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# The Freelance Manifesto: A Field Guide For The Modern Motion Designer



## Synopsis

Designing beautiful boards and making smooth animation come naturally to us Motion Designers. It's what we're good at. However, designing the career we want, with the freedom, flexibility, and pay we crave, that's more difficult. All of the above is within your grasp if you're willing to take the plunge into freelancing. School of Motion founder Joey Korenman worked in every kind of Motion Design role before discovering that freelancing offered him not only more autonomy but also higher pay, less stress, and more creativity. Since then, he's taught hundreds of School of Motion students his playbook for becoming a six-figure freelancer. Now he shares his experience and advice on breaking out of the nine-to-five mold in this comprehensive and tactical handbook. The Freelance Manifesto offers a field guide for Motion Design professionals looking to make the leap to freelance in two clear and concise parts. The first examines the goals, benefits, myths, and realities of the freelance lifestyle, while the second provides future freelancers with a five-step guide to launching and maintaining a solo business, including making contact, selling yourself, closing the deal, being indispensable, and becoming a lucrative enterprise. If you're feeling stifled by long hours, low-paying gigs, and an unfulfilling career, make the choice to redesign yourself as a freelancer--and, with the help of this book and some hard work, reclaim your time, independence, and inspiration for yourself.

## Book Information

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## Customer Reviews

"The future is freelance. But that doesn't mean it'll be easy. If you're looking for

greater independence while also gaining more control over your life and your financial future, this is an excellent roadmap for your journey."-- Justin Cone, Motionographer "Within the first three months of following Joey's tips on getting booked, I had a client ask what they needed to do to make sure I was available. That's a lot of power for a freelancer!"-- Kyle Martinez, [kyle-martinez.com](http://kyle-martinez.com) "I've been using Joey's lessons for over a year. In my first year of freelance, my goal was \$100,000 in revenue. I was shy of that goal by about one project. This year using everything Joey teaches, if everything continues its course, I should reach that \$100,000 in about nine months. I'd probably be doing business out of a cardboard box if I hadn't learned everything I did from Joey."-- Liam Clisham, [five-31.com](http://five-31.com) "Joey gives you the map, the tools, the words, and the confidence to start or (like me) build on my five-year-old freelance career. I owe this man the highest of fives and of course a beer!"-- Dario Kham, [dkham.com](http://dkham.com) "Joey's e-mail and Google-fu insights have changed my entire approach to prospecting. Most recently, these tips got me a job at CapitalOne, which had been only a dream until now."-- Ivan Witteborg, [IvanWitteborg.com](http://IvanWitteborg.com) "Using Joey's tips on how to make contact with potential clients was a game changer. I had been making it way harder than it needed to be, which was equivalent to writing cover letters and sending them to Santa Claus. The response rate I get now is at least 90 percent with much less effort."-- Jeff Coles Smith, [motion-smith.com](http://motion-smith.com) "I made \$70,000 two years ago, but that increased to \$124,000 last year after learning these tips only midyear. I don't work any harder, but I worked and bid a lot smarter in the second half of last year. I'm really excited to see where Joey's advice will take me this year and beyond. It's timeless advice that I'd needed for a long time."-- Kalika Kharkar Sharma, [antidotefx.com](http://antidotefx.com) "I don't feel intimidated by the whole process anymore; in fact, I feel totally empowered. I've also doubled my day rate since eighteen months ago and have been busier than ever. I have to pinch myself sometimes."-- Collin Leix, [littlehilstudio.com](http://littlehilstudio.com) "When I started applying the tips Joey talked about, I found myself in conference rooms pitching my reel to new businesses. It was very surreal. It's almost scary how the things Joey predicts will ACTUALLY happen. If you drink the Kool-Aid, you won't regret it." -- Devon Laird, [plus3video.com](http://plus3video.com) "Since I started applying Joey's client contact and tracking system, my freelance income has quadrupled. His techniques for getting and prioritizing work have had a very positive impact on my business."-- Sara Wade, [sarawade.com](http://sarawade.com) "I was going through a patch of weeks with no bookings. I followed Joey's freelance advice to follow up with past clients, and it got me booked the very next day. Sometimes you need someone to help you with the obvious ways of the business."-- Carlos Weisz, [carlosweisz.com](http://carlosweisz.com) "The strategies got me booked by three new clients, added to the roster for another

