deliver real value in, then double down!"



Shaun Kirkham, SK Digital



Meredith's



SIDART



Cassia



Sid at the French Café



ROOTS

"I strive to make every new design better than the last"



Kylie Darroch,
Creative Current

"I strive to make every new design better than the last for two reasons:

1. Creating an impactful design fills me with a great sense of personal achievement and professional pride.

2. Continuously improving as a designer leads to higher client satisfaction and a stronger portfolio, attracting more business opportunities. Happy clients are key, as referrals are the best source of new clients.

When I start a new design, I ask myself a few questions: How can I add movement to make the design more dynamic? How can I enhance creativity through graphic elements, breaking the grid layout, or adding texture? How can I make the design look more premium? – often achieved through sizing decisions, font selections, and custom design. Each design choice should be carefully considered in relation to the product, service, or brand it represents.



the woodbox



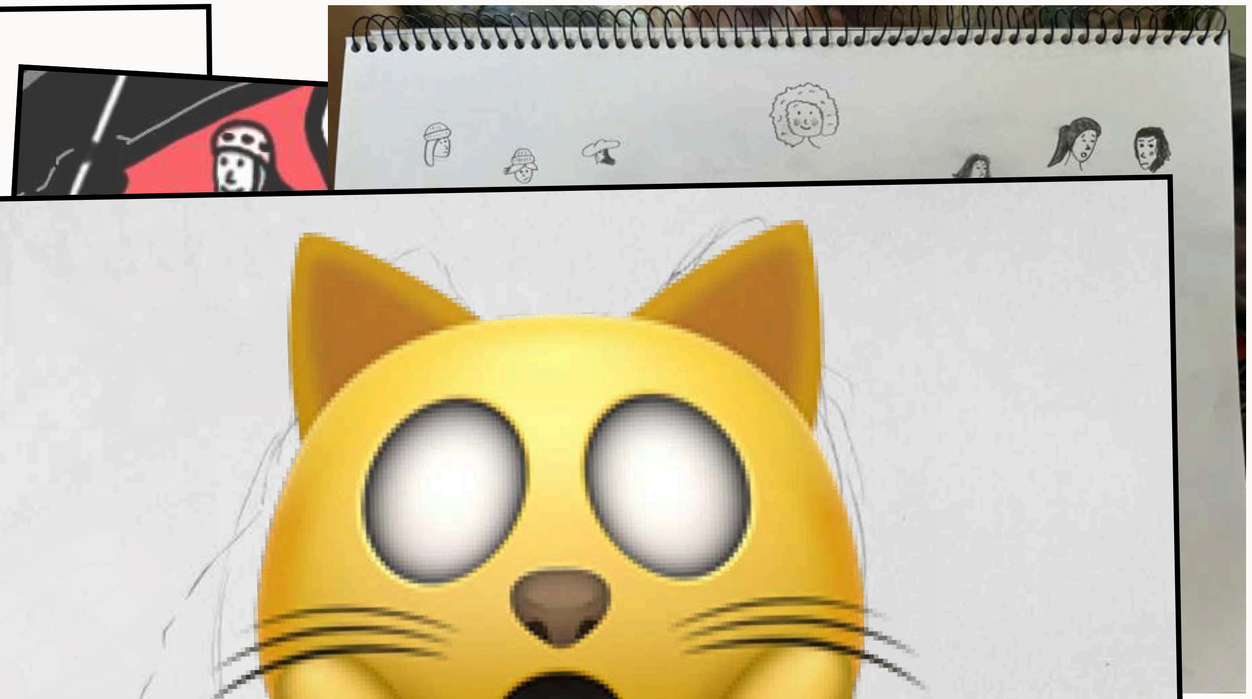
seven steps to

Creat
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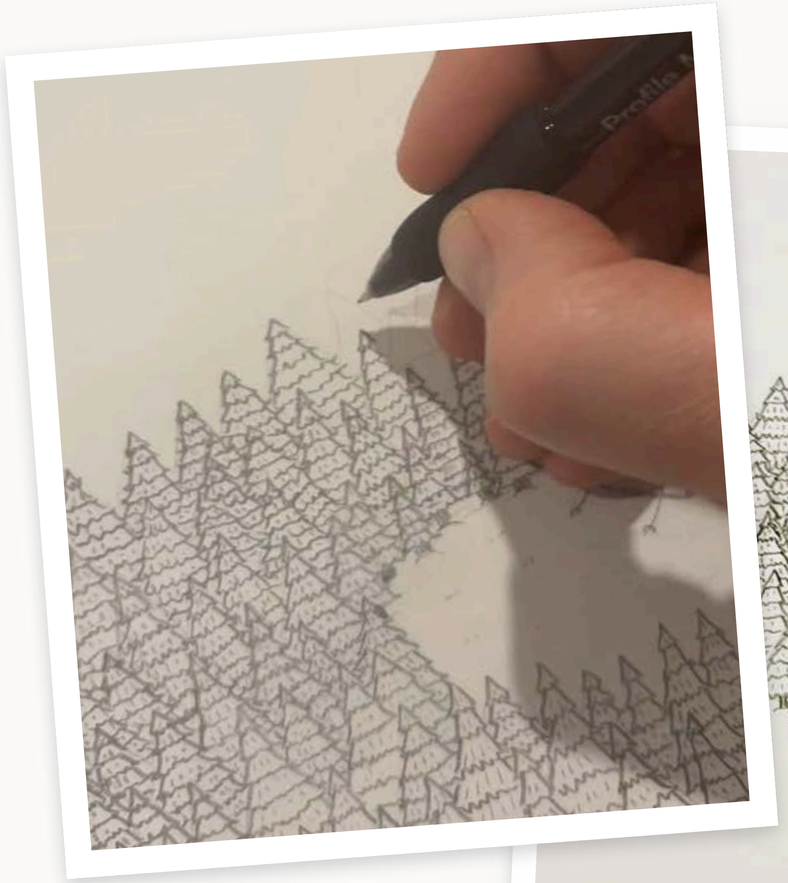
rocketspark

WELLINGTON
Creative Freedom
Brunch





Drawing isn’t easy...

