

SFF 167: Laetitia

[00:00:00] **Heidi:** Welcome to another episode of the successful fashion freelancer podcast. I am your host, Heidi and I am here to share real industry insights into creating a career as a successful fashion freelancer. And I'm not talking about the air quote, Lance work, where you work for a brand for three months onsite 40 hours a week.

And you basically look and act like an employee, but you're a freelancer. Um, that work is. Fairly abusive in our industry. Uh, it's really great for the brand. It's not so great for you as the freelancer. Um, I talk about working true remote Lance opportunities, where you work with a variety of clients that you choose on your own schedule when and where you want in today's conversation.

I am doing a strategy session. With one of my freelance accelerator students, Leticia Leticia is from France. She lives in Argentina and she is a lingerie freelancer. Um, as part [00:01:00] of being inside of my Lance accelerator program, LA Leticia had the opportunity to get on a strategy session with me. That is a perk that my students get.

And in today's conversation, I'm gonna share just a bit of our strategy session. Where we talk about pricing. This is probably one of the most common topics that comes up on strategy sessions. And it is definitely one of the most common topics that people ask me about, um, how to figure out your pricing, how to make sure you're getting paid enough, et cetera, et cetera.

And in this conversation with Leticia, we talk about project pricing. So she's not doing, uh, hourly pricing because brands that she works with, which is. Exclusively startups. They want project pricing because they wanna know how much is this gonna cost and have a hard set number for that. So Leticia is charging in her, in her, behind the scenes, you know, calculations.

She's putting her rate at about 50 euros per hour, and then she calculates how many hours she thinks it's gonna take. The problem is that she. Always winds up spending [00:02:00] more time. And so she's realized that her rate comes out to about 25 to 35 euros an hour. So Lai and I talk about two different strategies that she can use to bump that rate up, to make sure that her project prices are sufficient and that she is earning that 50 Euro an hour that she wants to earn based off of what she quotes.

So if you are trying to figure out your project pricing or you feel like you've done some project pricing. and you're not happy with the actual rate that you're earning this portion of this strategy session is for you. Now, if you want an opportunity for a strategy session, or if you wanna hear the rest of all of our strategy sessions, we air.

Pieces of them on the podcast. And then the entire strategy session is available to our Lance accelerated students. It is also an opportunity that our students get to get on a one-on-one strategy session with me. It's the only way to get direct access to me, um, is being inside the Lance accelerated program you can head on over to, so heidi.com/fast that's FAS.

T, we will link it below in the [00:03:00] show notes to find out more about Lance accelerator and becoming part of that program. And if you enjoy the successful fashion freelancer podcast, and you want more information on becoming a freelancer, we have our best free content. Over at. So heidi.com/freelance, you can head on over there and pop your name in to get the best of our free stuff, um, to help you kick started.

Um, one other thing that I mentioned mention earlier, but I'll just drop in right now is that I also had loose, uh, Leticia talk a little bit about her day in the life of being a freelancer, which is really fun. She's been freelancing for about a year. And she shares a little bit about what her life is like as a freelancer.

Um, she used to own her own lingerie brand. That's how she got started in the industry. And so she talks a little bit about what it was like owning her own brand versus what it's been like as a freelancer, how to, uh, compare and what she. Likes a little bit more about the freelancing lifestyle. So after we talk about pricing, um, I popped [00:04:00] that clip in for you guys to hear what her day in the life is like, and I hope you enjoy it.

All right. Let's jump into this portion of my strategy session with Leticia. Here we go.

[00:04:12] **Laetitia:** Well, uh, as we were talking in the beginning, it was, um, the thing about, uh, making the, this kind of. Estimate of the time, it would take me to, uh, complete a project and then realizing that I might be actually completely off.

And I don't know I was like, I'm getting slightly better, but still it's still not great. Yeah. And I mean, I'm lucky that I'm leaving in Argentina where, uh, well, I can not make as much money as in Europe and still live decently, but like

yeah, the cost living lower at some point. Yeah. Yeah. At some point I'd really like to end up making like the hourly rate that I'm

[00:04:53] **Heidi:** planning on.

Yeah. So you're planning on 50 Euro an hour, you said, but, but so [00:05:00] theoretically I charge 50 a Euro an hour, but I feel like it ends up being a lot less because it always takes me longer to do. and what I initially calculated. So it winds up being between 25 to 35. You're an hour, which you're actually making by the time you do the work, is that right?

