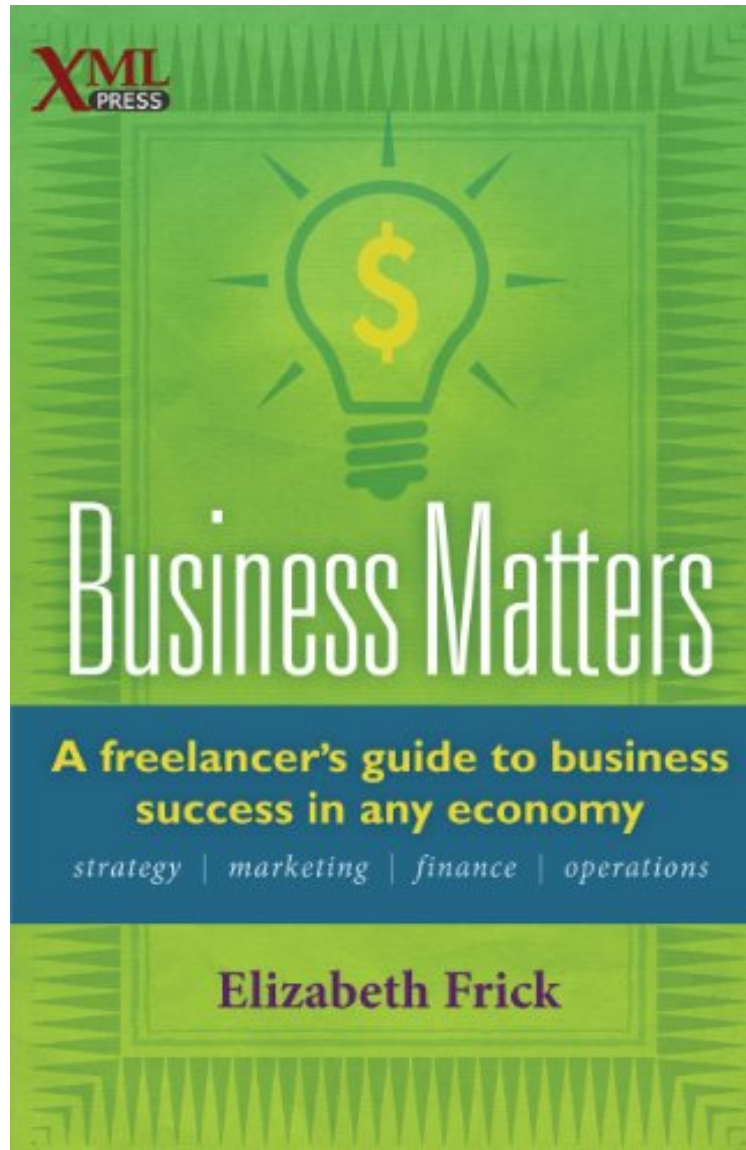


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Business Matters: A freelancer's guide to business success in any economy

Elizabeth Frick

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Elizabeth Frick : Business Matters: A freelancer's guide to business success in any economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Matters: A freelancer's guide to business success in any economy:

1 of 1 people found the following review helpful. An essential for the new freelance medical writer. By skippy As a newly-launched freelance medical writer, I am constantly looking for good, solid business advice. Frick's book

provides this, and more. It is a smorgasbord of information. I especially appreciated its focus on the need for self-awareness; there is a valuable, 2 page exercise in the beginning of the book that will help you decide if your personality is an appropriate fit for freelancing. For me, this exercise reinforced my decision to take this route. There are many specifics for coming up with a business plan and practical advice for marketing (a seven-step plan which nails it); there is even a chapter devoted to 'the reluctant marketerr'; that would certainly describe me. And the book is written in an entertaining and conversational tone; very easy to read. It's like having a long lunch with your business buddy.

0 of 0 people found the following review helpful. Great read for the newbie independent

By Neil Thompson This book was been very useful in me moving forward as an independent. The marketing section of the book has especially been helpful. The book is also full of references to other material of use. If you're new to being an independent like myself, and are unsure as to where to begin, this is a good read. If you're unsure as to whether you're even cut out for the independent life, this is an excellent book for that, too. I'm sure I'll be referring back to the book in the future, especially the sections on marketing and networking.

0 of 0 people found the following review helpful. Start Here

By LeeMKE If you are toying with the idea of going out on your own, start with this book. Bette tells her own stories and lists the books that helped her most, and covers all the issues of starting out on your own as a freelancer. I've also been a freelancer for many years, and went through the same growth as Bette Frick. The advice is solid and necessary if you are to prosper. There are other books for folks starting out on their own, but most are focused on businesses that will produce a consumer product, or operate with employees, equipment, and overhead. Freelancers don't deal with those issues, but our challenge is marketing and focus. Some freelancers learn these skills by accident. Save yourself the time, money and grief of failure; give yourself this head start.

When Bette Frick launched her freelance writing and editing business in 1990, not having completed formal business training meant she would make more than a few mistakes. But not applying MBA models meant that as her company grew, her business model fit her rather than some business-school template. As Bette learned her (sometimes) painful lessons, she shared them in her column, *Business Matters*, in *Intercom*, the magazine of the Society for Technical Communication (STC), from 2003 to 2012. *Business Matters* republishes those articles, substantially revised and arranged thematically, along with several new chapters.

About the Author bio coming later