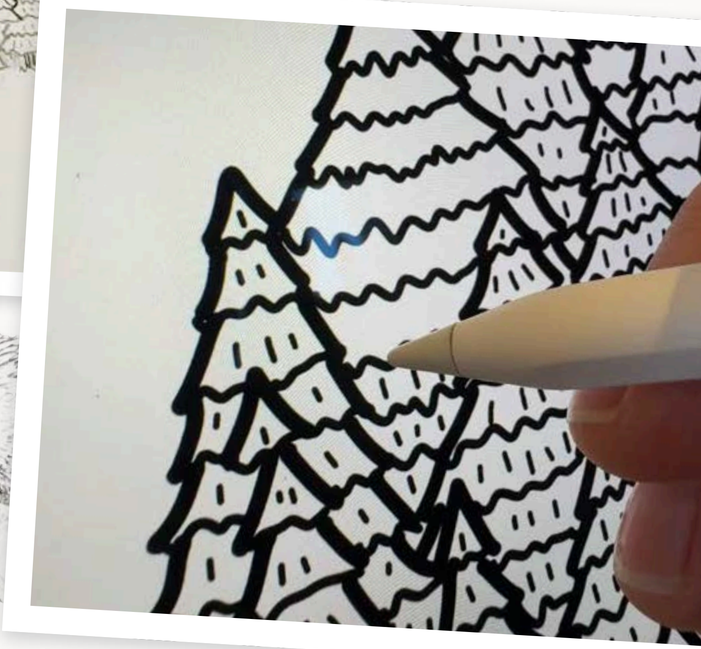












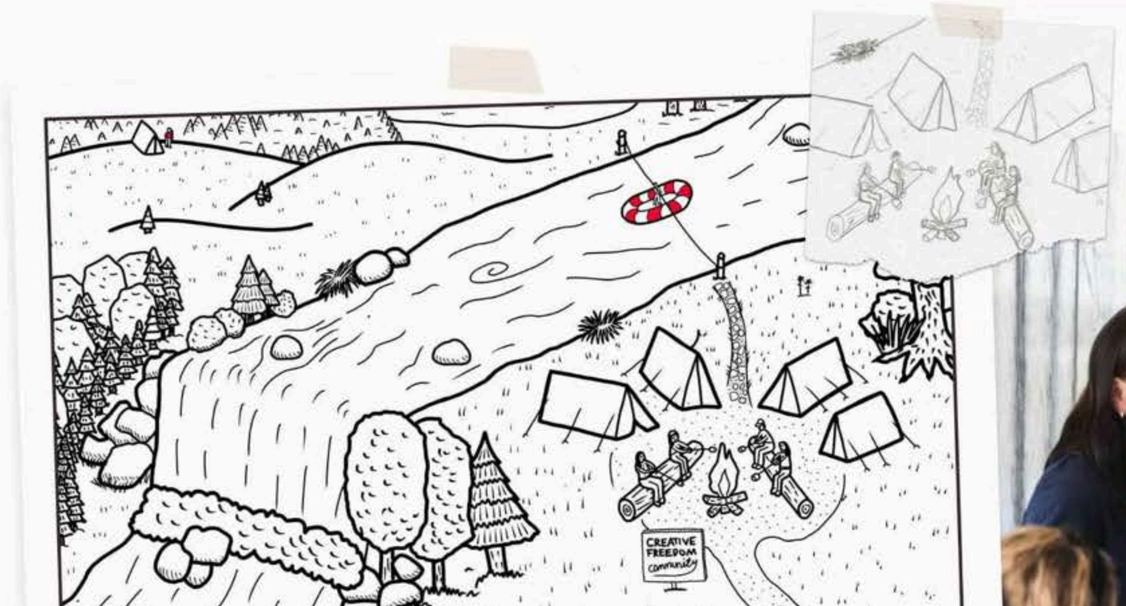
...but people seem to care more about handmade



Working it out on your own can be tricky. Creative Freedom is where graphic designers come together to figure out business and design. Swap ideas, tackle challenges, and get inspired with other designers who get it.

