



# Negotiation for freelance journalists


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Freelance  
Journalism  
Assembly



# How to negotiate and how to build long-term business relationships



# Who pays how much?

[wasjournalistenverdienen.de](https://wasjournalistenverdienen.de)

Die Antwort gibt's hier:  
Erfahre kostenlos, was  
Kollegen verdienen – oder  
trage selbst anonym deine  
Daten ein.

## Was verdienen Journalisten?

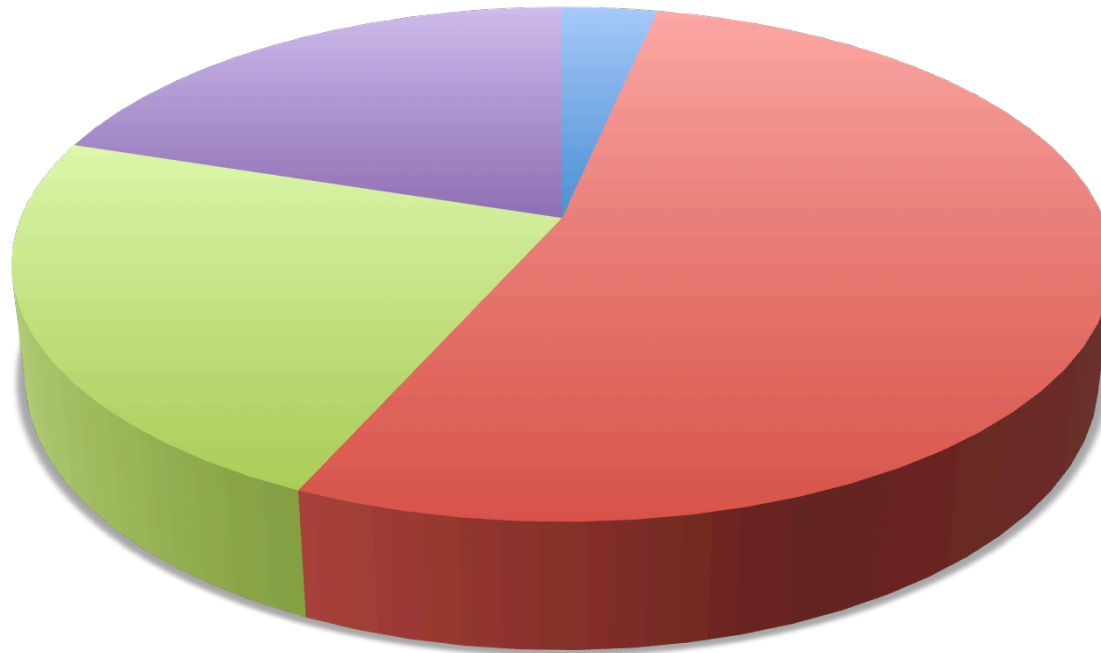
Bisher legten Journalisten 2331  
Gehälter und Honorare bei 881  
Medien offen.

**Mach mit!** ▼

# **You urgently need information sources about fees!**

- ➔ **We have to talk  
about our fees**
- ➔ **We can't negotiate  
without these informations**

# Let's make a survey!



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# Groundwork



## Be sure

*that you know exactly how much the publisher typically pays – the more colleagues you ask the better*

## Decide in advance

*whether you agree with this fee (crucial for cold callings. Usually newbies get less than the typical fee – but you won't)*

## Have 3 prices in mind

- anchor price
- goal price
- exit price



## anchor price

*the first price you will mention in the negotiation.  
Always a little bit higher than the goal price*

## goal price!

*the price you actually want to achieve.  
This is the fee you want to get in the end*

## exit price

*beneath this price you finish the negotiation.  
Politely but you leave*

A little bit psychology:

