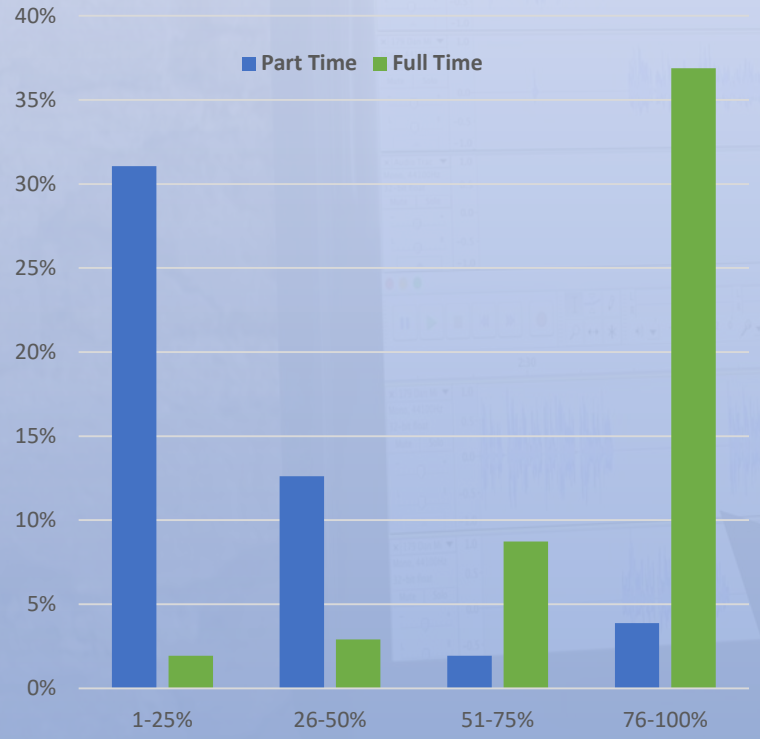
How Much Do Editors Make *and What Affects the Rate*

Steve Stewart & Mark Deal

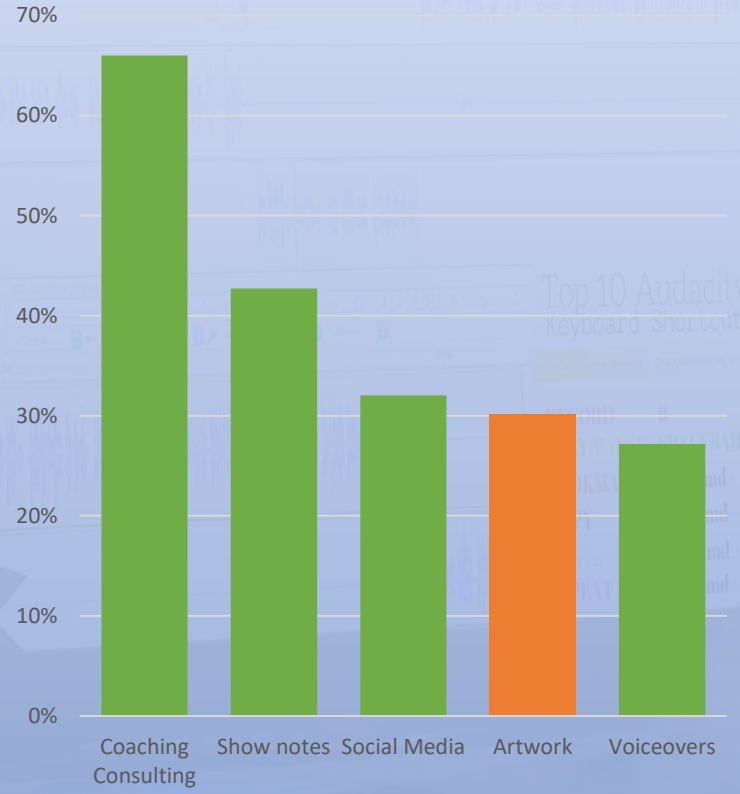
First… a little about YOU!