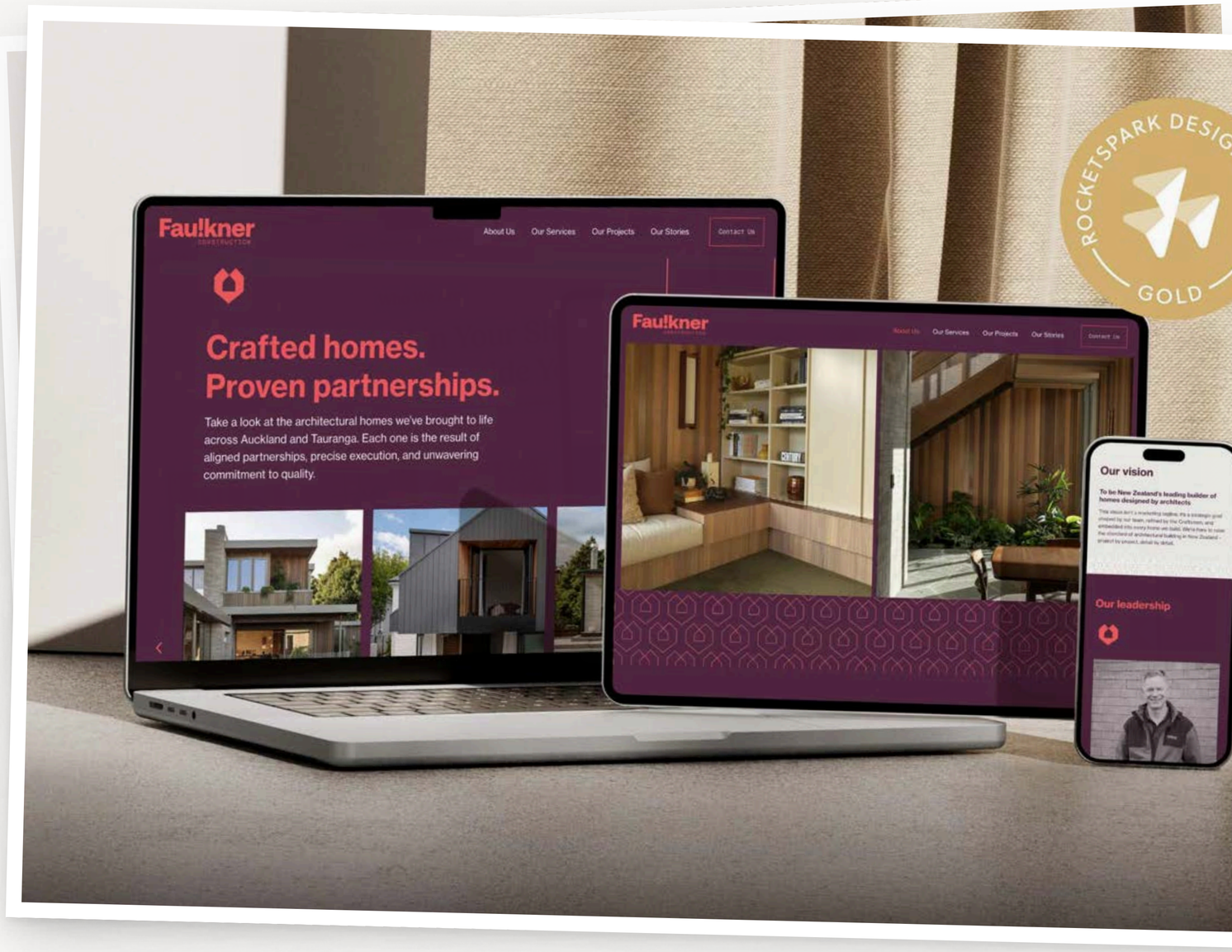
WHY WE EXIST JOIN THE COMMUNITY







2 Building your creative team builds confidence and counters the isolation



It also boosts your portfolio to fill in the gaps of your ability

