

Starting a new career is scary, and it can be easy to underestimate what you bring to the table when you do. In this interview, Heidi helps new freelance pattern-maker Vanessa dissect Vanessa's current outreach approach and strategize how to receive more email responses, starting without experience, what her pay rate should be, how Upwork can help grow her business, and create a plan of action.

For the complete show notes, including links to the resources mentioned, head over to [Successful Fashion Designer!](#)

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In the interview (which you'll love), we will cover:

- Exactly how Vanessa addresses potential clients by dissecting emails she sends
- How she can improve her response rate
- Why she needs to stop defining herself as a mature-student
- Starting without experience
- Tools to find the right email addresses and person-of-contact
- How to change Vanessa's rate and why
- Finding clients and Upwork strategies
- And more!

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More About the Episode

Vanessa begins the interview unsure of the value she brings to the table as a new pattern-maker in the fashion industry. By the end, she understands what she has to offer, how to increase her response rate, and how much her work is actually worth.

About Vanessa Dawson

Having had a career in science and technology, both as an employee and running her own business, she wanted a change and began retraining in fashion design. She's coming to the end of her studies and she's doing bits of freelance work for small start up

brands, but nothing which will sustain her creatively, professionally or financially! She really loves surface pattern design and garment pattern making as they relate back to her other passions which are geometry and mathematics. She's hoping to get more industry insight and experience, and build her freelance career. Personally, she's married to Stuart with two children (Heidi, 15 and Ivan, 18) and a cat called Fizzy. They live in Scotland.

Loved this episode? Don't miss [Episode 134: How to Become a Remote Freelance Patternmaker!](#)

Resources & People Mentioned

- [Free resources](#) for SFF Podcast listeners!
- Connect with Vanessa on [LinkedIn](#)
- Follow Vanessa on [Instagram](#)
- Want to work with Vanessa? Email her at vanessad04@gmail.com

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