

Freelance Pricing Strategy Review

Date: [Insert Date]

Dear [Client's Name],

I hope this message finds you well. As we continue our partnership, I wanted to take a moment to review my current pricing strategy and discuss potential adjustments to ensure both our expectations align.

Current Pricing Overview

As per our last agreement, my current rates are as follows:

- Hourly Rate: [Insert Rate]
- Project Rate: [Insert Rate]
- Retainer Fee: [Insert Fee]

Market Comparison

Upon research, I've found that the average freelance rates in our industry are: [Insert Industry Rates]. This provides a benchmark for evaluating my current pricing.

Proposed Adjustments

To remain competitive and reflect the value provided, I propose the following adjustments:

- New Hourly Rate: [Insert New Rate]
- Reconsidering Project Scope for Fixed Rates
- Potential Discount for Long-term Projects

Next Steps

I would love to hear your thoughts regarding these proposed changes. Please let me know a convenient time for us to discuss this further.

Thank you for your understanding and continued partnership!

Best regards,

[Your Name]

[Your Contact Information]