

Freelancers, are you getting paid enough and on time?

 By Leigh Andrews

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While the changing world of work and need to supplement barely-meets-expenses media salaries means there are more freelancers than ever before, there's also a lack of consistency in fees and receiving payment. Here's how to ensure you get paid what you're worth.



Chakrit Thongwattana © [123RF](#)

Freelancing is a career move many aspire to, yet others fear. It means the freedom of working from home, or from a coffee shop, or anywhere with Wi-Fi, really.

It means working when inspiration strikes, around set office hours. It also means isolation, self-doubt and undercharging for your services. And freelancers aren't exactly rolling in the money.



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Laura Rawden, then-chair of the South African Freelancers' Association or Safrea explained last year:

“ The average earning of a freelancer in South Africa just doesn't match up even to the baseline wage of the average worker in the country. Freelancers are earning in the vicinity of R10k a month, whereas for the average South African employee it is at just over R18k. ”



#AfricaMonth: Safrea on the freelance future of work. Are you ready?

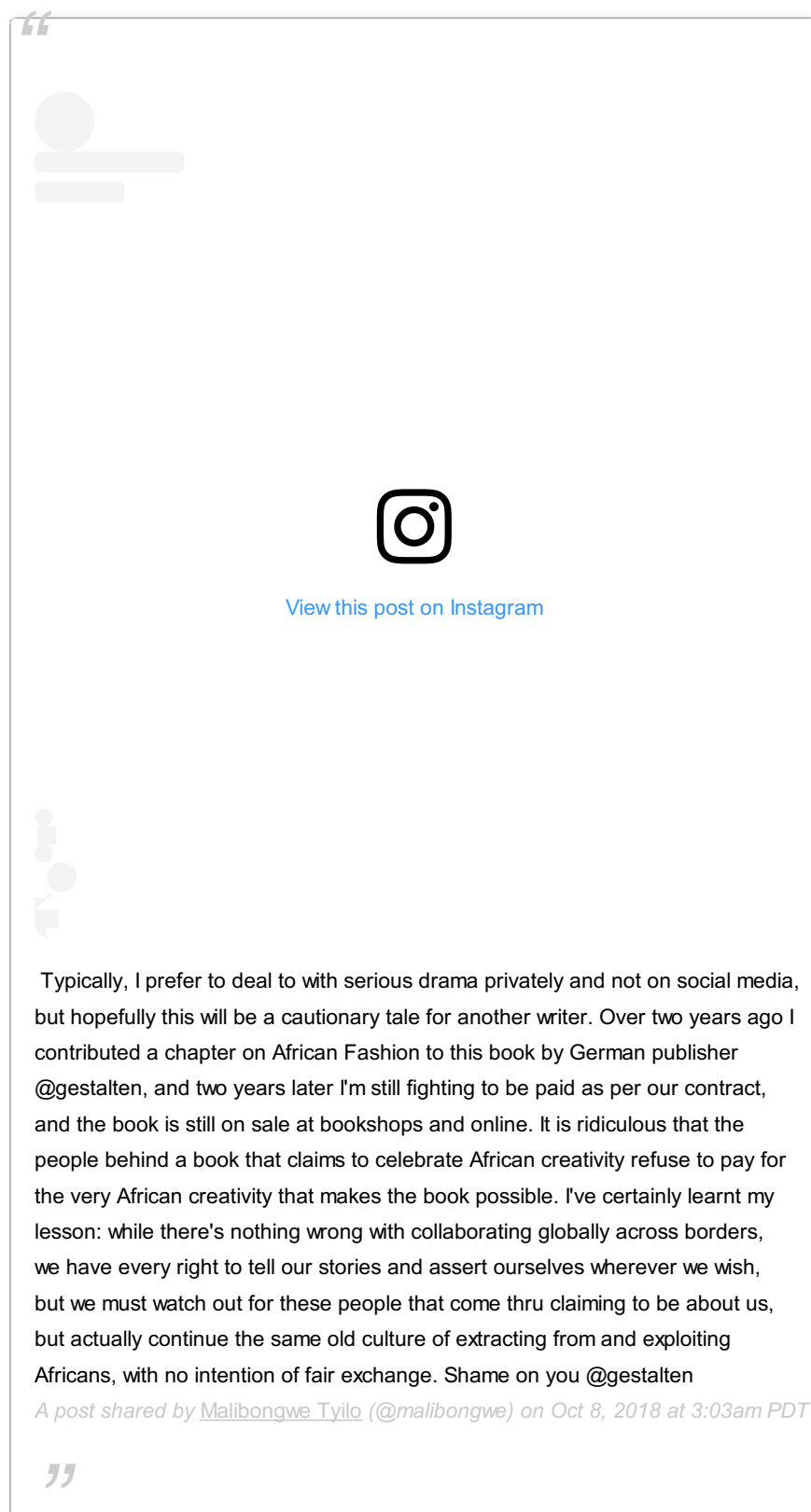
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Unfortunately, struggling for fair payment is also a harsh reality for many freelancers.

In fact, just last week, [News24](#) reported that local arts and fashion writer Malibongwe Tyilo vented on Instagram about

German publishing house, Gestalten, which allegedly failed to pay him for his contribution to a chapter on African fashion in their book, *Africa Rising*, over two years ago:



How much to charge for freelance work

Last week, independent public relations consultant Marisa Louw of eMlo Communications shared the following to Facebook:

This Facebook post is no longer available. It may have been removed, or the privacy settings of the post may have changed.

It highlighted the fact that many still aren't sure what to pay for freelance work done on a per project basis.

The client is often wary about paying a deposit upfront as you haven't yet produced any work, but the freelancer often struggles for months after to secure payment once the project is complete.

It's a real catch-22.

How to get paid for the work you've done

That's where the Gentle Reminders Club comes in.

Similar to the Hello Peter customer service ratings of red angry face and green happy face, founder Scott Cundill explains that Gentle Reminders Club is using emoji ratings to encourage businesses to quickly pay their invoices. Unlike Hello Peter, joining Gentle Reminders Club is free...

“ Instead of constantly hounding the accounts department for money, the Club sends out weekly letters, notifying both parties that their public rating, which is broadcast on their website, is happy, grumpy or indifferent. The system effectively speeds up the collections process in a gentle and mostly, uplifting way. ”



Safrea and Gentle Reminders Club support prompt payment of freelancers

Safrea 1 Mar 2018



Here's how it works:

The creditor registers, chooses a letter template from the various options available and The Gentle Reminders Club sends it off to the debtor. Only the creditor can then change their emoji status and the payment status, which are publically reflected on the website.

If you're a freelancer, join the [Gentle Reminders Club](#) and Safrea. [Click here](#) for Safrea's tips on how much to charge for freelance work.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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