

Bidding Cheat Sheet



First

Research the client. If an agency or design firm represents the client, research them as well.



Then, Stay Cool

Be cool, you were called because you are a bona fide candidate for the gig.



Always Be Honest

Don't exaggerate your experience. Honesty goes a long way. If you have questions, ask them. It's better to be well-informed.



Ask:

Key Questions:

- 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 Questions:

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

Deliverables and post-production questions:

- 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?



Think about this when putting together a 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.)



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).