Yeah. Okay. Yeah. Listen, I talk about this a lot. Project based pricing is hard. Yeah. It's an art. It is not a science. Okay. Um, years. I mean you're a year into your freelance career. You're doing great. You're getting consistent work. You've got multiple clients, et cetera. , um, it is totally normal to still be in a learning curve as far as project based pricing goes.

Um, it's tricky. Every client is a little bit different, right? Some clients need a little bit more time. Some projects take a little bit more time. There's more revisions, et cetera. Cetera. That's why I always tell people to start with hourly pricing. I'm not telling you to go backwards to hour. And I say [00:06:00] backwards, arguably, it's not backwards.

I'm not telling you to do that. I know that some brands want project based pricing. It's a lot easier for them to budget. So, you know, um, I mean, years years into my freedom career, I messed up on project prices. It just, it happens. Here's a couple things you can do one. So you wanna earn 50 you're earning about 25 to 30.

so what you need to do is you need to say, okay, this has been happening for a year. I am going to, whenever I put together a proposal, I'm in a, increase it by 35 or 45%. So if in my head I've done lately. Yeah. Is that helping?

[00:06:49] **Laetitia:** um, I don't know, because actually I've been sending the proposal, but the, the projects will be starting like next month.

So for, I, I'm

[00:06:57] **Heidi:** not sure about it. Okay. So you've implemented it, but the [00:07:00] projects haven't completed. Okay. Yeah, exactly. So that's the first and the easiest solution, right? It's just say, okay. If it's 10 out, if I think it's

gonna be 10, then I better estimate 15, right. Or 18. Yeah. Um, And, and then calculate your project price based off of that.

Um, yeah. Then the other thing that is really, really helpful to do that can feel really hard, but is really good. Um, have you ever, let's say you do a project for someone you do these seven tech packs, let's say, and you mm-hmm do the tech packs. You initially estimated it at 150 Euro per tech pack. and then after the project, you're like, gosh, that really took a lot longer.

Have you gone back and talked to the client about that? Um, the fact that you may be undercharged?

[00:07:58] **Laetitia:** I haven't actually, [00:08:00] uh, yeah, no, I haven't, uh, mostly. It was, um, when I've, when this happened, I realized and what I was doing because, uh, those clients are usually, I know that the first collection is gonna take a while to get product and, and to get moving onto the next one.

Mm-hmm so usually I, I did not do that mostly because I was, uh, kind of waiting and seeing what was going to happen with this, like with every company, because they're just at their starting phase and, and you never know, and I'm like, I'm not gonna be telling that if in six months they're not even in business anymore.

So it doesn't make much sense. Yeah. Um, but, but you never know. So I was like, should I tell them, should I not? And, uh, and, uh, what I'm realizing now is that maybe I should tell them. but yeah, I was, uh, a little bit [00:09:00] with that doubt.

[00:09:01] **Heidi:** Okay. So I think you have a good point and I, I can see that you really thought this through like, um, okay.

They're a startup. If they do need type packs, again, it's not gonna be at least for like six months. Um, at which point it's enough time for you to then say, Hey, you know, last time we did it for 150, I have to be honest. It took a little bit longer. And I've, I maybe I've raised my prices since then too. Or however you wanna say it.

Yeah. And it's gonna be 2 25 or whatever the number is. Yeah. Um, that is an option for sure. Um, I'll tell you the other strategy, because I think it can still be really valuable. And, and when, and if you start working with, you know, more established brands and they might have tech packs this week, and then they might have tech packs, you know, next week or next month.

Yeah. For another project. Right. Um, I. And I'll tell you why. In my personal experience, I've always felt it can be better to talk about [00:10:00] it right in the moment than wait. Here's why you, as a freelancer, you finish the tech packs. You do a great job. Your clients really, really happy with the work. you bring it up right.

Then as soon as the project has finished, as soon as you've given them a really great set of tech packs and they've paid, Hey, you know, thank you so much. It was really awesome. Working with you on these tech packs. Um, I really love doing the project. I wanna be totally honest with you that, you know, I underestimated the amount of work that went in a little bit.

Um, I'm absolutely happy to have done it for this rate this time, because that's what I quoted you. And I wanna stay honest to my word about what I quoted, but I just wanna also give you a heads up going forward so that you can plan accordingly. And that you're not like surprised by a price increase that I would have to adjust the price to [00:11:00] 2 25, whatever the number you feel is good.