…The 103 Editors that responded

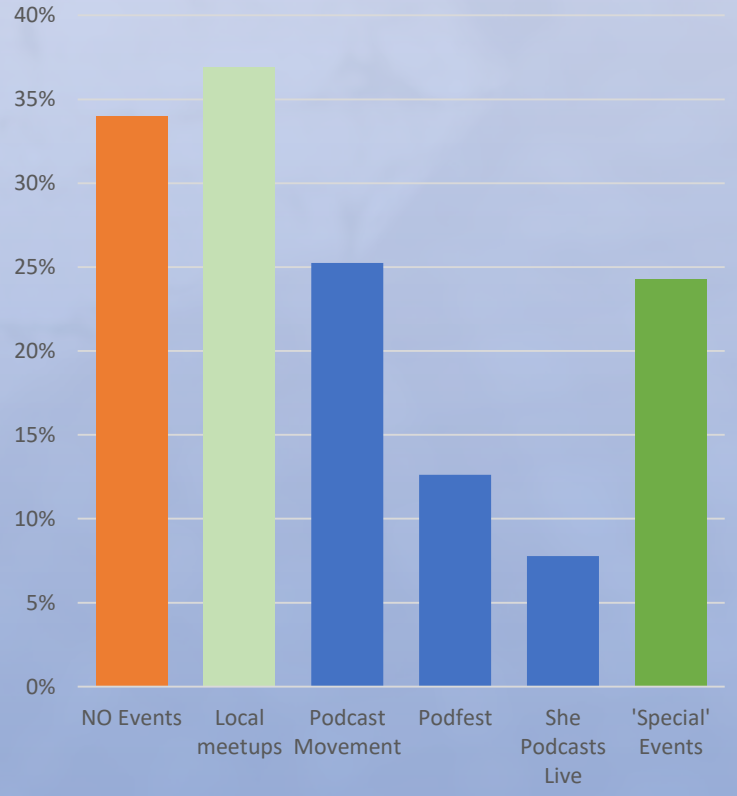


Working Full Time or Part Time

…and % of Income



What else you do outside of Editing



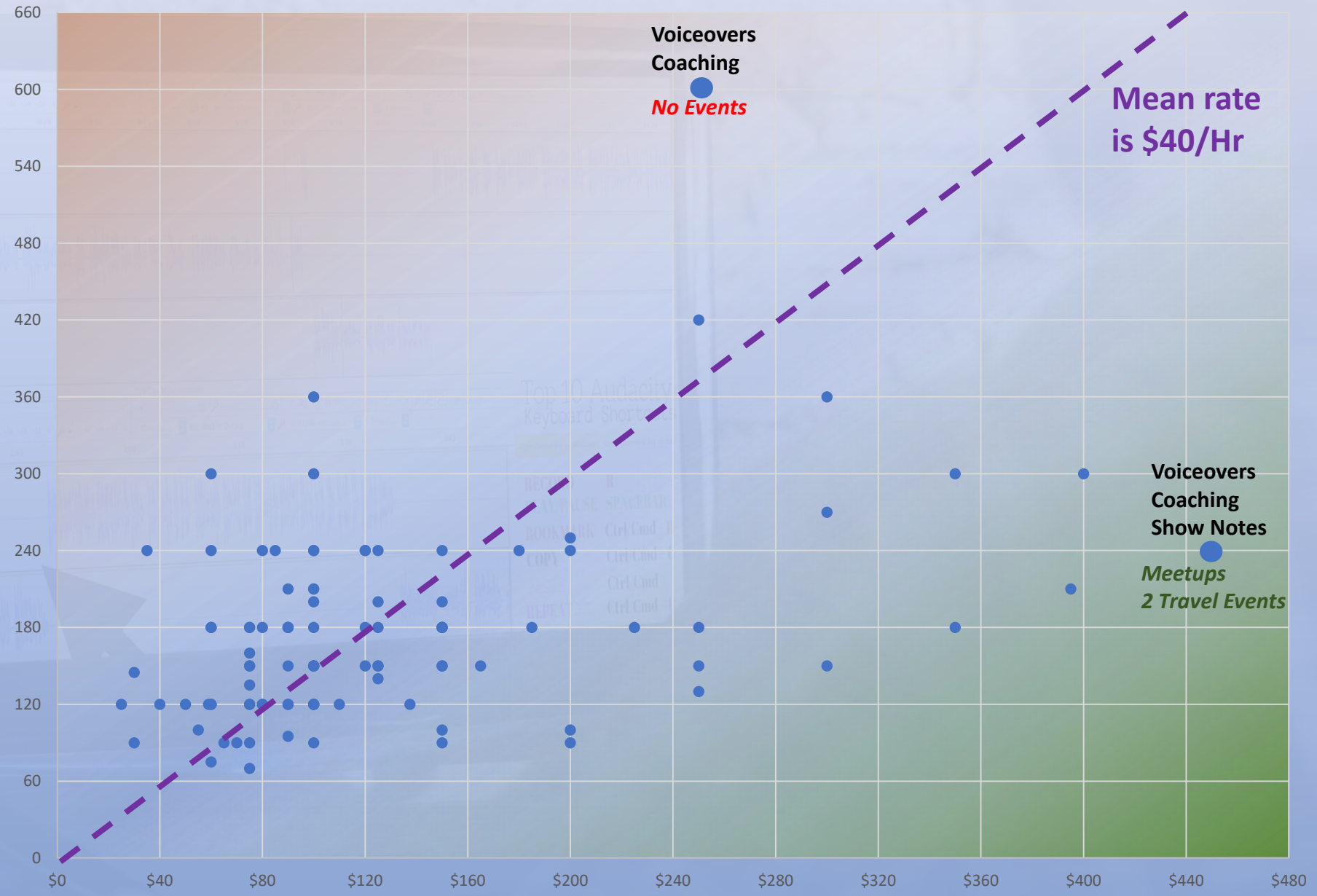
What Events you go to

How Much are you Charging?

*Edit a 60-minute recorded interview *(edit out uhms, etc - a detailed edit)*

*Basic noise reduction and volume leveling

*Put the entire episode together and mix down to mp3



Hypothesis…

The **quoted rate** (and **time to complete**) for a **fixed scope job** is ***influenced*** by the **Other services** you offer and **the events you go to.**

What we did…

Took survey results…

…of **analog work** of **digital medium**

…with ‘free text’ responses

….that wasn’t intended for a statically study

And researched some math to show what works *(and what doesn’t)*

This is meant as a guide to help you explore your own reality!

Excel Pivot tables are for losers

We used Regression Analysis

A linear regression is a statistical approach to modeling the relationship between an outcome and one or more variables.

(i.e. Is the Price, Time, or Rate influenced by what else you told us)

- Some things help or hurt our desired outcome
- Some things don't have enough data
- Some things have no *statistical* influence

We still discovered a few things that consistently moved the needle

Price

Things that Help

- Going to **Events** increases your price
  - ‘Special’ events are best
- Some ‘Extra Services’ Increase your base price
  - Coaching/Consulting, Social Media, and Voiceovers are the best.

Things that Hurt

- Going to ***too many*** Events decreases your price