photography

animation

illustration

SEO

ads

writing

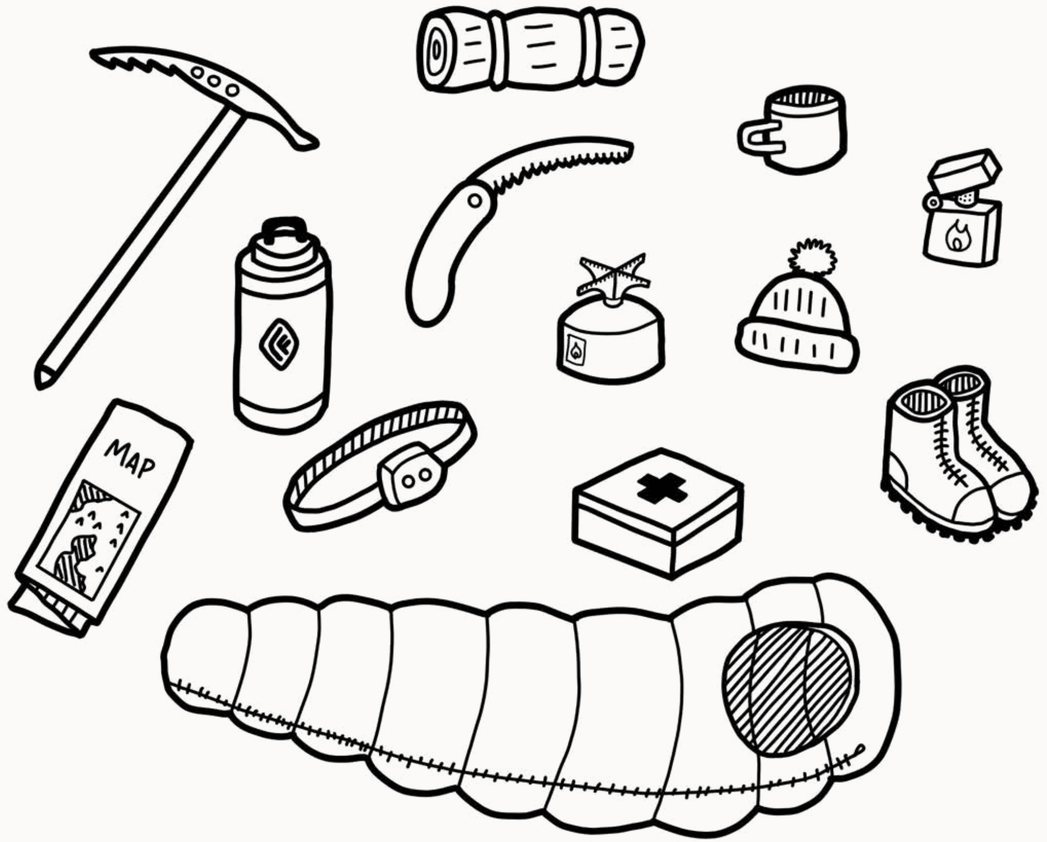
brand

3 Get your pricing right and create financial and creative freedom

