

Negotiation 101

You need to have solid base rates to guide your negotiations. And to set realistic rates you need to know what the majority of artists at your experience level, with similar credentials, in your market, are being paid for these jobs.

You're going to have to do some serious research to get this data, but it is essential. Once you have a good cross section of rates, average them out, setting your rates slightly higher than the average. This is a good starting point and will prevent you from accidentally undercutting anyone at your level.

IMPORTANT: Don't get stuck worrying about the Craigslist and MM "discount artist/stylist" - they aren't laying the foundation for a career by charging this way. The "discount artist/stylist" is NOT your competition and will not be booking the jobs you want. **REPEAT:** They are not competition for the jobs that will move your career forward. Besides, they burn out faster than a match in the wind.

Never quote a rate until you know what the budget is. If the client or photographer refuses to tell you what they have budgeted for your job, there's something shady going on. Simply ask them to get back to you when they have the budget worked out. That's not being bitchy or a "diva" (as some photographers on MM would chose to call it) - IT'S BUSINESS.

You don't have to be rigid about rates when you're the one doing the negotiating. Adjusting your rate for a project that offers advantages to move your career forward *in a tangible* way is totally acceptable. (tangible = it will get you more paid jobs)

Industry Standards for Booking

Half or Full Day Rate:

- Photo - Editorial/Commercial/Advertising
- Film & Video - Music/Theatrical/Reality
- Live Media Events - Press Junket/Satellite Tour/Runway/Fashion Show

SPECIAL NOTE: Runway/Fashion Shows can also be booked at a Flat Rate - but NEVER "Per Model".

EXTRA SPECIAL NOTE: Kit Fees are charged ONLY for Film & Video bookings.

Flat Rate or Per Client Rate:

- Salon
- Headshots
- Glamour Studio
- Special Event/ Bridal/Prom

EXTRA EXTRA SPECIAL NOTE: "Per Look" is a booking classification that does not exist outside of MM or GWC World. Please do not offer it to a legitimate, paying client outside of MM - it's will definitely damage your credibility.

I think that just about covers all the basics. And to any of you reading this post who wishes to HIRE an artist/stylist... *Always remember, you get what you pay for.*

KJ Benett