Yeah. Right. Um, just to compensate me for the, the amount of time that went in. Again, it was totally my oversight and I underestimated. Um, and I just don't want you to be surprised by any pricing in the future. This works really well because first of all, you've just given them a great product. You've given them these awesome tech.

So as far as their emotional level, you guys are in a moment of like, they're very happy. So, this is a great time to have a discussion like this beyond that they're gonna instantly feel like they got a good deal, right? Yeah. And that you immediately noticed right then that, Hey, my pricing was a little bit off.

I'm gonna adjust it next time. If you bring it up in six months, they might feel like, oh, this freelancer just got too expensive for me. And she just wants to charge a lot more and [00:12:00] they're, and. it can just set a bad tone initially, right? Because the first thing you're doing is you're talking about, I increased my price and six months ago was when they had that really good experience with you, where they got the really good tech packs, that emotion has faded of how great you were to work with.

Okay. And so when you do it right at the end of a really successful project, their emotional space is like prime. And then they also know that you are. it just can feel a lot more authentic that like you are raising the price based on that specific

project and the workload. You're not making some arbitrary decisions, six months in the future to raise the price because you want to.

So it can just feel a little bit more of like an honest price increase and listen. At the end of the day, you don't have to justify your price increases to anybody. You're a business and you charge what you wanna. But yeah, we do still need to be mindful of how our [00:13:00] clients feel. Right? Yeah. I always talk about that.

Like, I think it was, is it Maya Angelo that says like, people remember people don't remember what you said, they remember how you made them feel. And so, yeah. Right. You wanna make sure they feel really good. And I think they can feel a lot better with the price increase or excuse me, you letting them know about the future price.

right then versus six months down the road. What do you think about that?

[00:13:29] **Laetitia:** Yeah, no, no, that, that does feel, um, well, that, that does feel, excuse me, I've been sick last week. That's okay. Um, it feels more, uh, let me say like thoughtful about them and their future budget because yeah. It's, it's the, the nerve of everything.

Yeah. So yeah, basically they, they need. They need clarity on that. Yeah.

[00:13:54] **Heidi:** Because you don't want them for six months to plan that it's gonna be \$150. And then all of a sudden you're like, actually it's gonna [00:14:00] be 225. That can be a lot of money. If you're doing multiple styles, mm-hmm. If you tell them now, then they know the whole time that it's gonna be that.

So it's, it's all, you don't wanna shock them. You wanna prevent shocking them as much as possible, and this is just a great way to do it. So yeah, I would, I would highly recommend that. Even if you don't think that they're gonna return for six or 12 months, or even if they may never return, it's even just a great opportunity for you to practice that conversation.

And this is a conversation too. I would have voice to voice.

[00:14:39] **Laetitia:** Yeah. And, and maybe also it's, it's good for them to hear, um, how long it actually takes. Yeah. To make the

[00:14:46] **Heidi:** take packs and everything. Totally. yeah. People don't right. People never, never realize that. And, and, and you wanna make sure that they appreciate what actually goes into it.

So, yeah, [00:15:00] that's how I would handle the, the situation with your pricing. Right. So, first of all, you did say you already adjusted your price, your, your estimate's going forward. So I'm confident that's gonna make an effect. And then you add this in. and your second year of freelancing, I, I feel very sure that you're gonna start making a lot more money per hour with quotes, right.

Since you're charging for project, but your actual hours that you put in, um, then what you did your first year, and guess what? You're still gonna mess up again. It's a constant learning curve. Yeah. it's learning curve for life. Yeah, it really is. So know that and be okay with that.

[00:15:37] **Laetitia:** okay. Yeah, that does feel good to know.

[00:15:45] **Heidi:** Um, I would love to just hear what your day as a freelancer is like. So paint, paint a picture for like your day in the life of a freelancer.

[00:15:55] **Laetitia:** Okay. So actually, um, I'm not an early riser [00:16:00] I don't like to wake up before eight, so yeah, I wake up at eight in the morning and then, uh, Uh, yeah, breakfast. I like to write in the morning, so yeah, a little bit of writing and reading.

