



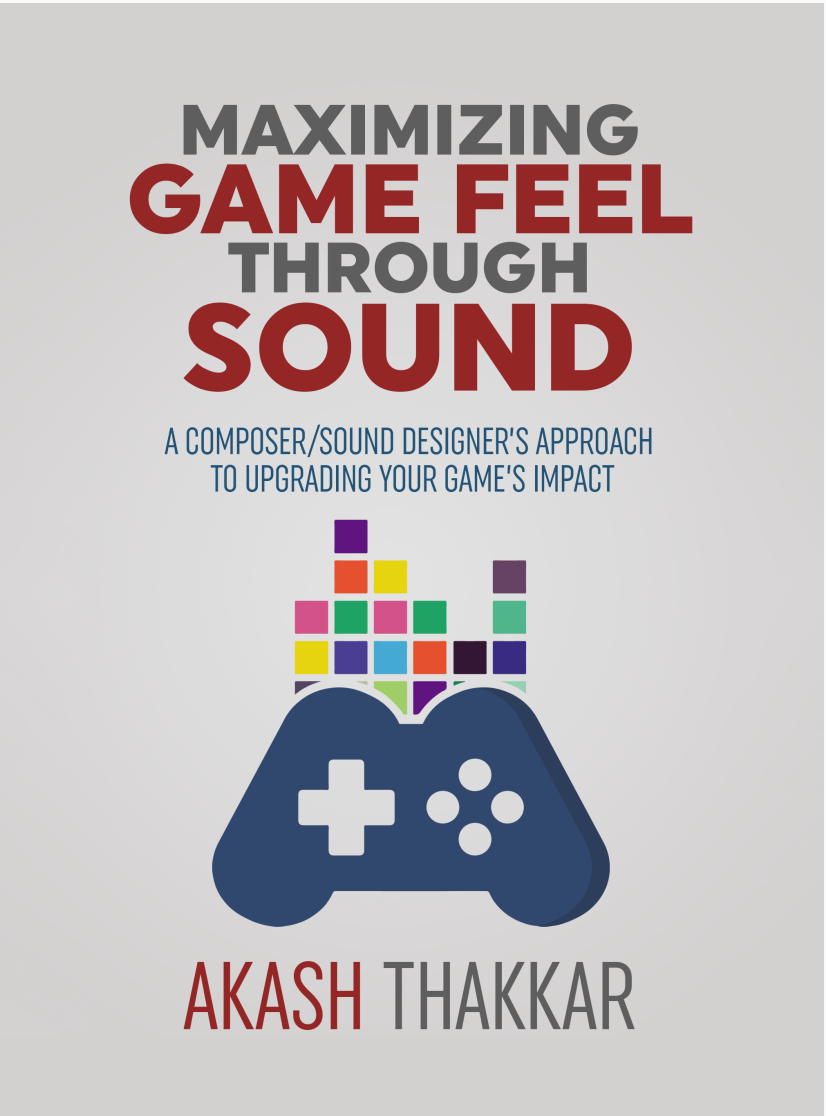
SUCCESSFUL FREELANCING IN GAME AUDIO

GDC 2018 - Akash Thakkar











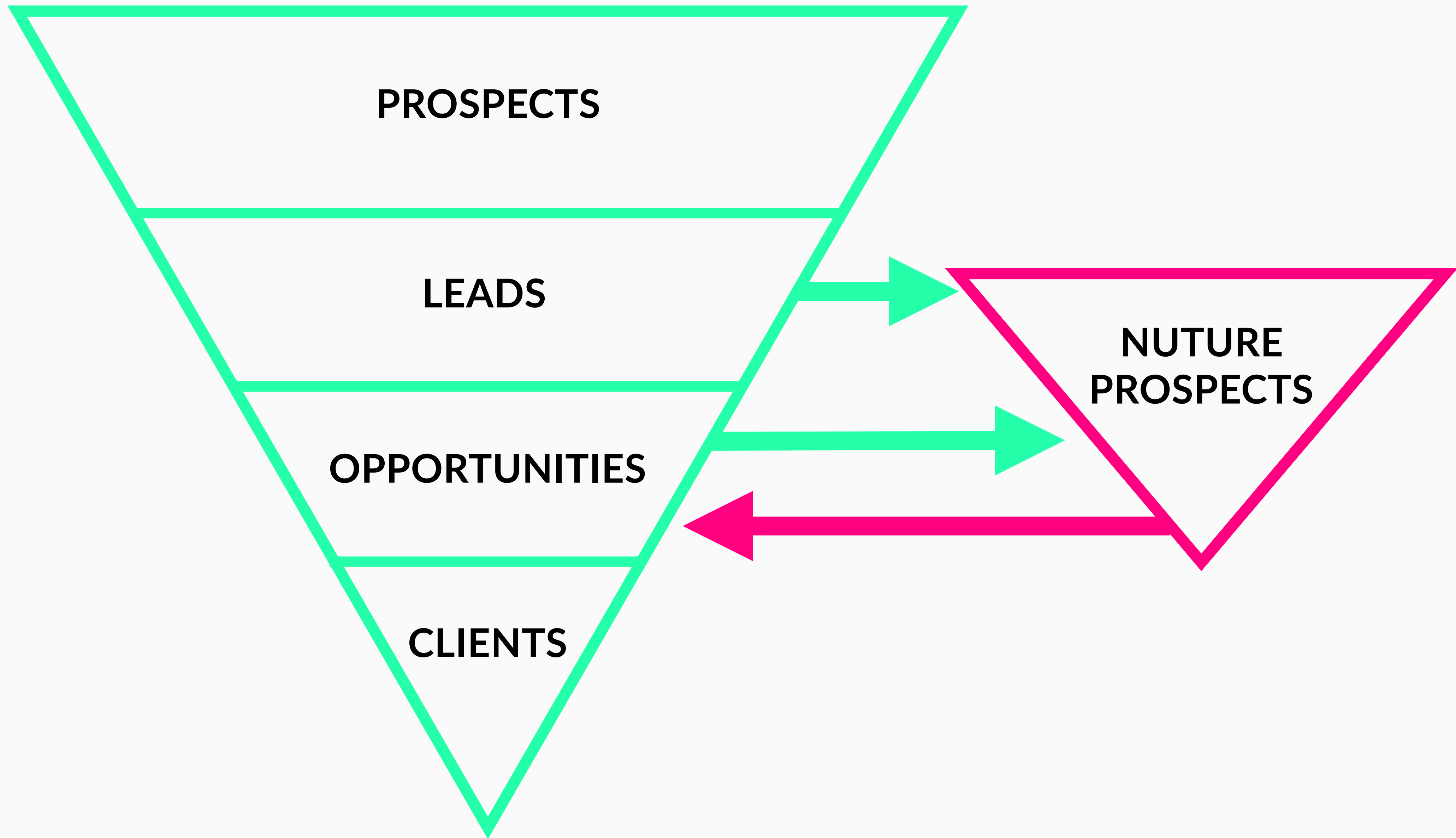
(Freelancing Well)

- How business owners think
- Finding GREAT work
- Having a side job
- Contracts and other boring stuff
- Video call follow up
- My way isn't the only way!



(In Systems)

- A fancy word for habits
- Making sure you can have reproducible steps
- Make systems based off of your goals





(Finding Clients)

- Your goal is to move your prospects through this funnel
- Talk to humans
 - Even if you don't have a reel
- Say yes to everything until you can afford to say no
- Volunteer, go to game jams, attend local events



(Networking)

- You are here to make friends - not only make business contacts
- Don't just "show up" - make a plan
 - Host meetings, research speakers, send emails
- It's **all** about follow up
- "You need a very big network, and a vibrant one"



(USE THEM!)

- Use contracts, even for free projects
 - Helps determine who owns the rights to your work
- Work for hire
- Non-exclusive agreement



(**Getting PAID!!**)

- Use flat fees (as often as possible)
- Use a project proposal
- How to get around post-quote silence
- My favorite “script” for getting paid as a beginner
- You can work for free, but don’t work for nothing



(Are They Okay?)

- Yes
- I used to clean toilets
- I advocate for having financial stability
- You're not a failure if you have one

THERE'S NO ONE RIGHT WAY

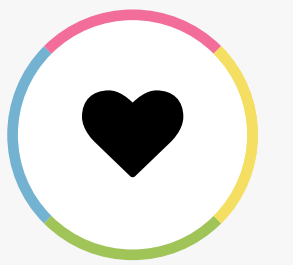


THANK YOU!

Time for Questions!

Thank you!

Stay In Touch!



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