



The Freelance Manifesto: A Field Guide for the Modern Motion Designer

Joey Korenman

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Designing beautiful boards and making smooth animation come naturally to us Motion Designers. It's what we're good at. However, designing the career we want, with the freedom, flexibility, and pay we crave, that's more difficult. All of the above is within your grasp if you're willing to take the plunge into freelancing.

School of Motion founder Joey Korenman worked in every kind of Motion Design role before discovering that freelancing offered him not only more autonomy but also higher pay, less stress, and more creativity. Since then, he's taught hundreds of School of Motion students his playbook for becoming a six-figure freelancer. Now he shares his experience and advice on breaking out of the nine-to-five mold in this comprehensive and tactical handbook. The Freelance Manifesto offers a field guide for Motion Design professionals looking to make the leap to freelance in two clear and concise parts. The first examines the goals, benefits, myths, and realities of the freelance lifestyle, while the second provides future freelancers with a five-step guide to launching and maintaining a solo business, including making contact, selling yourself, closing the deal, being indispensable, and becoming a lucrative enterprise.

If you're feeling stifled by long hours, low-paying gigs, and an unfulfilling career, make the choice to redesign yourself as a freelancer—and, with the help of this book and some hard work, reclaim your time, independence, and inspiration for yourself.

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From Reader Review The Freelance Manifesto: A Field Guide for the Modern Motion Designer for online ebook

Jonan Grobler says

This book is aimed at a very specific target audience, which just so happens to be me. Hence the 5 stars. In short, if you're a Motion Designer, buy this right away. Don't even think about it. Don't even read the rest of this review. It's essential.

Korenman lays out 4 key phases (with an optional 5th phase) for taking control of your time as a motion designer. Finding your own work, dealing with clients, how to build your portfolio website, it's all in here, and it's super detailed.

And it's not all conceptual, or theoretical - it's real, nitty gritty, in the details, exactly what to do, what tools to use right now.

If you're in some other creative field, it's probably still an interesting read, but not so clearly applicable. You'd be better off reading Tim Ferriss's 4 Hour Work Week (a book Korenman is obviously a big fan of) and applying those principles to your own life.

Tom Davis says

Excellent book! This one encouraged me to go out into the world and be my own boss... something I've wanted to do for a long time but was too afraid. There's a lot of gold in this book. I highly recommend it if you're a designer/ animator. Even if you just want to freelance a little on the side and keep your day job - this book really helps get your mind around some concepts that are really helpful.

Silvia Zigterman says

Really enjoyed the book and definitely got a ton of useful tips, ideas, action plans that I am excited to implement. However, for all the hype in the industry around this book, and frankly the amount of pages, I was expecting a lot more content. The first part of the book (Why Freelancing is great) could have been said in one or two pages, and it felt like Joey was saying the same thing 60 different ways. The second part was very practical and useful, but I felt could have been expanded on, maybe with more case studies, scenarios, workflows, or more information on different types of projects or clients...

I would definitely recommend this book, just was expecting a bit more and was a little frustrated by what I viewed as a lot of page fillers.

Eric Rothman says

Lots of good advice in here, especially for stalking and contacting new clients. I wish I'd had this book when I started freelancing. I had to learn all this stuff the hard way; some of it really recently into a 10-year career.

The stuff about crafting your life the way you want it is really empowering, regardless of your industry.

Also, I'd love to be wrong about this, but I do think he's a little bullish about the state of the industry. Maybe it'll stay great forever—I love the optimism—but there's a case for healthy skepticism too. At any rate...

Charles H says

Practical, helpful. A shockingly quick read for 300+ pages though. Big font.

Jasper Hilgers says

Indispensable for any motion designer, current or aspiring! I'm a student just starting out in my career and I know this book was an investment that will come back to me many times over. I went from being completely terrified of freelancing (read: the unknown) to making my first moves by the end of the book.

Saúl Yance Echegaray says

A must for motion designers.

Gergana Gergova says

Brilliant and inspiring! So many useful insights about the industry that are otherwise only acquired through personal experience or word of mouth. It is a book worth checking out if you are interested in a motion design freelance career! The book is split into 5 phases, each very useful and different, tracking where you currently stand with your clients.

Julieta Tobon says

Dude!!! This book has to be a fundamental reading for every single motion designer on the planet! Please, please, please, if you are one of us, read this right now and it'll help you a lot with your freelance life, with the relationship that you have or that you're building with your clients and overall to be a really confident motion designer!

Love it!
