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**Navigating the world of freelance design**

## **Perspective One: Business Owner**

Do you require a few additional hands for an upcoming event but are unsure where to look? Do you want to give a new designer a trial run before hiring them full-time? When it comes to hiring a freelance floral artist, these are some of the questions that business owners ponder.

It is important to have a game plan when you are seeking freelance help. Create a list of what skills you are looking for, the requirements for a day of work and how much time and money you are willing to dedicate to the freelancer.

There are many freelance florists that are actively looking for work. As a business owner, you must set the expectation of what you are looking for and how they will be compensated for their time. Take to online florist community groups—you will be surprised how many freelancers are posting their availability hoping to book that job.

Ask fellow business owners if they know of any florists actively looking for a gig. The best referrals come from fellow industry members.

As a business owner, it is important to be in the know of all the current laws and regulations in your area. Just two years ago, California enacted independent contractor legislation because independent contractors differ from typical employees. They work as self-employed individuals in positions such as graphic designers, construction laborers, consultants and even freelancing florists.

California Assembly Bill 5 was passed into law in September 2019. On January 1, 2020, the new law went into force. With a few exceptions, the law mandates businesses to reclassify independent contractors as employees.

"In California, an individual is only considered an independent contractor if they meet all three elements of the test: the worker is not subjected to managerial direction or control over his or her performance, the employee conducts tasks that are not part of the company's normal operations and the worker basically acts as if he or she is employed by a company and does the same tasks.

"Simply said, you are likely an independent contractor if you can give services to other firms, have a well-established corporation, and have a unique skill set. Make sure to check your local area to ensure that you are properly following the ABC or Common Law test!

Do not stress yourself with an overwhelming amount of duties and responsibilities. If you feel like you need the extra help—it is more than likely time to start exploring your options for hiring a freelancer to assist you.

## **Perspective Two: Freelancer**

Freelancing allows you to travel to new and exciting places while showcasing your floristry skills. Whether it's design work, crew setup or administrative duties — your help is needed! How do you put yourself out there to book these gigs?

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The best way to get involved in the freelance community is to get your name out there! Word of mouth, local and national organizations and social media are all valid ways to get your foot in the door of freelancing. Reputation is everything in this small community. Making sure you present your best work and attitude is the way to get those positive referrals.

When you are in the beginning stages of seeking a company to freelance for - communication is essential. You need to have a clear contract of limitations and expectations. Make sure everything is on the table so there are no surprises once the work begins. Traveling out of state? Have certain physical limitations? Make sure you are communicating this to the company you are looking to freelance for so they can account for this in the negotiation process. Do not be afraid to price your worth. The average hourly wage for a floral freelancer is between \$25-\$30.

Once on the job, be a team player and offer a helping hand. Being a self-starter does reflect quite nicely in the referral process. Having a positive attitude towards the work will affect all who are involved. No one wants toxicity on the day of an event!

Be organized with not only your workstation but the necessary paperwork needed for the businesses you assist. Having your banking, insurance, resume, and identification documents presented in an orderly fashion will make the on boarding and payment processes much easier.

Never stop learning! The floristry trends are forever changing. Stand out by learning new skills to present to potential business owners. There are so many workshops and industry conventions to attend that will teach you new skills and help better your current skill set.

Hint: Learning [Details Flowers Software](#) will help you set yourself apart from other freelancers!

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