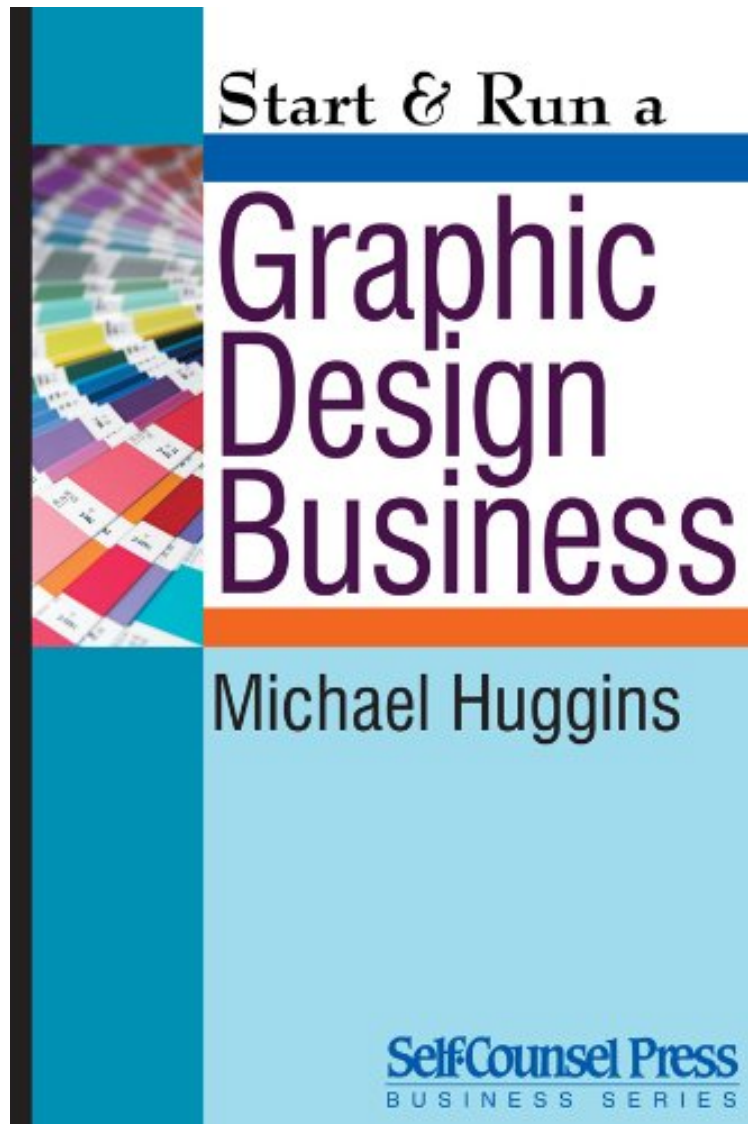


(Free download) Start Run a Graphic Design Business (Start Run Business Series)

Start Run a Graphic Design Business (Start Run Business Series)

Michael Huggins

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Michael Huggins : Start Run a Graphic Design Business (Start Run Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Run a Graphic Design Business (Start Run Business Series):

12 of 12 people found the following review helpful. Chuck Full of Great Stuff, incl. CD rom!By Lisa JacksonI recommend this book. It is very detailed, informative and well-written. I have owned my own solo graphic design business, which I run from home, for 3 years. The first part of this book would have been great for me when starting up, the second half is good for me now. If you don't know already, you can get podcasts, toolkit and weekly

informative newsletters online free along at [...]. This will whet your appetite if you cannot order this book now, or to use while waiting for it to come in the mail. (Cover design excuse: It is part of Self Counsel Press Business Series.)

What this book Covers: Sections which would be helpful if you haven't yet started your graphic design business:

1. Should you start a graphic design business (is it worth it? Yes!
2. You are a businessperson primarily.
3. Partnerships and Alternatives
4. Setting up: company structure, company identity, and business location.

Sections which are helpful to me:

5. Marketing: Niche, Targeting, Marketing Plan, Online, Portfolio, Capabilities kit.
6. Doing the Work: Proposal, Contract, Repeats Referrals, Client Problems, Your Creative Process, Hiring Photographers Illustrators, Pricing Your Services
7. Sample Forms Worksheets

CD Rom for PC This includes sample sheets, forms, time tracking sheets, sample pricing matrix (excel) helps, tips, checklists, podcasts and toolkit

0 of 0 people found the following review helpful. Decent Overview of Running Your Own Design Business

By Patterson

For those seeking a basic, quick, and general guide to get them started in setting up shop, this is a great book. It will not teach you design; the author correctly assumes you already know what you're doing in that arena. I already have a few of these business books, and I didn't really learn anything new, but it was a good overview. Solid advice.

This book doesn't go too in-depth with any one topic, if you're expecting that I suggest looking up "Talent is Not Enough: Business Secrets for Designers" by Shel Perkins or "the Designer's Guide to Marketing and Pricing" by Ilise Benun.

On a technical note, maybe somebody already commented on this, but I was dismayed that the accompanying CD is formatted for Windows only. I'm sure it mentioned that somewhere, but seriously, for design professionals, most of us are going to be in a Mac environment. It's a shame that whoever made that decision doesn't know their audience too well; at the very least, the CD should work on both platforms. So I wasn't able to look at any of the cool stuff that's on it, otherwise I'd leave feedback for that too.

0 of 0 people found the following review helpful. WAY better than I expected!

By Arlene B.

I posted a review about another book I purchased at the same time.. called "The Ultimate Guide to Running a Successful Freelance Business", and mentioned the fact that it was great for motivation and for starting your own design business, but didn't include day-to-day operations. This book does! An entire section (Part IV) dedicated to "Doing the Work" -- from the proposal to invoicing! Even dealing with client problems in between! I never expected to get this much information from this book! I highly recommend this book and the one I mentioned earlier. So happy with both purchases!

There are minimal costs involved in starting a graphic design business which makes it an attractive opportunity for anyone with an artistic eye. All that is required is a computer, an Internet connection, and design skills. It's the kind of business that can easily be run from your home! The graphic design business has changed significantly over the past few years. The popularity of photo- and art-sharing websites and social networking sites, and the low barriers to setting up websites have driven a demand for fresh new graphics and provided numerous opportunities for graphic artists to reach new markets and customers. This book will show you how to capitalize on these opportunities, market your business, find clients, and stay organized. Like all books in the Start Run series, this book is written in an easy, step-by-step format. The included download kit has forms and worksheets that will help you develop a successful business.