62% more revenue per project

42% less meetings

4 Manage the client process to put you in control



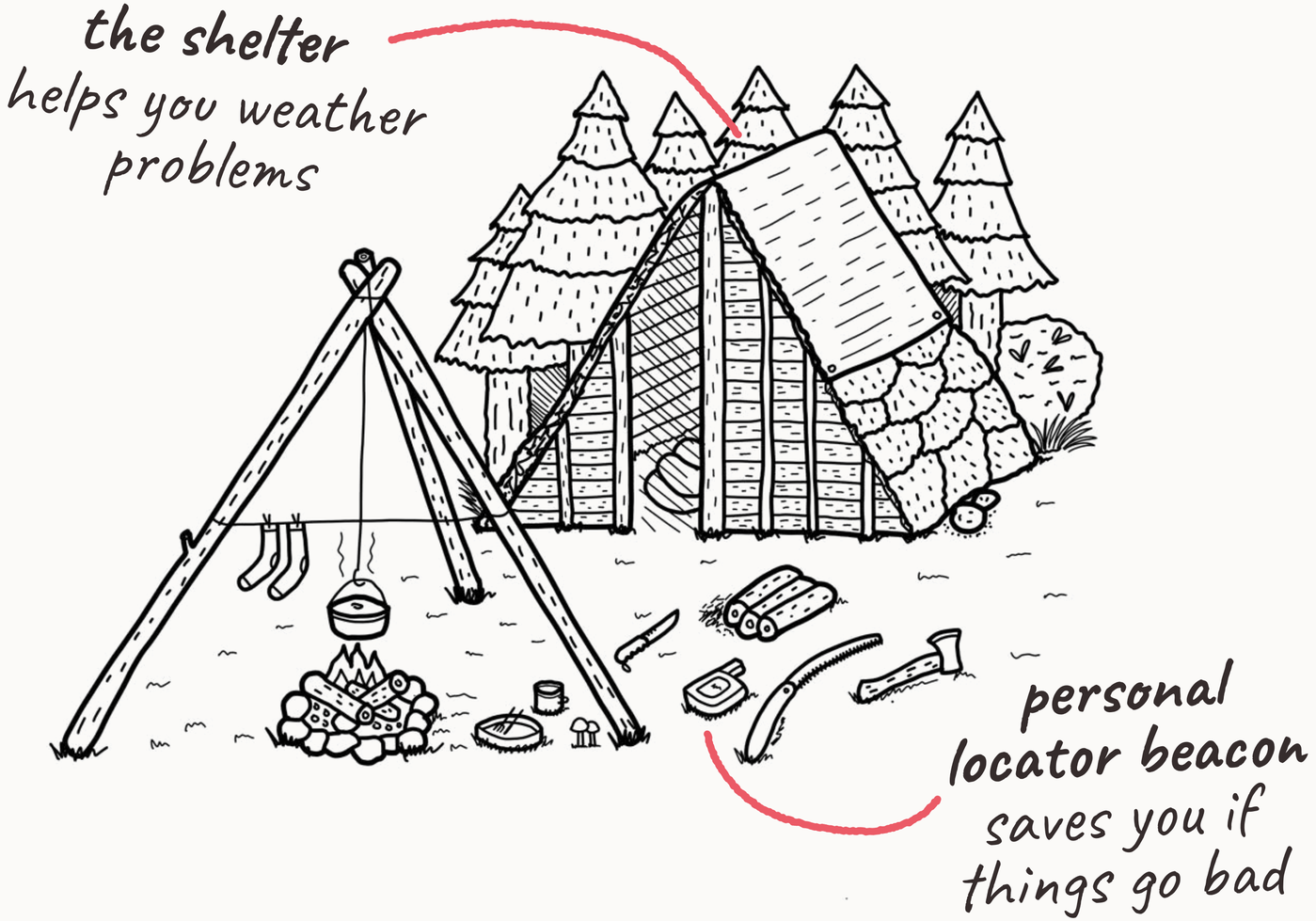
5 Charging urgent rates deliver freedom and customer delight



