



Independent Writers of Chicago

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HOW DO FREELANCE WRITERS RATE? IWOC (INDEPENDENT WRITERS OF CHICAGO) RELEASES 2014 FREELANCE WRITING BUSINESS SURVEY RESULTS

With the Affordable Care Act and other economic factors necessitating employers reduce the hours of a portion of their full-time workers to part-time status, it follows that the opportunities for freelance workers – and specifically writers – would open up. For employers, it just makes good economic sense. After all, writers charge only for their services. No need to pay health care benefits and all those other “goodies” often provided for full-time employees. So what *are* the facts and figures regarding hiring freelance writers? The Independent Writers of Chicago (IWOC) provides all the answers in their just-released 2014 Freelance Writing Business Survey.

In addition to IWOC members, the survey includes participants from members of Chicago Women in Publishing, Midwest Writers Association, Editorial Freelance Association (Chicago), National Writers Union, Chicago Headline Club, Association of Women Journalists, Public Relations Society of America, and Illinois Women's Press Association.

As for some of those facts and figures, here's the lowdown – or high-up, depending:

- **Rates:** For the year 2013, the majority (27%) of survey respondents charged on average an hourly rate of \$65 to \$80, with 26% charging less than \$40, and 4% charging \$100 or more, all depending on areas of expertise and experience. Most (29%) charge by the hour while 24% charge per project. As for writing on speculation, 72% answered, “Never.”
- **No change:** The average rate charged by most writers has not changed since 2009, the last time IWOC conducted a rate survey.
- **Payment up front:** 25% never ask to be paid at the start of a project; 23% ask when it's with a new client; 22% when up-front expenses are incurred.
- **Payment terms:** the majority (31%) expect payment within 30 days; 23% on completion. Only 10% do not specify terms.
- **Web presence:** 71% of freelance writers have a business website; 20% a business blog
- **Finding new clients:** 55% found referrals to be most effective; networking has been very effective for 47%.
- **Finding clients via ads:** 68% found jobs by answering published job ads; 20% advertised their writing services on internet sites and services

Writers can use the survey as a comparative source of information for maintaining competitive rates and business practices in tune with the market. The survey is available to all members of IWOC and of those groups who participated in the survey.

“Independent writers provide a cost-effective service no matter how you look at it. They provide a smart, professional polish for an organization, yet they work for a relatively low price, as anyone knows who has hired a plumber recently,” said David Steinkraus, IWOC's president.

ABOUT IWOC: IWOC is a nonprofit professional association of freelance writers living in the Chicago metropolitan area whose clients range from local to global. Together, IWOC members represent a broad spectrum of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations. The IWOC Web site (www.iwoc.org) offers organizations easy access to professional writing and editing talent. Site features include the ability to search the IWOC membership directory online by specialty, direct links to members' individual freelance business Web sites, and a free IWOC Writers' Line job-posting service where businesses and organizations in need of writers, proofreaders or editors can post freelance, part- and full-time positions available.

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