

Hi Bob,

It's me again with another delayed email reply!

I love that you give 10% of everything to a different cause each month. I totally get you being lean upfront, and I'd love to figure out how we can work together.

Pricing for me varies depending on the project. Per hour doesn't really work that well with apparel, it's most often a flat fee. Sometimes a percentage of sales as well. But, instead of further rambling about pricing structure from previous projects, which I nearly started to, I have put together some rough estimates paired with scenarios.

1) Business

We get plenty of time to research, brainstorm, and come up with an entire collection that's cohesive, fun, and amazing. This would include several rounds of back and forth, giving you a lot of input into the entire process, and we create a collection of 10-15 pieces that we both feel like we have ownership over. This process would be very structured.

Budget: \$5k

2) Business Casual

There's some back and forth on creative direction, but ultimately I decide what goes into the collection of 8-10 pieces. I'll certainly take feedback in regards to designs, but I'd be working at my own pace. This is slightly less structured with a flexible schedule, like walking into the office on Monday just in time for lunch.

Budget: \$2.5k

3) Casual

I develop some new branding assets that are riffing off stuff I've already done, we revamp an existing pattern, the process is way more simple and we just make something work. 4-6 pieces, maybe more depending on what comes from the process. This direction is like Hawaiiin shirt Fridays.

Budget: \$1.5k

4) Super Casual

We decide on a couple of pieces and figure out a price that works with your budget. Then hopefully in the future we can work together on one of the above scenarios.

Hopefully we can figure something out!

All the best,

Will



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For a good time click below
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