- Some ‘Extra Services’ decrease your base price
  - Artwork and Host Management are the worst

Time

Things that Help

- Going to 3 or more **Events** decreases your time to complete.
  - Not all events are equal.
  - Easy Event = Quicker Editing
- A lot of ‘Extra Services’ decrease your time to complete. *(seriously?)*
  - My guess is these people outsource the extras or have added services as they got really good at editing

Things that Hurt

- Some ‘Extra Services’ increases your time to complete.
  - Recording, Artwork, Voiceovers, and Coaching.

There is a balance of maximizing your **Price** while minimizing your **Time**

$$\frac{\textbf{Price}}{\textbf{Time}} = \textbf{Rate}$$

Would you like to see how to
increase your hourly rate by
over 300%?

How to increase your **Hourly Rate**

Find a way to incorporate Social Media *without managing the hosting. Perhaps setup or leverage Social publishing tools.*

Go to events… but have a plan. Find unique events. Popular events will help your pricing *but be mindful of the extra work you do or offer. Don't chase shiny objects!*

Coaching and Consulting *may add time*, but they overcompensate by raising your rate. Try to add leveraged consulting (i.e. courses) *instead of 1-off coaching (i.e. hoping on calls to fix a mic).*

Clients like the capability of adding voiceovers to their shows.

Meetups are the easiest way to network, meet new people, and learn *a few* things.

Stop creating artwork! Seriously – you are valued as an audio editor, not a do all generalist. Instead, network and share work with graphic designers.

Head Over to **PodcastEditorsConference.com** to learn more!