ten, and made me £7,500 all in one month. Not only that, it also helped me get my foot in the door at a dream job."-- Brendan Cox, [BrendanCox.co.uk](http://BrendanCox.co.uk) "You know that old saying, 'Give a man a fish, and you feed him for a day; teach a man how to fish, and you feed him for a lifetime.' Well, these e-mail tips have taught me how to fish. I'm now an ace at warm e-mails and reactivating older clients. I'm booked to the gills."-- Jerry Nelson, [attackmotiondesign.com](http://attackmotiondesign.com) "Joey's knowledge and info helped light a fire under my a\*\* to make the jump from full time to freelance. Best decision I've made for my career."-- Adam Bender, [vimeo.com/adambeder](http://vimeo.com/adambeder)

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I am not freelancing yet, but may soon :). This book does a great job of taking the fear out of the thought of freelancing AND shows one how to do it with a better chance of success. Joeys writing style is free-flowing and it feels like you are listening to a friend explain things to you. I was engaged the whole time. I had freelanced in graphic design a long time ago and wish I would have had a lot of this advice. I did notice how expensive it can get with all the little subscription cloud apps, that is recommended or talked about. It adds up. BUT, if you land jobs, the cost is not really that much of an issue and you write it off anyway. Also, I was glad to see him mention multiple times that you

must have a good portfolio of work as well. Doesn't have to be award winning, but at least good. But Kudos to Joey for a valuable book to those seeking to freelance!

This book is an absolute wealth of information. I first became familiar with Joey when I signed up to take School of Motion's Character Animation boot camp. I was so impressed with that course, that I've taken every other boot camp that SoM offers, and every time, I'm blown away by how much I learn (even though I've already been animating for 10 years). This book follows in that tradition of being an incredible resource of information. Joey is one of those rare, truly gifted and inspirational teachers. Great buy.

This book has been a great boon to me. Previously I'd tried freelancing but had not treated it as a skill in my toolset. The result was less than satisfactory and things were unnecessarily difficult and confusing. Now, with the help of this book, my outlook changed from dreading managing clients to feeling empowered to build a new facet of my career. Since freelancing is vastly independent, I'm not quite sure where else I would have learned these business practices. I recommend this book to freelancers new to the trade and seasoned. Old freelancers will learn new techniques such as cold-emails. New freelancers switching from fulltime to freelance will benefit from the outlook altering ideas here-in. Soon you will be asking, "How did I ever agree to trade most of my time for the illusion of stability?"

As mentioned by another reviewer, this book covers much the same ground as an amazing course Joey previously taught on his School of Motion website. While I don't currently freelance, I work as a full-time motion graphics artist, the info I got from that course was invaluable. It helped me apply a much more entrepreneurial and considered approach to my career and a lot of the concrete advice on how to find freelance jobs really helped me a great deal when I was looking for full-time work earlier this year. I'd highly recommend this book not just to motion graphics artists, but to anybody working freelance or full-time in a creative field.

Very useful. Joey is a great teacher, I've taken his animation bootcamp course and know him to be the real deal; very knowledgeable, personable and full of practical advice. The freelance lifestyle is full of obstacles and challenges, this guide helps to navigate them.

I have been an active freelancer for the past 15 years and this book couldn't be more accurate or

helpful! It is a great introduction to the world of freelancing and all the benefits and potential pitfalls that come with it. I would recommend this book to anyone interested in getting into freelancing as well as those who are already successfully doing it. There were some great suggestions in here that I hadn't thought of that I will be putting to work in my own freelancing practice. Thanks Joey for repping all us freelancers! Great job!

I bought this book just after I left the studio that I've been working on for 6 years. I was so scared of the things that might happen when I go freelance but this book provided such detailed and invaluable knowledge. It made me realize that freelancing isn't really that scary as long as you have the right skills, mind set and clear goals. I highly recommend this book to motion designers who plan to go freelance or to those who are just starting out and want to go freelance right away. Thanks to Joey for the knowledge!

I would recommend this book to anyone who is a creative. It is full of super helpful information like a step by step process for emailing a potential client. This was also more motivating than any of the personal development books I have read. Joey gets you excited about the opportunities that come with freelancing but is upfront about the time and effort it takes to be successful. If you are even considering getting into freelancing, this is the book for you!

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