6 Effectively manage client feedback



7 How terms and conditions are a path to freedom



Top 9 underused t’s and c’s

Deposit issues: No deposit, deposit too small or starting work before payment.

Progress payments: Client wears the risk of project delays, not your cashflow.

Don’t handover before final payment: Beware the runaway client.

Starting work without content: Wait for content before starting design.

Delay handling: Client delays > 2 weeks? Bill for work completed to that point.

Set feedback rounds: Open ended feedback whittles away any profitability.

Warn of scope changes: Be clear when extra work needs to be quoted.

Quote expires: Prices change, so don’t keep quotes live at old pricing.

Price variation: Polite way of warning client there could be 20% variation.



Don’t give up on creativity, folks

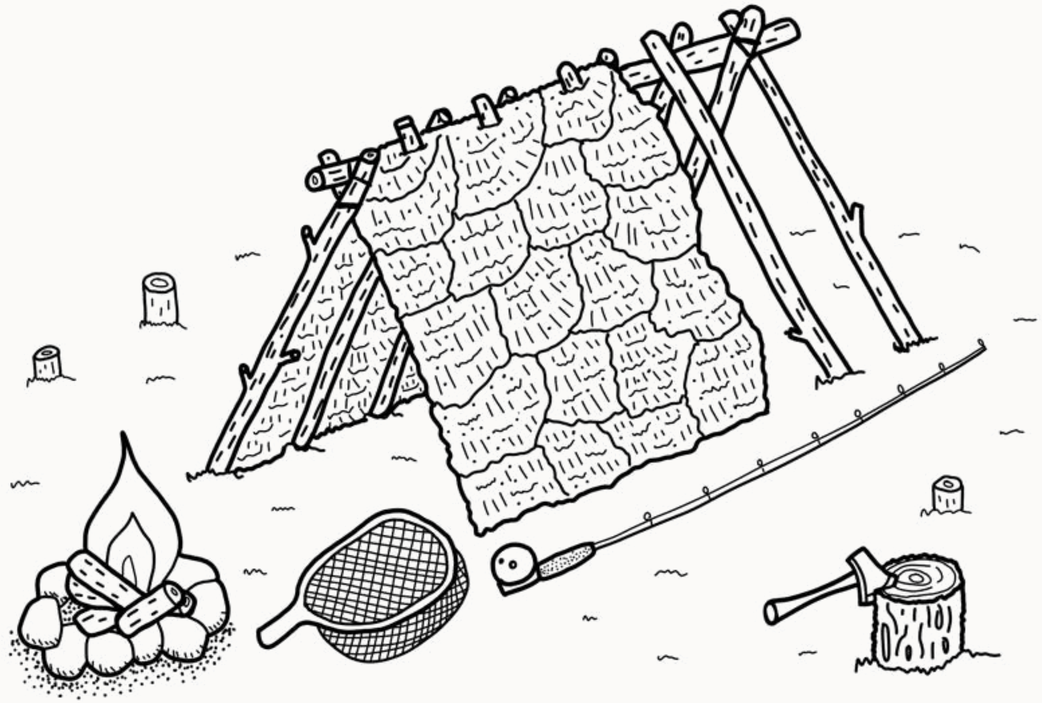
Good for business,
good for their future



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Questions?



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