Yeah. And then I start working, uh, usually up until four in the afternoon. And this is the time when I go riding my horse. Oh, cool. . Yeah. Yeah. So yeah, that's all, I'll go riding and take care of my horse. And then, uh, if I'm really booked with, uh, like deadlines, I can work a little bit more, uh, when I come back and, uh, then dinner and, uh, sometimes seeing some friends and that's it.

Yeah.

[00:16:45] **Heidi:** What do you read and write in the mornings?

[00:16:49] **Laetitia:** um, actually I started writing when I did, um, I wrote, uh, I read, um, uh, the artist way.

[00:16:57] **Heidi:** Oh, I've heard of it. I haven't. Yeah. Yeah. [00:17:00]

[00:17:00] **Laetitia:** it's, it's really great. Yeah. So it's basically, uh, brain dump three pages of brain dump in the morning. Yeah. Yeah. And, uh, and it just frees, uh, your mind to, uh, yeah.

Feel a little bit more. at peace and a little bit more, um, and say at ease during the day. Yeah. And, uh, and then I like to read mostly because I like to, uh, I've got this little challenge that I give myself that is about, uh, reading about 25 books

[00:17:31] **Heidi:** a year. Oh, wow. That's a book every two weeks. Okay. Yeah.
Yeah.

[00:17:35] **Laetitia:** So I. I was like, if I wait until night to read, I'm usually way too tired and I don't do it. Yeah. So 25 pages every morning. And then here we go. Yeah.

[00:17:48] **Heidi:** So are you on track cuz it's the middle? It's the middle of 2022? Or are you about 12 books in yeah.

[00:17:54] **Laetitia:** I'm yeah. I'm 12 books in. Exactly. Yeah. Oh, that's good.
You're on track. Yeah. What kinda [00:18:00] I'm two good slave,

[00:18:00] **Heidi:** but yeah, it's that's okay. You're fine. You're doing great.
What kind of stuff are you reading? , uh, it

[00:18:05] **Laetitia:** depends. I'm reading a lot of different stuff sometimes. It's, um, it's business books, sometimes it's philosophy sometimes it's, uh, just, just, um, well, uh, how do you say that?

Like, uh, stories just novel. Yeah. Novel. And then, uh, sometimes it's like self-help books. Yeah. It really depends. Yeah. Yeah. A lot of different stuff. Yeah, totally.

[00:18:30] **Heidi:** I love that. I love how you're, you're building your days.
You're like, I don't wanna wake up early, so I'm not gonna, I'm gonna get up and I'm gonna do, you're gonna write and redo stuff that really helps set you up for success and reach some of your personal goals you work.

Yeah. And you ride your horse every day. It sounds like a really great day. It is. It is. Yeah. Did you work in the industry previous to being a Lance?

[00:18:55] **Laetitia:** Actually I had my brand, uh, I, oh, you had a brand studied a, yeah. I studied a [00:19:00] luxury brand here in Argentina. Okay. And, uh, that's how I, I got

[00:19:04] **Heidi:** in the business.

Okay. You didn't go to school, you didn't work in the industry. I,

[00:19:08] **Laetitia:** no, I didn't go to school. I didn't work in the industry. So yeah. Sometimes there is a bit of an impulse syndrome yeah. In, it gets, uh, mixed in the way, but I'm trying to deal with it. Yeah. And, uh, And, uh, yeah, so it's, uh, it's been like years of owning a brand with, uh, what it means to, uh, to work, uh, in Argentina, which is a kind of difficult country for, uh, for industry.

Yeah. So, yeah, that was that. And this was the main reason why I stopped and, uh, and, uh, I then started doing freelance work here. Um, but it got really exhausting mostly because I was doing everything and at a local rate that is really low. So like, okay, this is not sustainable. I'm just going to access myself and, uh okay.

And never have the life that [00:20:00] I want, which is the life that I'm living right now. Yeah.

[00:20:03] **Heidi:** And so are you mostly working with brands in like Europe?

[00:20:08] **Laetitia:** yeah, mostly in France. I've got, uh, one brand in the us right now. Yeah. And, uh, I had one in Australia that, uh, disappeared along the way, but yeah. Okay. Mostly, mostly French.

France.

[00:20:21] **Heidi:** Yeah. Okay, cool. Have you connected with Sophia Luan?

[00:20:27] **Laetitia:** Uh, I have actually, yeah.

[00:20:28] **Heidi:** Okay. Cuz her your stories are very similar. Yeah. I don't know if you heard her on the podcast, right.

