

[Read and download] How to Open Operate a Financially Successful Web Site Design Business

How to Open Operate a Financially Successful Web Site Design Business

Charlotte Evans, Bruce Brown

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#2300495 in eBooks 2013-06-06 2013-06-06 File Name: B00D976ZL4 | File size: 65.Mb

Charlotte Evans, Bruce Brown : How to Open Operate a Financially Successful Web Site Design Business

before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Open Operate a Financially Successful Web Site Design Business:

1 of 1 people found the following review helpful. Your Takeaway Mileage May Vary By Robert Wall Good mix of reviews that seem appropriate for this book. Yes, the book is responsibly in need of editing. Lot's of redundancy, but that wasn't too difficult for me. Perhaps a bit overpriced (subjective). The stuff on the CD seems of marginal value like

the Chapter Resources (subjective). But, still, fairly useful for the intended audience I think. For me the most valuable part of the book was the case studies. I found that I went back and "earmarked" several of these cases that had a specific valuable take away for me. I actually went out to the website of the case author (most were still in business, which is a good sign). Good list of "Additional Recommended Resources" (i.e., books and links), although the list of links is just that - a list of links with no descriptions (kind of lazy? - gives that "rush to complete the book" impression as someone else pointed out). As I said, the survey of reviews exhibited for this book would seem expected for the intended audience, which would come with a mix of business experience. In my opinion, this book best serves the less experienced of that group (e.g., the lower 50 percent on that scale), but suspect that most of the intended market would find some useful takeaways. For the population of the intended audience (folks wanting to start their own web design business) I would rate this as 4 out of 5 stars. You will probably get your money's worth, as the content seems comprehensive - something here for most everyone. There certainly was something there for me to go ahead and recommend this book with the aforementioned caveats.

0 of 0 people found the following review helpful. Quick delivery

By mamabearI purchased this item as a gift for my son. He requested this specific item on a referral from one of his professors.

1 of 4 people found the following review helpful. Didn't read it all but speed read most of it.

By DerekRead about 50 pages of the book then skimmed over the rest. I was very unimpressed with the book. I'm a seasoned designer though with a deep background in Web Design so most of the information was common sense to me. I would recommend this book to beginners to design and business who are considering getting into this field. The Author i felt though wasn't very experienced and most likely doesn't run a studio with employees. So after a brief read i stopped.

The Pricing Ethical Guidelines Handbook published by the Graphic Arts Guild reports that the average cost of designing a Web site for a small corporation can range from \$7,750 to \$15,000. It is incredibly easy to see the enormous profit potential. Web design businesses can be run part- or full-time and can easily be started in your own home. As such, they are one of the fastest growing segments of the Internet economy. Here is the manual you need to cash in on this highly profitable segment of the industry. This book is a comprehensive and detailed study of the business side of Web site design. It should be studied by anyone investigating the opportunities of opening a Web design business and will arm you with everything you need, including sample business forms, contracts, worksheets and checklists for planning, opening, and running day-to-day operations, plans and layouts, and dozens of other valuable, time-saving tools that no entrepreneur should be without. While providing detailed instructions and examples, the author leads you through finding a location that will bring success, drawing up a winning business plan (the Companion CD-ROM has the actual business plan that can be used in MS Word), buying (and selling) a Web design store, pricing formulas, sales planning, tracking competitors, bookkeeping, media planning, pricing, copy writing, hiring and firing employees, motivating workers, managing and training employees, accounting procedures, successful budgeting, and profit planning development. By reading this book, you will become knowledgeable about basic cost control systems, retail math and pricing issues, Web site plans and diagrams, software and equipment layout and planning, legal concerns, sales and marketing techniques, IRS reporting requirements, customer service, direct sales, monthly profit and loss statements, tax preparation, public relations, general management skills, low and no cost ways to satisfy customers and build sales, and low cost internal marketing ideas, as well as thousands of great tips and useful guidelines. The manual delivers hundreds of innovative ways to streamline your business. Learn new ways to make your operation run smoother and increase performance. Business owners will appreciate this valuable resource and reference it in their daily activities as a source for ready-to-use forms, Web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied. The Companion CD-ROM contains all the forms in the book, as well as a sample business plan you can adapt for your own use. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com

Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 384 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author Bruce C. Brown was born in Bayshore, New York, but moved around quite a bit in his youth, finally settling down in Silver Springs, Florida. He enlisted in the U.S. Coast Guard in 1984 and has completed more than 32

years of service to our nation. Bruce is the author of fourteen published books and has been recognized with numerous awards for his writing. Bruce has three children and a beautiful wife, Vonda. His oldest son, Dalton, is a graduate from the University of South Florida and St Leo University and is a regional manager with Paragon Theaters. His middle son, Jordan, is a graduate from the University of Florida and earned his Doctor of Jurisprudence at the University of Texas School of Law and is an Assistant District Attorney in Texas. His youngest son Colton graduated from the University of Florida and is serving as an Operations Specialist in the U.S. Coast Guard. Bruce has been happily married to Vonda for 32+ years and is currently serving as Commanding Officer, U.S. Coast Guard Base Elizabeth City, North Carolina. During his Coast Guard career, Bruce was recipient of the highly prestigious Douglas A. Munro Award for Inspirational Leadership, as well as the American Society of Military Comptrollers Award of Excellence and is a two-time recipient of the Coast Guard Chief Financial Officers Award for Excellence (Junior Officer and Senior Officer Categories). He earned degrees from the University of Phoenix and Charter Oak State College and is designated as a permanent Cutterman. His military decorations include 5 Meritorious Service Medals, 5 Commendation Medals, 2 Achievement Medals, Armed Forces Service Medal, Armed Forces Expeditionary Medal, NATO Medal and many others.