

Freelance editing, costing and quoting

What do you need to start out?

- Equipment—the basics
- Services—the basics
- Networks
- Skills (Personal skills audit and Negotiation without tears)

Are you a specialist, a generalist or a dilettante?

- Specialising by services, medium, subject and genre, clientele
- Pros and cons of being a generalist
- Versatile and adaptable or master of nothing?

Keeping track of...

- Income
- Time
- Clientele
- The strands of your business
- Marketing
- Feedback
- Networks
- The size and shape of your business

To market, to market

- Letting people know about you and your work
- Advertising, registers, business cards, websites
- Promoting your business and working with others
- Developing a public profile
- Joining professional associations and networks

The paragon of editors

- Meets deadlines, maintains personal work standard
- Keeps up with technological change
- Keeps everyone satisfied
- Regularly exceeds expectations
- Looks after old and new clients
- Focuses on the job at hand
- Reinvents skills, areas of expertise and business directions
- Does pro bono work, keeps clients informed of opportunities and developments

Costing and quoting

- Estimating cost — job, hour, word, page or contract?
- Estimating time
- What to include in your quote
- Sample quotes
- Traps for young players

Making a living in a world of new media and tight belts

- What's new?
- Some things never change
- Planning your business career
- Superannuation and retirement

