

How to make your talent the source of your income



aim

to make a living out of your talent
you have learn how to think business.



lesson 1

Don't expect the social system
to pay for you.

Your talent should bring enough money
to pay for your living.

Professional art and design is not for free
for the society.





How much money do you need to survive?

Who do you think should pay this money?

What can you offer in return?



Simple mathematics 1:

Accommodation	3.000 NOK
Food and clothes	3.500 NOK
Communication	1.000 NOK
Travelling	1.000 NOK
Retirement savings	10.000 NOK
Energy	1.000 NOK
Contribution to the society	3.000 NOK
Total	22.500 NOK
Per year	265.000 NOK
In 35 years nearly	10.000.000 NOK



Simple mathematics 2:

	Effective working hours:	Min. income	Normal income
per day	5	1.500 NOK	2.500 NOK
per month	100	30.000 NOK	50.000 NOK
per year	1000	300.000 NOK	500.000 NOK
	rate per hour	300 NOK	500 NOK



Sources of artistic income

Artistic skills and creativity

Know how

License on added value



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Your innovative ideas and your unique style should be worth to be paid adequately.

Your working hours should cost more than the ones of a car repair mechanic*.

*320 NOK per hour



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If only your knowledge is needed e.g. in consulting, coaching and teaching, technical advice

you should charge for it.




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License on added value



If someone makes a profit out of your ideas, they should share with you.

You are the first owner of the copyright.

You have the right to sell it.

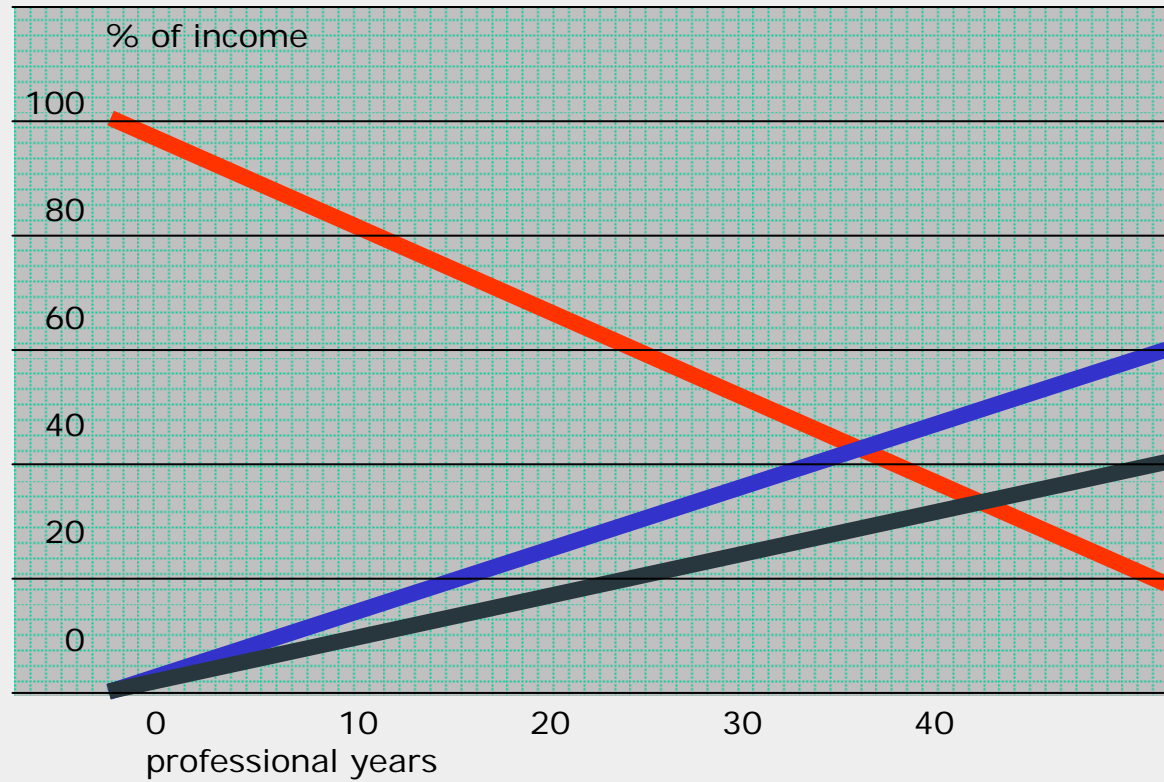


Sources of artistic income

Skills and creativity

Know how

License on added value



Your rights:

Author rights

Copyrights



Your rights:

Author rights

Copyrights



The right to

call you the author
sign your work
authorise the publication
permit changes
withdraw



Your rights:

Author rights

Copyrights



	Limited	Unlimited
Restricted	ri	ru
Exclusive	ei	eu

Time,
Application,
Number,
Area ...



Cost and income controlling:

Make a project cost sheet:

Cost sheet	
Project Nr.	_____
Project	_____
Date in	_____
Work type	_____
Date	_____
Hours	_____
Technical cost	_____
Common cost	_____
Total costs	_____
Total income	_____



contract:

Request / Briefing

Estimate / Conditions

Agreement



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Agreement

The request from a client is not a commission, it is only a proposal for a project.

It should be a clear and detailed description of the task including the desired final production and publication.



contract:

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The request must be answered by an estimate, including a license proposal and the liability conditions.

It should also give a schedule and inform about the procedure.




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The client has to give his agreement to the estimate and the conditions.

Without this agreement, there is no contract, the client can refuse the payment.

This contract does not have to be written, but it is recommended to have evidence of the agreement.



and now:

Make a living out of your talent.

Think money
before you start to work

so that you can forget financial problems
while you work.



Task:

How much do you need to you earn in a year?

What services can you offer?

How much does it cost?

Set up your price-list.

