

## **Professional Estimating Service by Suzanne Sease** *An APA Benefit to Members*

### **You just received a request to estimate an important job- now what?**

At this very moment your estimate is your most critical marketing tool. To an art buyer your estimate speaks volumes about your understanding of the job at hand, of production values and your ability to produce the shot, as well as your knowledge of licensing and use. In short, when an art buyer reviews your estimate they are sizing you up. Whether you get the job or not often depends on what you put in and leave out, and how professionally you present your estimate.

A highly experienced former Art Buyer and well-published professional consultant to photographers, Suzanne Sease has created a service to help you submit the professional real-world estimate your art buyer needs to see to award you that job.

### **How Suzanne's Service Works for You**

1. You contact Suzanne with your initial project information, layout, or creative brief, along with the deadline for the final estimate, for her review.
2. Suzanne studies the layouts and prepares a thorough list of questions for you to ask the art buyer and/or art director.
3. You then report the answers to Suzanne. With Suzanne's guidance you will collect the production costs associated with the project. Suzanne can assist in finding names and numbers of production crew if needed.
4. Suzanne reviews your final production costs, and then helps to write your verbiage, including description, treatment, licensing terms.
5. Suzanne then creates your creative fee structure for the project.

Suzanne works to make sure your estimate reflects what the art buyer needs to see. She is an advocate for helping you to maximize your profitability on your project, without shorting the production values for the client.

### **How Much Does This Cost?**

As a member of APA this service is discounted to you over Suzanne's normal estimating fees. The estimate preparation fee is simply a flat \$125--.

In teaming with Suzanne for your project estimate, she will strive to position your estimate for profitability and success. If the project estimate is approved, then 6.5% of the final creative and tech scout fees would be payable to Suzanne upon payment of your invoice. If the estimate is not approved then there is no additional charge! *All payments are payable by credit card. A portion of each fee is donated back to APA to support our education efforts.*

### **How Do I Get Started?**

This service is available one project at a time, and you begin by simply contacting Suzanne when that first call for the estimate comes through. Simply be sure to have a deadline for the final estimate for Suzanne so as to allow for a full review. You may contact Suzanne Sease by calling 804-741-9070.

### **Can Suzanne Also Help Me With My Career and Portfolio!**

Suzanne is a highly experienced consultant and can help you with your photographic career. With a degree in Fine Arts, experience as a picture editor as well as being a former Art Buyer Suzanne is uniquely qualified and comes highly recommended in developing your portfolio from book design to prints. Fees for this are separate from her estimating service, but well worth it.