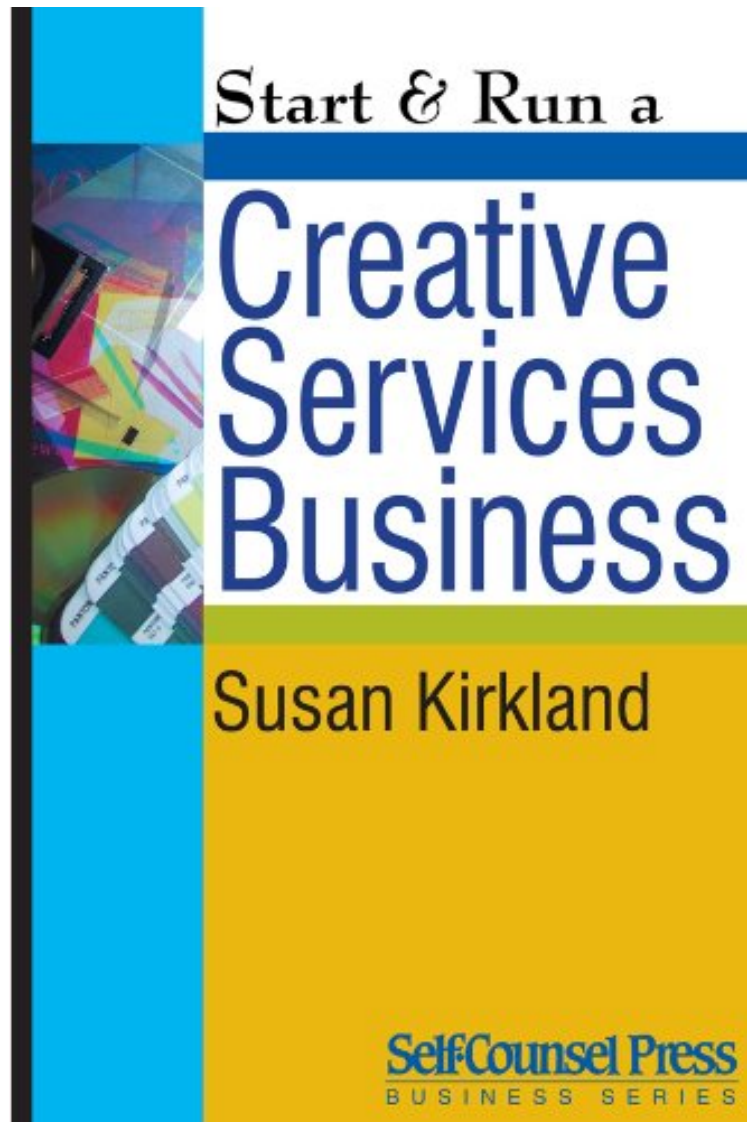


[FREE] Start Run a Creative Services Business (Start Run Business Series)

Start Run a Creative Services Business (Start Run Business Series)

Susan Kirkland

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Susan Kirkland : Start Run a Creative Services 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 Creative Services Business (Start Run Business Series):

Start Run a Creative Services Business will show you how to use your skills, training, and experience to make money designing things like book covers, logos, corporate promotional materials, websites, and advertisements. The book acts as your friend and adviser in the competitive world of the self-employed, and teaches you how to advocate for

yourself. Industry specific information is presented in a logical order, appealing to the novice as well as the seasoned designer who needs advice on a particular situation. Through a series of personal experiences, the author explores the unpredictable nature of the business world from a designer's point of view. For example, there's a chapter on what to do when clients don't pay and another that offers advice about freelancing during economic slumps. The author provides cutting-edge information for creating an electronic portfolio, targeting your market online, and distinguishing yourself from the competition.

It's the one book you really need if you want to be a successful freelancer. Believe me, I know. --Richard Laurence Baron, 30-year advertising veteran
From the Publisher
Make money from your creativity! Geared for the electronic age, this book shows how freelance designers and other creative professionals such as writers, illustrators, and photographers can run successful businesses without leaving their computers. With the tips and first-person accounts in this book, you can run a successful business working for yourself and doing creative work you enjoy. Start Run a Creative Services Business shows you how to make money designing such things as logos, corporate promotional materials, websites, and advertisements. Industry- specific information is presented in a logical order, appealing to the novice as well as the seasoned professional. Relating her personal experiences as a freelance designer, the author acts as your friend and advisor in entering the competitive world of the self-employed. For example, there's a chapter on what to do when clients don't pay and another that offers advice about freelancing during economic slumps. Start Run a Creative Services Business offers cutting-edge information for creating an electronic portfolio, targeting your market online, and distinguishing yourself from the competition. Susan Kirkland shares tips and techniques to overcome self-doubt, find and keep clients, buy the right equipment, team up with professional peers, and make more money.
From the Back Cover
Geared for the electronic age, this book shows how a freelance designer can run a successful business without leaving his or her computer. Entrepreneurs with creativity and design skills really can run a successful business doing something they enjoy.