



Bidding Cheat Sheet

1 Before you get on the phone:

- Research the client. And if an agency or design firm is representing client, research them as well.
- Be cool, you were called because you are a bonafide candidate for the gig.
- Do not try to exaggerate your experience with a bunch of hyperbole. Honesty goes way further, especially if you have questions. It is always better to ask questions and be well informed.

2 Ask the art producer or the point of contact for the client:

- What's your budget look like?
- Where are the images going to be used?
- How long do you need to use them for?
- How many images would you like to get out of the shoot?
- Do you need to have access to all the images like a library shoot?

Talent is always a key question:

- What is the talent usage?
- Do you need exclusivity for a certain category?

Deliverables and post production:

- What are you delivering to the agency or client? (hard drive, finished or raw images) - this can affect whether sales tax needs to be applied to the job.
- Who is doing the digital processing and color correction (you, them, third party)?
- Who is doing the retouching (you, them, third party)?
- What is the timing on the deliverables?

3 Think about when you're putting together the bid:

- How many shots.
 - How many days.
 - How many Locations (public or private).
 - How many Heads (talent).
 - Any special (expensive) requirements. i.e. high end wardrobe, large prop, cars, specialty teams etc.
- From there, the rest of the estimate will become apparent. (i.e. travel, transportation, catering, insurance, editing/retouching.)

4 Miscellaneous:

- Call out cancellation policy on the bid.
- Accounting process? Net 30? Net 60? (Some clients have a very long process for paying their vendors).
- Advance payment information (Does the client have rules regarding what they can pay in advance).