[00:20:36] **Laetitia:** what's that like she lives in, in Germany.

[00:20:38] **Heidi:** Right? Where does she live? No, she lives in she's like from Sweden, but she lives in Spain or something.

Oh, okay. And she had her own lingerie brand. I was. And now she frees. Oh, no.

[00:20:53] **Laetitia:** Okay. Yeah. No, I was thinking about, um, Lucia, who is from Lucia,

[00:20:58] **Heidi:** the text designer in Germany. [00:21:00] Okay. Yeah. Yeah. That's right. She's from Argentina learning Germany. Um, no Sophia luon. Um, I think her episode has aired by now. I'm pretty sure it has.

Okay. Well, I'm gonna take it out. Yeah. And so I think I'm pretty sure I'm getting it right. She's from Sweden lives in Spain and she had her own lingerie brand. Didn't go to fashion school, no professional experience, no industry experience is like in another brand and now she's a freelancer. So it's just interesting.

Your stories are really similar. Um, I'm curious to know. Like what what's different between running your own brand versus versus freelancing?

[00:21:42] **Laetitia:** Um, well, first of all, uh, quality of life. Yeah. Like how, uh, like I actually have time for other things than work. Yeah. Um, and when I had my own brand, I had to have another job.

[00:22:00] Another, well, I was not working full time, but almost full time. And, uh, I was working like 32 hours a week, so, oh, quite a bit. Yeah, I, yeah, I had, uh, two jobs and I was also teaching land design and, uh, and, um, pattern drafting, luxury pattern drafting at the same time. Wow. So,

[00:22:21] **Heidi:** yeah. And did you do that to financially make things work exactly.

[00:22:28] **Laetitia:** so, yeah, because I needed some constant cash flow to invest in the, in the brand. Okay. And, uh, we don't really have, um, like, uh, business angels or, or, um, like seed money investment in Argentina. Yeah. Yeah. So we don't really have this, these kind of options. So it was like, if you wanna make it work, you're gonna find a solution on your own.

Yeah. So yeah. How long did you do it? Um, from [00:23:00] 2014, uh, until, well for five years. Yeah.

[00:23:03] **Heidi:** Okay. Five years. Yeah. And still, even after five years, it's really hard to make it like profitable enough where like you're actually making money to support yourself. Yeah, yeah. Yeah.

[00:23:13] **Laetitia:** It's, it's just hard. It's just hard. So yeah.

[00:23:17] **Heidi:** Versus like a year freelancing, you're making money. Obviously you wanna make more, which is totally fair. Um, but you're making money. You have like a better quality of life. You're working less and you're not having to juggle an extra job. Exactly. That's life changing. It

[00:23:33] **Laetitia:** is, it is truly.

[00:23:38] **Heidi:** Thank you so much for listening to this episode, be successful fashion freelancer podcast. This was a clip from one of my strateg sessions with Leticia, who is a student inside my freelance accelerator program and has used the strategies I teach in there to build her successful fashion freelancer career.

If you wanna hear the full strategy session. With all of the students that I do. And if you want your [00:24:00] opportunity to get on a one-on-one strategy session with me, um, it is the only way you can get direct access to me is inside my finance accelerator program. We will link that up below it's. So heidi.com/fast F a SST, and I would love to share more information about that program with you as always I've got.

Free content over on. So heidi.com/freelance, again, linked up in the show notes, check that out for all my free resources. And if you're on Instagram, hit me up. I'm over there. It's so Heidi, um, and, uh, yeah, if you enjoy the podcast and you like what you hear. A review on apple podcasts or wherever you're listening or give, give us a follow to make sure that we can keep you up to date on the latest episodes, um, wherever you follow, make sure to subscribe.

And, uh, now I'm doing this blabbering thing I'm really trying to wing these intros and outros you guys. I, I don't know. I listen to a lot of podcasts and I listen. To what people talk about in the intros and outros. And I, I kind of cringe at like the really structured, you know, very [00:25:00] strategic ones. And I like when people just kind of talk, so I will try to not babble too much, but, uh, again, thank you so much for listening and again, thank you to multiple people behind the scenes.

Um, Tara Daniel, Britney, my husband, mark, who helped make the podcast possible. And. Get everything out to you guys and help coordinate all the guests. I really, really appreciate you guys. And, uh, yeah. Thank you so much to you for listening and I will talk to you the next episode. Bye.