

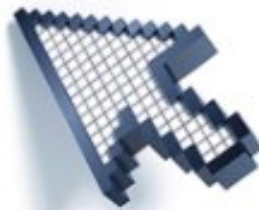
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Starting Your Career as a Freelance Web Designer

Neil Tortorella

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starting YOUR CAREER as a freelance WEB DESIGNER



NEIL TORTORELLA

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Neil Tortorella : Starting Your Career as a Freelance Web Designer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Starting Your Career as a Freelance Web Designer:

1 of 1 people found the following review helpful. ... don't get me wrong - this is not a bad book. But first of all By Storm Foster Please don't get me wrong - this is not a bad book. But first of all, this book is all of about starting and managing your own small business. Although web design is mentioned rather frequently and often used in examples and quotes, this book has NOTHING to do with a CAREER as a web designer. Don't they have a series with the name

like "Start Your Own Business ... ". This book more belongs there. Then, the author hides just so many ads. Again, please don't get me wrong - I have nothing against introducing good tools here and there (with adequate limits and caveats though, please), and sometimes I enjoy commercials. But blending the ads "naturally" in the text with speculations that readers may be (mis)lead is what I am not for. This actually leads to my biggest problem with the book - in the center of Mr. Tortorella's philosophy, it's all about "beat the market", which means just profiting from loopholes of the established and agreed practices and others' goodwill. Will someone clever be successful for a quite while with this philosophy? Absolutely yes. Will many profit from this approach for a short while? Probably yes too. But when these "good ideas" become published in a book, your safe bet probably is that this book is the last chance of those clever ones to steal some more money before they explore other loopholes. If you are enthusiastic about a CAREER as a web designer, I would advise that you look somewhere else. Sorry I don't have any recommendation yet because I just started my search. By the way I thoroughly read the whole book.

3 of 3 people found the following review helpful. **THE NUTS AND BOLTS OF THE FREELANCE WEB DESIGN BUSINESS** By Thomas P. Riddell
This book was published at the exact time in my life when I have given very serious thought at starting a freelance web design company. Neil Tortorella delivers the knowhow and tools that are needed to tackle the business end of being a freelancer. In the web design field, which is growing and becoming the main storefront window of many small, midsize and large businesses, it's important to learn the nuts and bolts behind the designing end of things. Neil very clearly communicates his thoughts and advice in his writing- which is very easily read and understandable. He touches on important subjects such as: accounting, insurance, taxes, billing rates, legalities and marketing. The author also focuses on explaining each step in project management; from the process involved in discovery to content gathering and creation to design and development. He offers tips on software to use in the business end of being a freelancer and directs us to other web based resources. I loved the book and I'll be using much of the content to launch my business- most likely at the beginning of 2012.

0 of 0 people found the following review helpful. This book is long but awesome. It literally has almost everything you need to ...
By Adrian
This book is long but awesome. It literally has almost everything you need to know when getting into the business. I have already been freelancing for some time and still learned lots of helpful info.

Break out of the cubicle and gain the business savvy you need to launch your own freelance web design business with **Starting Your Career as a Freelance Web Designer!** Written by seasoned pro Neil Tortorella, this book guides web designers step-by-step down the path to success and helps them avoid common pitfalls. Jam-packed with practical know-how, this book also contains the wisdom and advice of noted industry authorities and business leaders. Readers will learn how to draft a solid business plan, negotiate contracts, manage time and money, deal with taxes, manage projects and clients, determine rates, and create winning proposals.

(Starred review) Highly recommended. Tortorella's contribution is the nuts-and-bolts handbook for success in the field of freelance web design and will find a ready audience with the fledgling right-brain designer or the college student considering web design as a career. --
Library Journal
About the Author
Neil Tortorella has been strumming a guitar since he was thirteen. He's also been the singer of countless songs in a few bands along the way. A well-known graphic designer, writer, and marketing consultant by day, he's a player by night and on the occasional weekend. He's no stranger to the ups and downs of a creative career and brings those insights to his writing. He is the author of **Starting Your Career as a Freelance Web Designer** (Allworth Press, 2011).