950

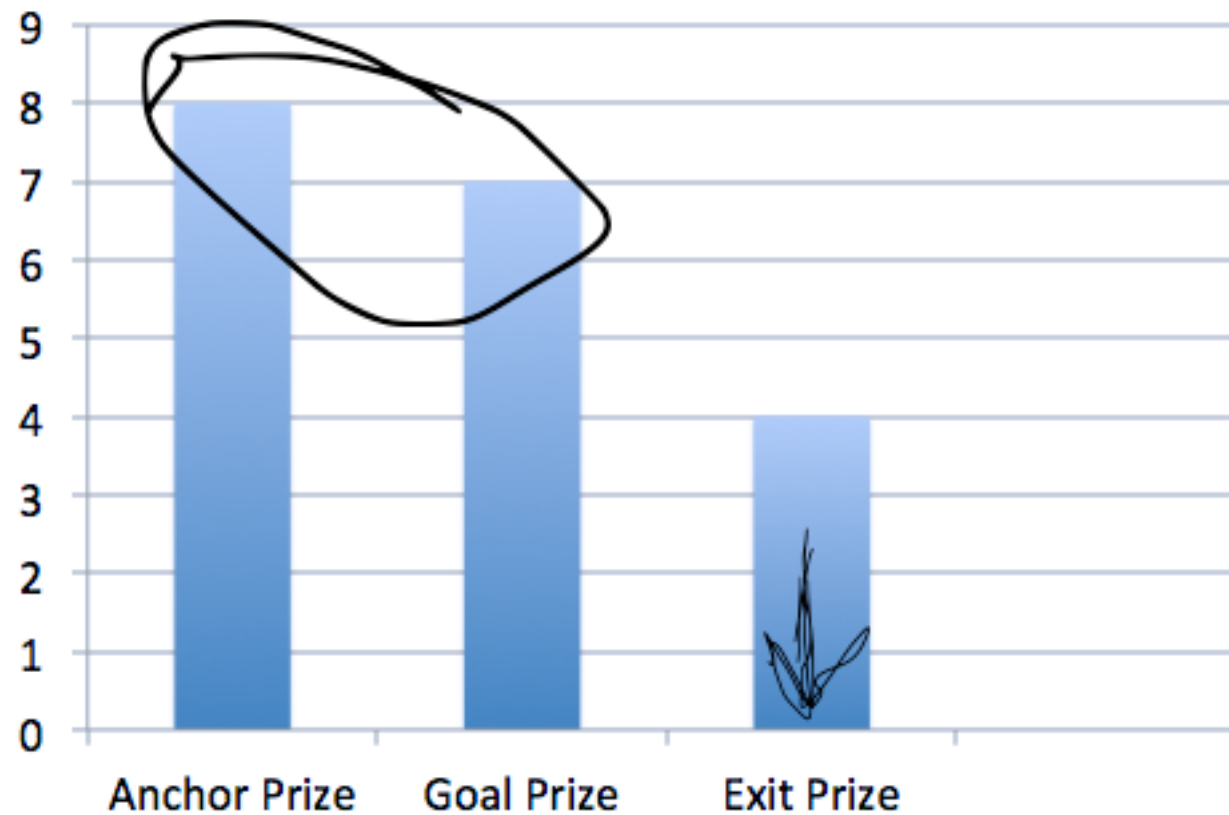
# Be the first who names a price

*You will name the anchor price*

*It's like a coat for your goal price  
and covers the fee you want in fact*

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# What about the exit price?

If the difference between your goal price and the editor's offer is too big you should finish the negotiation.

**Therefore you have an exit price:  
Beneath that fee you leave.**



With a warm sorry  
but you leave

**How can you be sure  
that the editor don't want  
you to leave?**



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**Because you know  
the right time to negotiate.**

*Negotiation only starts  
when the publisher*



***has already accepted  
your exposé***



# Let's summarize: The Golden Rules

**1.** *When it comes to negotiation*

***You***

***will name the price***

***(not the editor)***

## Golden Rules

**2.**

*You will name the **anchor price**  
which is higher than your goal price*

*So you maximize the chance  
to get what you really want*

## Golden Rules

- 3.** *Pay attention to the **right time**:  
negotiation only starts when the  
publisher **has accepted your exposé***

## Golden Rules

- 4.** *Finish the negotiation if the offered  
**fee is lower than your exit price.**  
Be polite but leave.  
This will not result in a good  
business partnership*

## Golden Rules

- 5.** *I don't work for the honour. I don't work to support someone's business.*  
*I am a professional. And that means:*  
***Good goods for good money***

## **Silence, please! (this is a trick)**

If your counterpart starts to fight and to argue  
there is a possibility to release the situation:  
**silence.**

Don't speak for a while  
and see what will happen

**But keep in mind:**

**Good fee negotiations  
are always at eye level.**

**They don't mean fighting!**



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# We play!



  
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## Building long-term business relationships

They get you through bad times

They make you feel appreciated

They forgive you mistakes

**Our job:**

**delivering a good product!**

on time, reliable, to the agreed extent,  
with a profound research, with a high commitment  
to the text, uncomplicated in post-editing

**You should aim for a  
win-win-situation**

**The fee is one of several  
currencies.**

**But they are more.**

# Other currencies?

**If your fee negotiation gets stuck but you don't want to quit – ask for:**

- less extend = less time = more money
- follow-up orders = long-term perspective
- acces to the inhouse database  
= benefit for your research
- right to resell in other publications  
= more money

**Back-up for freelancers:  
Moderation, ghost-writing,  
fact-checking, proofreading,  
press work for NGOs etc.**

## Find your network!

### Some examples in Germany:

Freischreiber

The Riffreporter collective

WPK, the science writer association

Hostwriter

Netzwerk Recherche

Vocer Innovation Day etc.



# Questions?

## Links

<https://journalismassembly.com/>

<https://ejc.net/events>

[www.freischreiber.de](http://www.freischreiber.de)

<https://europemedialab.eu/eu-journalism-fellowship>

<https://weltreporter.net/>

<https://hostwriter.org/>

<https://journalists-network.org/>

<https://europeanjournalists.org/policy/freelance/>

<https://www.ifj.org/what/workers-rights/freelancers-rights.html>

<https://www.journalismfund.eu/>