



# Getting Money

To get your project or your independent practice of the ground you need resources. When you don't have access to money you will always find creative ways to get your work done: you involve your friends, you use materials that you have lying about, you trade and you will get the most out of the little budget you have. This is called bootstrapping and bartering.

What if you want to go bigger, more complex, longer, use higher quality or innovative materials etc? Or, what if your independent practice needs to replace your side job, or if it is your primary source of income?

Then you can consider other ways of getting money into your project or business.

First ask yourself: do I need money to start a one time project so you can work freely on delivering on the specs and requirements of that project. If so consider the option from the left hand column.

If you are looking to get recurring income form for instance selling services or products check the right hand channel.

Ofcourse you can always mix it up. For instance selling products or tickets as part of a project. Projects themselves could be part of the recurring income from your independent practice aswell.

## Funding vs. Income Streams

### Do you need MONEY to start the project?

#### NO:

I will BARTER and arrange materials through my network

#### YES:

I need FUNDING for my project (money to make my project happen)

- Bootstrapping work with what you have, be cost-creative
- Barter deals 'in kind', trading materials or jobs
- Personal Savings
- Private Loans
- Private credit AKA maxing debit or credit card
- Business Loans
- Sponsoring
- Donations
- Subsidies
- Grants
- Crowdfunding
  - Donation
  - Rewards (Perks)
  - Lending
  - Equity (ownership)
- Fundraisers
- Pre-sale

\* be aware that loans need to be paid back eventually...

### Do you want recurring income from your work? *(especially when turning a project into a independent practice, a business)*

#### NO:

I just need cash / materials to make a one time project happen

#### YES:

I need a REVENUE MODEL (returning income stream)

- Transactional, Selling services and products
- Entry to experiences, Entrance fees
- Pay-what-you-like
- Installments, paying in smaller parts
- Up-selling, upgrades to initial offering
- Cross-selling, connect to other offerings
- Discounts and other behavioral incentives
- Sector specific pricing or discount
- Service fees
- Aftersales
- Maintenance fees
- Recurring, subscription
- Freemium
- Membership
- Suspended Sale (Pay for Someone Else)

And ofcourse:

- Project Fee All in price for entire project
- Billable Hours Hourly Rate, Day Rate

